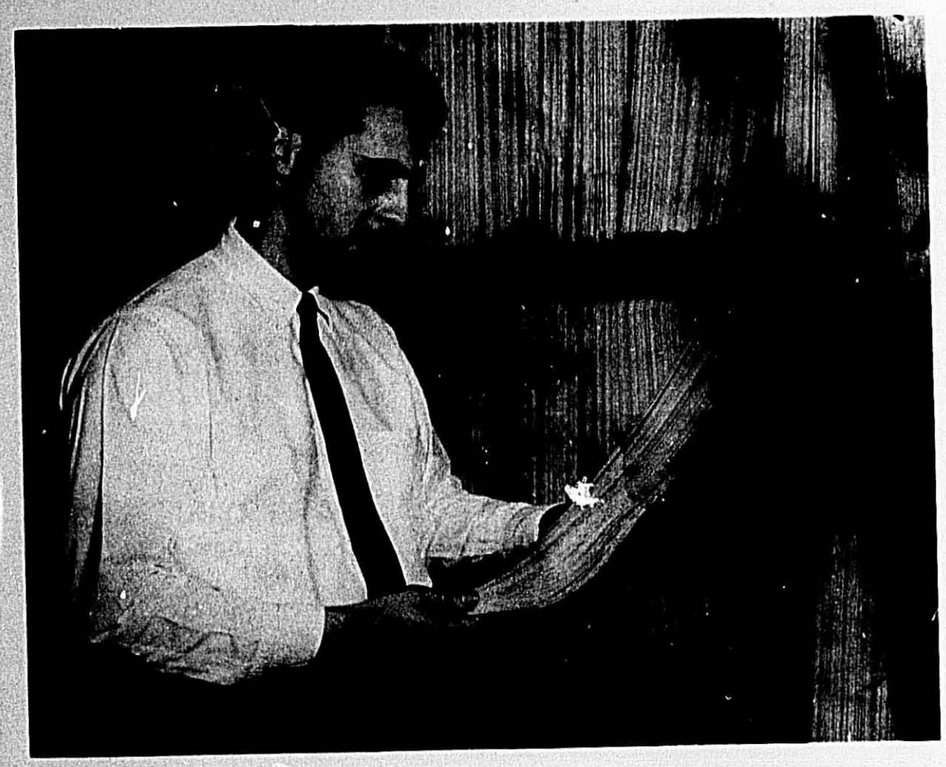
THE MACARONI JOURNAL

Volume 37
No. 12

April, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



The MACARONI JOURNAL

April, 1956

Volume 37, No. 12

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.

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

You'll Find:

	On Page
Packaging and Changing Times	10
Packaging and the Economic Scene	12
Wonderful Wentworth-By-The-Sea	14
Speeding Durum Seed Development	16
Qualities of the New Durums	18
The Egg Picture	21
Project in Mexico	22
Pure Food Law 50th Anniversary	28
Skyscraper of the Prairie	32
Association and Institute Members	34, 35
Short Goods Dryer	40
Automation in Macaroni Manufacture	46
Institute Items	50
Meet the Machinery Makers	60
Buyers Guide	62, 63
Index to Advertisers	66
Retrospections by M. J. Donna	68

Cover Photo

Arthur Russo, Chicago macaroni manufacturer, examines with loving care spaghetti coming out of an automatic press.

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 at Palatine, Ill., additional entry at Barrington, Ill., pending, under Act of Mar. 3, 1879.

The MACARONI JOURNAL

ROBERT M. GREEN, Editor

THIRTY-SEVEN years ago the National Macaroni Manufacturers Association hired M. J. Donna to edit a monthly trade magazine to be known as the Macaroni Journal.

With this 444th issue the Journal completes 37 years of service in the tradition started by Mr. Donna. As the official publication of the industry's trade organization it is still bringing news of developments and happenings of the macaroni-noodle manufacturing industry.

The past year has been one full of development in the macaroni field.

Durum Bounces Back

Durum bounded back after a rust scare because nature cooperated by having searing hot weather that matured the grain quickly and thwarted rust development. The final government estimate of 1955 durum crop placed it at over 20,000,000 bushels, considerably more than the 5,000,000 bushels of the preceding year. But while the increased supply started prices downward and raised growers' tempers, there was still not enough for the industry to go to a 100% durum product. There is doubt in some quarters that this would happen anyhow because mixtures of other wheats along with the vacuum press have taught macaroni manufacturers new ways to produce what they consider acceptable products at prices considerably below what it would cost to use straight durum.

The job done by the agronomists and plant breeders is a shining page in durum history and details of the development of four new durum varieties, the winter increase now going on in Mexico, the milling and macaroni making qualities of these new durums are all described in stories in this issue.

Congress has taken note of the need for durum and will permit growers again this year to plant three acres to durum for every one taken from their wheat allotment. This will certainly help to increase production, particularly in fringe areas and in Montana where more than a quarter of the crop was produced last year.

Problems Spur Progress

The problems of the durum shortage stimulated machinery manufacturers in the development of the vacuum press so that today it has wide application. By making a more compact product with the extraction of air bubbles from the dough mass there have been new problems in drying, and the machinery manufacturers are now turning considerable attention to this phase of processing.

Putting the product in packages that sell themselves off of the grocers' shelves is high on the list of requisites to a successful macaroni operation. The views of Charles Rossotti, who has been in the business some 35 years, were expressed at the Association's Winter Meeting in an address "Packaging and Changing Times." It appears on page 10.

Ennis Whitley, vice-president for distribution for the Dobeckmun Company of Cleveland, Ohio, reiterated the basic principles stated by Mr. Rossotti, and urged management to take a long range view of the economic scene. His comments appear on page 12.

New materials and new ideas continually present themselves in the packaging field. For some of these ideas see pages 53 and 54.

Product Promotion

The work of the National Macaroni Institute to gain consumer favor for macaroni, spaghetti and egg noodles through publicity releases, stories, recipes and photographs to every type of media is being expanded this year to include motion pictures to be distributed to television homemaker shows. A picture of the committee meeting in New York to review story treatment for the films for egg noodles and spaghetti appears on page 50. The firms belonging to the National Macaroni Manufacturers Association are underwriting this program for industry progress, and those that belong to the National Macaroni Institute supporting the effort to increase consumer acceptance of the industry's products are listed on pages 34 and 35.

M. J. DONNA, Editor 1919-1953

Buyers' Guide

Also listed in this Anniversary Issue are suppliers offering specialized goods and services which are called to the attention of macaroni-noodle manufacturers through the pages of the Macaroni Journal from time to time. This Buyers Guide should occupy an important spot on the purchaser's desk as important reference material.

These firms with their financial and moral support are the strength of this magazine. They contribute to the progress of the industry and to the benefit of the ultimate consumer by promoting their goods, services and ideas through this medium.

The Macaroni Journal salutes you, its readers, on this occasion of its 37th Anniversary, and pledges to continue its function as official publication of the National Macaroni Manufacturers Association and recorder of progress in the macaroni-noodle manufacturing industry.

PACKAGING AND CHANGING TIMES

by Charles C. Rossotti, Rossotti Lithograph Corporation, at the Winter Meeting

MOST of you are familiar with the adage, "nothing is as constant as change." A Roman emperor and philosopher, Marcus Aurelius, had something to say about it, too. He said, "Observe always that everything is the result of a change, and get used to thinking that there is nothing Nature loves so well as to change existing forms and make new ones like them."

That was over 1700 years ago and there have certainly been a great many changes since then, and a great many changes will take place in the years ahead. But what about the changes that are taking place now, right under our very noses? Are we conforming to them, keeping pace with them, anticipating them?

I am neither a Roman nor a present day philosopher. As an American businessman, I would like to give you this modern adage: packaging can change the course of a business!

Mr. Rossotti displays macaroni vignette on beer carry-home pack

The Philip Morris Change

Recently the Philip Morris Company changed the design of its old, familiar cigarette package. The new package replaces the old cedar-colored package that had been selling well for twenty-two years. But early in 1953, Elmer Roper, who makes a continuous survey of cigarette consumers' habits and brand preferences, showed that important numbers of customers were getting pretty tired of the conservative brown pack. So Philip Morris decided to investigate further. After all, no one likes to throw out its traditions without first making sure that this is the cause of the trouble. So the first step was to make certain that it was the package and not the product that was at the root of the consumers' attitude. Extensive research confirmed the Roper report.

Because they knew they had a major packaging change on their hands, one that they would have to start at scratch, management set up a task force and christened the program "Project Mayfair." This name helped the task force to mask its intentions from competitors. Project Mayfair's purpose was to produce a modern, colorful package with maximum brand identification and visual registration. Not only would the new design have to please present Philip Morris smokers—it would also have to attract new customers and be an absolute standout on cigar counters and supermarket shelves everywhere. Looking to the future, it would have to meet the demands of color television advertising.

The entire program took about two years to complete and cost about 250 thousand dollars. But Philip Morris is a company with 300 million dollars in annual sales, and a brand that is worth far more than that, so you have to measure the investment in those terms.

Something like 4,000 pack designs were submitted and considered. By June 1, 1955, all but 50 had been rejected. A few days later the number was cut to 10, and on June 17 it was announced that the winning package had been selected.

The point of all of this is, as stated by Business Week magazine, that "Philip Morris, fifth in the tobacco industry, moved more slowly than the rest of the top manufacturers in reacting to recent changes in smoking habits." I may add that Philip Morris also waited a dangerously long time before it finally accomplished what had been clearly indicated as urgently necessary by the Roper report.

The Package Must Sell

It is a well established fact that today's retail package must be able to sell itself off the shelf. In an era of self-service, self-selection and open display it is the only way for it to get off the shelf. There is no longer any room on busy supermarket shelves for packages that perform only their primary duties as containers and product identifiers—without color, without drama, without emotion. And there is no room in the customer's shopping basket for products that hold out no promise of personal benefits or anticipated pleasures.

The manufacturer who practices sound packaging strategy in markets which are constantly undergoing drastic changes due to customer shopping habits will always be ahead of the game. He will be able to move with the current trend and adjust quickly to new consumer buying practices and the quirks that govern consumer preferences. By availing himself of competent, experienced packaging facilities, he can achieve important economies because his entire packaging operation will be geared to mesh completely from research, design, through production, through the packing assembly line, to the final stage: the retail outlet. That is where his wisdom, experience and business acumen will meet the acid test. If his judgment has been good, if his choice of assistance has been sound, it will pay off here in popular consumer acceptance and satisfaction and in increased sales.

I suggest that every manufacturer make a conscientious appraisal of his present packaging methods and designs. A good question to ask in respect to his present package is, does it put the customer in the mood to buy? Perhaps you're wondering if it is possible for any package to do this. With better than 70 per cent of all supermarket purchases today being made in the store, and with 48 per cent of these being made on the spot, the package had better put the shopper in the mood to buy or somebody else's package will!

Create the Buying Mood

There are several ways of creating this buying mood, but unquestionably the best is by putting a promise on the package, an anticipation of good things to come, in short, appetite appeal. This can best be achieved through the use of color photography and full color reproduction. In this way the product can be shown as it will look on Mrs. Housewife's table, in all its mouth watering goodness. It can stimulate the buying mood by promising, "This is the kind of tasty dish you can make by using this product as one of the basic ingredients."

Macaroni in its unprepared state is rather colorless and uninteresting to the average consumer. But it need not be so on the package. Here it can be shown in many appetizing forms.

Because today's package is an important advertising medium, it is comparable in many respects to space advertising. In both instances the object is to attract and create a desire to buy. Color photography has served the space advertiser remarkably well in this regard and is now equally accepted as a most effective way

(Continued on page 53)

PACKAGING AND THE ECONOMIC SCENE

by Ennis P. Whitley, The Dobeckmun Company, at the Winter Meeting

PACKAGING is the key responsibility of top management and it must be made a tool to sell your merchandise. If it isn't a tool to help move your merchandise, then you have the wrong type of packaging.

Briefly on the subject of packaging, you gentlemen know that merchandising is still in the process of a complete revolution, and while 50% of the food is sold in service stores, the processes and the displays and the methods of merchandising used in the super-market and the food chains have a vast influence on what takes place in even the service stores. As Mr. Jenkins told you yesterday, there are more than a thousand super-markets being built annually now.

I think I should say just one thing about the cellophane situation. Cellophane is in short supply. Next year, temporarily I think, there will be enough cellophane. I say temporarily because cellophane has been short about seventeen years out of the last twenty. When there seems to be an adequate supply, it is gobbled up quickly. One of the reasons for the gobble-up of the vast increase is that the variety stores have tried to stay with old-fashioned service and old-fashioned packaging. When I speak of variety stores, I mean Woolworth's especially, and the thirteen or fourteen big chains. But they could not stand it. They are now going to self-service as rapidly as possible, and they are going to appealing packages as rapidly as possible.

Charlie Rossotti and I have no difference of view whatever about the basic subject of a package that helps sell the product. Different markets require different treatment. Fortunately, the industry is growing fast enough that he has all that he can do, and there is much left in the transparent field.

Just this one other reference to packaging, and then I would like to talk about some other things. Yesterday, Mr. Jenkins referred to breakage of packages in cellophane and inferred that the quality of cellophane may have deteriorated. That I question, but I do think that frequently the wrong specification is used in cellophane for given purposes. If so, there is breakage. There is a new miracle film of polyethylene that will eliminate the breakage absolutely. You can have all the sharp things you want and they will not puncture these bags.

I'd like to say also that Dobeckmun has pioneered in bringing to the polyethylene process complete automation. We have resin shipped to us in 10,000 pound neoprene balls. It is then blown by air surges into the hoppers in our plant and

ENNIS P. WHITLEY

in seconds that resin goes from the containers in which it comes to us and becomes a printed bag in a case ready to go.

Now, if you compare that with the difficulties of cellophane, where you must order the cellophane in the proper grade, the proper gauge, the proper width, weeks in advance and wait for its arrival, you can see what a revolution is coming in the transparent phase of the packaging industry. I am anxious that those of you who feel that transparency serves you in your particular market, give this new film a chance. And I would like to point out that our design service is free to any of you at any time for anything, whether you do or do not buy from Dobeckmun. Even if you use cartons, we are glad to cooperate in anything that makes a more appealing package.

So much for packaging!

The Economic Picture

Last year, you may remember we talked some about the economy, and I passed out some brochures entitled, "The Twenty-Five Years Which Remade America." I think the great difficulty of businessmen, all of us, is the pace is so fast. We look at today's news and today's stock market, and we are anxious to make decisions, determine plans and to think of our present and future in the light of immediacy. I think it is much better and sounder if we can and do take a somewhat longer view.

I should like to refer to these graphs which show business trends for the past twenty years. At year's end the New York Times gets out special issues commenting on business conditions in this country and throughout the world. There is the most graphic proof of the trend of our economy that could be portrayed in any possible way. It is important to realize that this is not in terms of inflated dollars. This graph is based on transactions; it is based on commodities such as the output of electric power, the output of tons of steel, the output of paperboard, transactions in commodities, and, as you readily can see, we've gone from less than 100 in 1936 to 210 in 1956. It seems to me that it is very much better if we make plans and look to the future in terms of the trend and the long pull, rather than what happened to yesterday's stock market.

In these year-end reviews of which I spoke, let's do a little headline hopping and see where we are as of today:

"The Economy of the U. S. is Still Advancing in the Biggest Boom in History," "New Peak Set in Production," "Net Profits for '55 Shade All Others," "Demand Outruns Supply of Steel," "Stores Ring Up Best Sales Year as Receipts Soar to $185 Billion."

And in the foreign sheet: "South Americans Encouraged by Recent Gains," "The Atomic Age Nears in South America," "Canada's Expansion of Business Activity Restores Her Boom," "Oil Riches Forge Venezuela's Economy."

Mr. Eisenhower has said that our economy is again rising and we are nearing this year an annual spending for services of $4 billion. I might add, speaking of our own company, since 1941 our own volume has gone from $3,800,000 to $12,500,000,000 in 1955, and we expect in 1956 that it should approach $50,000,000,000. We wonder is this a splash or is it a trend? How shall we lay our plans for the future? What can we expect?

Fortunately there are eminent authorities who have expressed themselves on this subject. Chief among these is Mr. David Sarnoff, chairman of the board of Radio Corporation of America. In a speech which he recently made entitled, "Our Fabulous Future," he said in part, "What is likely to be the character of the quarter century ahead of us? Personally I am convinced that it will be filled with events that may determine the direction and the duration of man's destiny on this planet. That an avalanche of advances will be forthcoming in science and technology is not guesswork. The new types of energy released by the atom and controlled by the electron are already highly effective. Numberless vital technical developments will come from our amazing network of research laboratories, but these features will be more than matched by political, social and moral developments.

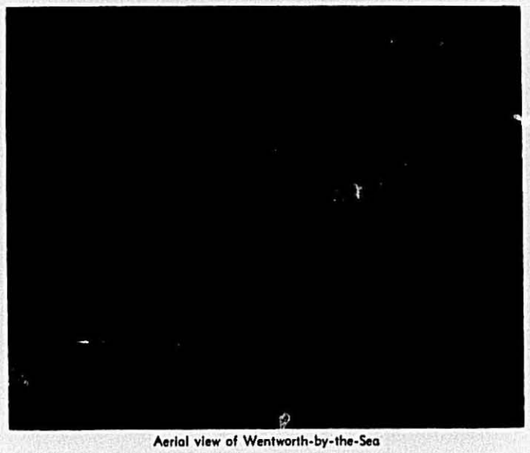
(Continued on page 58)

WONDERFUL WENTWORTH-BY-THE-SEA

Scene of the 52nd Annual NMMA Meeting

THE fifty-second annual meeting of the National Macaroni Manufacturers Association takes place at Wentworth-by-the-Sea, Portsmouth, New Hampshire, on June 20, 21 and 22. The Board of Directors will come in one day earlier to meet on June 19.

Wentworth-by-the-Sea is located on pine-scented New Castle Island with its quaintly artistic homes, cherised fortresses, shorelines broken by rocky cliffs, sandy beaches, and connected with the mainland by two short bridges. Situated within its own private park, it looks out from a hundred foot elevation upon Little Harbor and the open sea, from its frame of gorgeous gardens and landscaped beauty. Little Harbor, shielded from ocean storms by breakwater, affords quiet anchorage for cruising yachts or pleasure boats, with private landing to the hotel grounds. Small craft ride at moorings while owners participate in sports and evening festivities.



Aerial view of Wentworth-by-the-Sea

Family Vacation Spot

Within easy walking distance is the Wentworth's *own* sporty nine-hole golf course of over three thousand yards, planned by *the* Donald Ross and superbly maintained under exacting professional care. Spacious club house with adequate lockers, resident caddies, moderate fees. Directly adjoining the hotel is an ingenious pitch and putt course and eighteen holes of putting greens.

A broad veranda looks down upon three championship *en tout cas* tennis courts where exhibition matches are held weekly. A tourney of world champion professionals takes place in July, and the Wentworth Invitation Tournament, attracting outstanding amateurs, is scheduled for early August. Tennis activities are supervised by a topflight instructor.

At the Ship, just a stone's throw from the hotel, is an ocean-water swimming pool where you may enjoy diversified water-sports under the direction of an expert. Also a separate swimming pool containing thirty thousand gallons of salt water heated to 72°. Al fresco luncheons are served at the pool-side each weekday.

You will find fishing and boating at the Wentworth pier and good riding on their bridle paths. A special program of entertainment is planned for the children with a competent supervisor in charge of the younger set.

On the American Plan

Wentworth-by-the-Sea operates on the American Plan and its menu offers a wide choice. Food of the finest quality is skillfully prepared in electrically equipped kitchens and efficiently served in a spacious, quiet dining room. An attractive children's dining room with special menu is available when desired.

The social program of the convention will take full advantage of fine food by evening. On the first night the traditional Rossotti Spaghetti Buffet will be held, while on the second evening a real New England clam bake is being planned. The Association Dinner Party on the final day marks the climax of these successful get-togethers.

Time may be pleasurably spent in visiting points of interest in and around Portsmouth, world-famous for its beautiful colonial homes and historic shrines. Portsmouth was one of the important shipping points during colonial days and great wealth was amassed with China trade. Within a day's driving distance is the ruggedly picturesque Maine Coast and the Lake Region of New Hampshire's White Mountains.

Championship Tennis Courts at Wentworth

How to Get There

Wentworth is served by air with Northeast Airlines transportation to Portsmouth. By rail, take the Boston and Maine Railroad to Portsmouth or through trains from New York to Dover, New Hampshire. Hotel cars meet planes and trains upon advance notification. Wentworth is 58 miles from Boston — one hour by super-highway . . . 240 miles from New York, 6 hours via parkways.

James Barker Smith, known to macaroni conventioneers as manager of the Flamingo in Miami Beach from 1949 to 1954, is president and general manager of Wentworth. He runs a fine establishment with an excellent staff at a spot that will make a memorable family vacation as well as a profitable business experience for you. Plan now to attend the 52nd annual meeting of the National Macaroni Manufacturers Association at Wentworth-by-the-Sea.

SPEEDING DURUM SEED DEVELOPMENT

by T. E. Stoa, R. M. Heermann and Victor Sturlaugson

T. E. Stoa, Chairman of the Department of Agronomy at the North Dakota Agricultural College at Fargo; Ruben M. Heermann, Research Agronomist, Field Crops Research Branch, Agricultural Research Service, U. S. Department of Agriculture; and Victor Sturlaugson, Superintendent of the Langdon, North Dakota Substation have collaborated to write the following article which first appeared in Bimonthly Bulletin of the North Dakota Agricultural Experiment Station for January-February, 1956.

RUBEN M. HEERMANN

THE serious threat to the North Dakota wheat crop from stem rust after 1950, when Race 15B became established in the wheat producing areas, resulted in greatly expanded breeding and testing programs. To find sources for resistance to this new race, and to incorporate this resistance into suitable varieties, became a major objective of plant breeders in all large wheat producing states. It became especially so in the northern spring wheat states where the exposure to, and injury from, rust could be most serious. Durum wheats, very susceptible and maturing late, were especially vulnerable to injury from this rust.

Results now coming from this expanded program are encouraging. New varieties of durum that promise considerable resistance to 15B have been developed. A considerable supply of the new seed has been built up and will go into wide distribution in 1956. This expanded and "stepped up" program was made possible through the coordination and cooperation of many workers in many fields, plus the enlarged greenhouse and testing facilities made available by recent legislatures.

Added greenhouse facilities permitted the propagation and testing of early generations of hybrid material in the winter. This made it possible, in the early generations in the hybridization program, to grow two to three generations (crops) during one year. The opportunity to grow and increase the seed of new lines in the southwest — Arizona or California — where seed can be planted in the fall and harvested the following spring in time for reseeding again in North Dakota, further shortened the time when seed of new varieties might become available and in general distribution. Actually what usually requires from 10 to 12 years, if only one plant generation or crop can be grown each year, has in this instance, been crowded into five years.

Preliminary Increase of F_4 Lines

Because of the great urgency, individual plants which showed good rust resistance were selected as F_4's in the winter of 1952 and checked again for rust resistance in the field that year. A preliminary increase of seed of the better lines for wider testing began that winter and as results became available the best of these lines were continued under increase. After the summer of 1953 five of the lines were under increase and the amounts of seed available approximated 10 to 15 pounds each.

In the fall of 1953 five to 10 pounds of each line were sent to Brawley, California, for a further winter increase at the Southwestern Irrigation Field Station. As a result approximately 5 acres of each could be sown at the Langdon Station in 1954, and a fair crop was harvested despite a very unfavorable late harvest season in the Langdon area. The heavy loss from rust to other varieties in 1954 made it seem doubly desirable that these lines, promising much needed rust protection and acceptable in yield and semolina quality should be released as soon as adequate supplies of seed were available.

Commission Provides Funds

An appeal was made to the State Emergency Commission for funds to finance the cost of a further and larger winter increase. The commission advanced the necessary funds and arrangements were made with a group of farmers in Yuma County, Arizona, to grow this seed during the winter of 1954-55, under contract with the North Dakota Experiment Station. One of the five lines, which did not test satisfactorily, was omitted from further increase. The four lines remaining were included in the increase. Later, as more information becomes available and seed supply more adequate, preference may be given to one or two lines.

Two Sources of Resistance

The four lines represent two distinct sources of rust resistance — two from a Khapli emmer cross and two from a cross with a durum from Palestine, a durum of inferior semolina quality, lacking in resistance to the once more common races of stem rust, but found to be resistant to Race 15B.

Together the seed available from the four durums totaled about 250 bushels. From this 238 bushels were sent to Arizona to be sown on 242 acres on 10 irrigated farms in the Yuma area between November 10 and 20, 1954. Sown in November, the crop emerges promptly and continues to make good growth into early December. Later in December and through January the short days and relatively low temperatures do not allow for much growth. As days lengthen and temperatures through February and March increase, plant development increases, the wheat crop usually reaching the heading stage in late March.

The 1954-55 cool winter and spring temperatures slowed growth, but other than this results generally were satisfactory. The earliest variety and field to be harvested was swathed May 5, 1955, the latest on May 16. The length of time between swathing and combining varied from four to seven days.

The 242 acres of durum produced about 8100 bushels of new seed. Transport of the seed was by commercial truck. The grain was bagged and loaded directly from the field as combined, returned promptly to North Dakota, cleaned for seed, treated and made ready for sowing again. Truck transportation from Yuma usually required from four to six days. The time between swathing a field in Arizona and when the crop was threshed, cleaned, treated and sowed again in North Dakota usually ranged betwen 12 and 15 days.

Those who cooperated in making this program work included: the Southwestern Irrigation Field Station at Brawley, California; the cereal technologists assisting in evaluating the many lines for semolina quality; the State Emergency Commission which provided the funds; com-

(Continued on page 26)

QUALITIES OF THE NEW DURUMS

by L. D. Sibbitt, G. M. Scott and Rae H. Harris

RAE H. HARRIS

Rae H. Harris, Cereal Technologist, L. D. Sibbitt, Assistant Cereal Technologist, and George M. Scott, Experimental Miller at the North Dakota Agricultural College, Fargo, wrote the following article which first appeared in the Bimonthly Bulletin of the North Dakota Agricultural Experiment Station for January-February, 1956.

A YEAR ago the writers pointed out the severe losses inflicted on the durum growing industry of North Dakota by stem rust. They also described the quality of some promising rust-resistant durum hybrids which had been grown in experimental plots at the Langdon Branch Station. Methods of evaluating durum wheat quality were briefly discussed and their commercial importance pointed out. This report describes equipment used in evaluating durum quality and methods of operation and shows results from both the 1954 and 1955 crops grown on the experimental plots at Langdon, Minot, Edgely and Fargo.

Methods and Equipment

The major operations included in macaroni processing are mixing, kneading, pressing, fanning and drying. The laboratory is maintained at approximately 60% relative humidity while processing is being done. The press temperature is held at 92° F. A special macaroni die is used which is substantially thicker than the customary experimental dies and has its center rod held firmly by three knife-edge supports instead of one, as is usual in most experimental dies. This arrangement prevents possible displacement of the center rod during pressing with resultant variations in macaroni wall thickness.

In processing, 600 grams (1.3 lbs.) of purified semolina is used. Sufficient water is added to form a stiff dough and the semolina and water are then mixed and kneaded to optimum consistency. The dough is permitted to rest for 10 minutes at press temperature before being pressed into macaroni. The 30-inch lengths of macaroni are suspended over wooden rods and surface-dried at room temperature and humidity in an air current from a fan.

A section of the modern macaroni-processing laboratory located in the new Grain Products Laboratory on the campus of North Dakota Agricultural College is pictured. Shown are the experimental mixer, kneader and temperature controlled press. After pressing and surface drying the material is placed in the drying cabinet where it is sweated for a minimum period of one hour at 90° F. and 95% relative humidity. The drying of the macaroni is performed in the cabinet, which is fitted with devices for accurately and automatically controlling the temperature and relative humidity. Drying is done at a constant temperature and under a falling humidity gradient, for a period of 60 to 63 hours. The visual color score is then determined on the dried macaroni. The apparatus and methods employed closely resemble those used in commercial macaroni (long goods) manufacture.

Results and Discussion

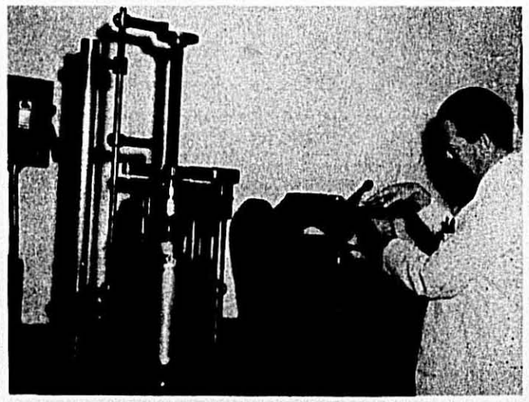
Table I shows the data obtained from the wheats, arranged in order of decreasing test weight. It is evident that Langdon had the highest yield per acre with Ramsey next highest. For test weight Towner was best, although all the varieties except Mindum were close to 60 pounds or above. Mindum was also definitely lower than the others in both

(Continued on page 24)

TABLE I. — Comparative Wheat Quality Values for Seven Durum Varieties Arranged in Order of Decreasing Test Weight.

Variety	Yield	Test Weight	Protein[1]		Semolina Yield[1]	
			Wheat	Semolina	Unpurified	Purified
	b.p.a.	lbs./bu.	%	%	%	%
Towner	32.2	62.8	13.8	12.7	70.4	52.8
Ramsey	35.6	61.9	13.7	12.9	72.7	56.8
Langdon	38.7	61.4	13.8	12.8	71.8	56.8
Sentry	31.4	60.5	14.0	13.1	69.4	53.0
Yuma	33.9	59.7	14.8	13.6	70.5	51.2
Vernum	27.6	59.4	13.3	12.5	68.4	52.8
Mindum	22.2	57.4	11.9	11.3	66.2	50.7

NOTE: [1]Expressed on 13.5% moisture basis.



L. D. Sibbitt with experimental macaroni equipment

THE EGG PICTURE

An analysis by Merrill Lynch, Pierce, Fenner & Beane

FACTORS Conducive to Price Advance: (1) Layers should remain well below 1955 until fall; (2) Hatch has not yet begun to increase; (3) Storage may be only half the heavy stocks last year; (4) Record consumer income should provide a good demand.

Factors Conducive to Price Decline: (1) Profitable winter prices generally followed by over expansion of hatching; (2) Annual increase in fall production is reducing need for storage eggs; (3) Expected larger supplies may restrict storer and breaker demand.

Review and Current Situation

The effects of a sharp price reversal late last season will have an important influence on this season's prices. After making new seasonal lows early last November, futures prices surged upward to new highs at year's end. Thereafter, January acted erratically but ended firm and not too far from the season's best. Prices were attractive and the egg-feed ratio became quite favorable. The outlook is therefore for larger additions to the flock.

The flock on January 1 was 3% smaller than the previous year with 386,587,000 hens and pullets of laying age compared to 397,539,000 at the start of 1955. In July, when the big break in egg prices occurred, it was 3.6% larger and laying at a 6% heavier rate of lay than the year before. It wasn't until December that production fell below 1954 levels. Cash and futures prices then reached their highest levels for the year. The purchase of some 70,000 cases by the Spanish Government contributed to the strength of cash prices. The development of a strong technical situation in futures at a time when storage reserves were almost depleted was equally significant. By January 1 storage stocks of shell eggs at 113,000 cases were well below starting levels in 1955 but above the 5 year average of 89,000 cases. Between the peak in July and the end of the year 2,174,000 cases were withdrawn to augment fresh production versus only 1,446,000 in 1954. Frozen egg holdings of 75,204,000 pounds were about the same as a year ago after being 11.5 million pounds greater at the July peak of 197,706,000. However, these frozen stocks were difficult to move until cash prices staged their advance in September. When cash prices advanced, breakers utilized inventory and cut back production from September through December. As a result, 16 million fewer pounds were produced during this period. This represented 80% of the almost 20 million pounds drop in annual production to 341,514,000 pounds from the 361,184,000 of the previous year.

More eggs are stored in frozen form than in the shell and the breaking operation is a more important factor in the removal of fresh production. Therefore, breakers' operations are extremely important in the early spring months since they cushion prices against the weight of seasonally heavy movement. Present price levels do not appear attractive and the prospects for increased fall production may prompt breakers to keep supplies relatively low. Similarly, present prices do not seem attractive to storers.

The December output of frozen eggs was 2,808,000 pounds or 70% below a year ago's 9,752,000 pounds. Should frozen production in January and February be as much below last year as in December, these undiverted eggs will weigh on the cash market. Unseasonable weather, radical changes in the price of eggs or feed or both may counterbalance the seasonal pressures.

Shell storage will depend largely on the outlook for fall, the available surplus for storage and an adequate inducement in hedge basis between futures and cash prices. Last year the prospect of sharply reduced hatch encouraged support of futures and extremely favorable premiums over cash prices, and enabled storers to hedge at attractive differences.

A large spring hatch seems to be in prospect. The egg-feed ratio last year was consistently above 1954 from March on, especially from September through December. The composition of the laying flock at the beginning of this year is heavily weighted with older hens. Production and quality from older hens tends to be lower than from pullets. Hens may comprise 37% of the active layers compared to 33% last year and a 5 year average of 36%. This may result in (1) a slower rise in production per layer into spring; (2) any appreciable decline in the egg-feed ratio is likely to be reflected in heavier culling among hens. (3) A continued favorable egg-feed ratio would curtail culling as long as possible.

The hatching will be known shortly, and prospects favor farmers culling more stringently than last year so that the flock by June may be 3½%-4% below 1955 figures. Spring hatching is not likely to have an effect on either layer numbers or actual production until July. Months before fall production, prices will be influenced by the trade's willingness or reluctance to store, and the pattern of breaker activity.

Based on the past 5 years alone, February is the month most sensitive to weather affecting seasonal increase in rate of lay. This year's flock is numerically smaller and production is therefore more vulnerable to weather influences. The rate of lay through the spring and early summer is not likely to offset the smaller layer numbers.

Outlook

Overall production for the first quarter of 1956 may be about equal to the same period of 1955, if the weather is less severe. The loss of diversion outlets to breakers of some 500,000 to 600,000 cases less in this period than last year would offset the gain of 500,000 cases over the eggs taken for hatching in 1955. The net available supply would be the same as last year. A continuation in early 1956 of current low beef, pork and broiler prices provides strong competition to eggs for the housewife's dollar. Consumption may need lower prices if breakers are cool to the market.

Second quarter production in April, May and June is likely to reflect the 3% smaller flock. It was in this period in 1955 that the heaviest storings occurred. Production in this quarter may be 900,000 cases less than the 1,800,000 cases of shell eggs last year so the need for storage should be appreciably lighter. If fall prospects indicate a larger flock and little likelihood for a seasonal price rise, the surpluses of April, May and June may be absorbed by price adjustments. Prices must be low enough to either increase immediate consumption or excite storers' interest, even if only during the hot months.

Total shell storage may amount to 1.2 to 1.5 million cases of shell eggs in July compared to 2.3 million last year and 1.6 million in 1954. Storage eggs could well find their best market in normal channels during the hot weather of July, August and September when top grade large eggs will be relatively scarce and before heavy fall production of medium sized eggs. The hatch would have to be both large and early to achieve the September and October output of 1955. Conceivably a 20% increase in the season's hatch might result in an increase of about 10% in total pullets by October. In any event, because of the smaller number of hens, the laying flock might be only 1 to 2% larger than last fall.

Summary

The paradox of smaller production and larger supplies could create the forces to depress egg prices this spring. Production will be smaller but it should meet with less demand from storers and breakers. Remaining supplies could prove to be larger overall and will probably require reduced cash prices in order to be moved. The extent of price decline, if any, seems

(Continued on page 51)

PROJECT IN MEXICO

Report by Don G. Fletcher, Rust Prevention Association

THE seed of the new rust resistant durum variety, Langdon, left Langdon, North Dakota, September 29 and reached Nogales, Arizona, October 15 on its way south.

The seed was all in the ground by October 27. While there was some difference in the date of emergence, all the grain was reported to have stooled well and was jointing by the middle of January. On January 15 Dr. Norman Borlaug in Mexico City reported he had checked our durum increase fields and the International Grain Experimental Plots. Dr. Borlaug is in charge of grain improvement for the Rockefeller Foundation and had just returned from Ciudad Obregon in Sonora. All wheat in this area is grown from October to May. All crops must be irrigated.

To date no damage has been done to vegetable or grain crops on the west coast of Mexico. In the central part of Mexico the temperature had been below 15° F. for over a week. Severe damage occurred to all winter crops including wheat around Mexico City and in the Bajio district to the northwest.

By withholding the last one or two irrigations and cutting the grain on the green side with a swather, it is hoped the seed will cross the border about the middle of April. It is hoped that the seed can be cleaned, treated and certified before it leaves Mexico. The total cost of the project to date is as follows:

198 bu. seed at $5.90 per bu. double sacked for export	$1,168.20
Brokerage, handling and service charges on durum seed shipment from Langdon, N. D., to Cd. Obregon, Sonora, Mexico, and trucking charges from Nogales, Arizona, to Cd. Obregon	578.16
Advance as down payment on John Deere swather to obtain immediate shipment of this machine to our grower in Mexico. This amount will be deducted from growing costs	300.00
	$2,046.36
Per unit cost to date for each $1,000 invested in project (balance on deposit with John Scott & Senator Ole Johnson)	$ 1.00

Mr. John W. Good of the export department of the John Deere Implement Co., became interested in our durum winter increase project through the cooperation of one of our directors, G. R. Carlson, Jr., of the Deere & Webber Co. Mr. Good has promised to see that one of their 12 foot swathers is delivered in Mexico by February 1.

The Mexican Department of Agriculture and the Rockefeller Foundation cooperate in improving agricultural crops. The Rust Prevention Association is cooperating in the International Grain Improvement Program and supervises the growing of new hybrid grains in Mexico.

Around Obregon the grain plants usually stay green and hold moisture quite a while after the grain is mature because the plants keep pumping up water from the previously irrigated soil long after the top soil is dry and cracked. Humidity decreases and temperatures normally rise to between 80 and 90 during part of many days in March. In April and May when the commercial crops are generally combined, the hot winds and high temperatures (90 to 110 degrees) require varieties that do not shatter and will stand for direct combining.

Mr. John Budd, President of the Great Northern Railway Co., who is one of our directors, has taken a personal interest, along with the presidents of other railroads that serve the grain growing areas of the Midwest, in arranging for transportation of the seed from Nogales, Arizona, to Grand Forks and Devils Lake. The railroads have promised six-day serv-

Proper fertilization pays in any part of the world. The grain on the left yielded about 12 bushels per acre with no fertilization. The field on the right — same variety, same irrigation, same soil and culture, but properly fertilized — yielded more than 40 bushels.

The rich soil responds well to the latest cultural practices being introduced by the recently organized but rapidly growing Extension Service of the Mexican Federal Department of Agriculture and the State Departments of Agriculture.

ice in mechanically refrigerated cars from the border to the North Dakota point at a price of approximately 77 cents per bushel. This is less than half the price given by the truck lines, and one day less in time. Donald G. Fletcher is working with their brokerage firms, the U. S. Customs and federal seed inspection people in Nogales and Minneapolis on the necessary papers, tests and inspections to import the seed and clear it promptly for planting. He plans to arrive at Cd. Obregon, Sonora, Mexico, early in March and will be in that region until the grain is shipped. The Rust Prevention Association will attempt to anticipate any possible delays and will do all they can to avoid them.

The illustrations show the location and type of country where the winter increase is being grown. The machinery and farming methods used by the better farmers compare favorably with our own.

Modern machinery is used in this area. In 1954 more than 300 self-propelled combines were sold in the city of Obregon alone. Most of the land under irrigation in the surrounding area is privately owned and operated. About 700,000 acres will eventually be under cultivation.

Qualities of New Durum —

(Continued from page 18)

wheat and semolina protein content, probably owing to damage from stem rust. Yuma was highest. For semolina yield Mindum was lowest, while the four newer varieties were all higher, with Ramsey yielding the largest proportion of unpurified semolina. Varieties which produce relatively good yields of semolina are more valuable to the miller than varieties of lower yield potential.

Table II shows additional quality information obtained from the semolinas. There was little difference in speck count with the exception of Yuma, which had distinctly less speckiness than the other semolinas. For ash content Towner was the lowest and Mindum and Vernum were a trifle higher than the average. However, the relative difference between the semolina ash content of these three standard varieties and that of the newer wheats noted is much less than was found for the 1954 crop. This may have been caused by the lower rust incidence in 1955, and probably to some extent to the effect of using wheats grown at four stations in 1955 rather than having only wheats from Langdon, as in the 1954 comparisons.

Sentry had the lowest water absorption when mixing the macaroni dough for processing. The others did not differ appreciably. For macaroni visual color score, Langdon was the best variety, closely followed by Sentry. Towner was the poorest, with Yuma somewhat better. In years before the threat of 15B stem rust appeared these wheats would have been viewed with suspicion for the production of good quality macaroni. These two varieties, of course, produce macaroni greatly superior to bread wheat, or to the 50-50 blends used currently by macaroni manufacturers. The color score for Vernum, Mindum and Ramsey were respectively better than Yuma.

The release of Yuma and Towner helps materially in safeguarding the North Dakota durum crop against loss from stem rust infection. Their lower yield per acre as compared with Langdon and Ramsey should tend to limit their growth in the state.

The variability in gluten quality found among the seven varieties is shown by use of a mixograph. This instrument is a device for measuring automatically changes occurring in a dough during mixing. Yuma shows the greatest degree of gluten strength followed by Vernum, Mindum, Ramsey, Towner and Langdon, with Sentry having the least.

From the data described it appears that these four new hybrids – Langdon, Ramsey, Yuma and Towner – possess satisfactory milling and macaroni-making properties.

TABLE II. – Comparative Semolina and Macaroni Quality for Seven Durum Varieties Arranged in Order of Decreasing Macaroni Color Score.

Variety	Semolina Specks per 10 sq. in.	Ash Content[1]	Absorption[1]	Visual Color Score of Macaroni	Mixogram Curve Classification
Langdon	33	0.60	27.9	9.3	Weak
Sentry	37	0.62	26.8	9.1	Very Weak
Ramsey	31	0.61	27.9	8.0	Medium Weak
Mindum	33	0.66	28.8	7.9	Medium
Vernum	15	0.65	28.1	7.7	Medium
Yuma	18	0.60	28.3	7.4	Strong
Towner	35	0.56	28.0	7.1	Medium Weak

NOTE: [1]Expressed on 13.5% moisture basis.
NOTE: The wheat yield data in bushels per acre were furnished by the Department of Agronomy.

Durum in Canada

C. L. Sibbald, Director of Catelli Durum Institute, writes:

Seed Durum

While it is still too early to forecast the final outcome regarding durum seed for the spring of 1956, a trend is nevertheless beginning to develop. Some seed houses have set their retail durum prices for registered seed at $3.50 per bushel, with certified seed 50c less. Farmer to farmer sales have been made at from $2.00 to $2.50 per bushel direct from the bin. Southern Alberta seed prices are the lowest at present because of the good supply there, but many growers have been holding off selling pending the announcement of the American plan for durum in 1956. Now that this has been indicated, the effect which U. S. demand for Canadian seed will have on prices should become clearer. Right now durum seed prices are considerably below the 1955 level, and will likely remain there unless demand from the U. S. and from western Saskatchewan becomes exceptionally strong. Both of these areas are known to be looking for Stewart Durum, but whether they will pay high prices for seed is questionable. Most Saskatchewan farmers are nursing sick pocketbooks, while farmers in the U. S. have seen commercial prices of durum tumble almost down to the support price level of $2.66 per bushel in recent months. These facts plus the reasonably abundant supply of top quality durum seed should act to keep prices down, but only time will tell.

Larger Durum Acreage in 1956?

A January survey of United Grain Growers Limited country elevator agents showed that the farmers in the western half of the prairies are planning bigger acreages of durum in 1956. While this is just a preliminary trend, it nevertheless points up the continuing high prices paid for durum due to a world shortage, the no-quota delivery basis and the squeeze of bread wheat surpluses. This year a new feature is the interest displayed in Stewart and Mindum durums. Since the Pelissier and Golden Ball varieties were down-graded to Extra 4 C. W. on August 1, 1955 at a discount of from 10 to 25c a bushel, farmers have begun to realize that continuing good returns on durum depended more than ever on their growing good quality. Even at these discounts, Pelissier and Golden Ball sales have been dragging, and further production of them would be dangerous.

Durum in the U. S.

Through the years the state of North Dakota has been the largest producer of durum in the U. S. Even the threat of rust has not deterred farmers there too much, and nearly a million acres were seeded in 1955. But Montana has started to grow durum too, producing a few million bushels last year. Yields were good and even though durum prices have skidded downward it is generally believed that Montana will sow more durum in 1956. Adding weight to this theory is the fact that the U. S. government may once more give the growers a chance to double their durum acreage provided that they have grown some in the past five years. Noteworthy is the fact that Pelissier and Golden Ball are not allowed under this plan.

Canada does not export durum to the U. S. Therefore any increases in the American durum production would not affect Canada's markets until such time as the U. S. durum entered the export trade picture. This would probably take place when American stocks of durum rose above 30 million bushels in any one crop year. At the average yield of durum over the year, a planting in 1956 of over 2 million acres would have to take place before this production figure was reached. In 1955 the durum acreage in the U. S. was about 1¼ million acres. Because much of the durum to be seeded is susceptible to rust, and the price fall has heightened the risk, it is reasonable to assume the 1956 crop will provide very little durum for export purposes.

Speeding Development —

(Continued from page 16)

mercial seedsmen who set aside their cleaning plants and gave prompt attention to cleaning and treating the seed from Arizona; members of the Extension staff in North Dakota who supervised the distribution of this seed; and the 239 farmers who by arrangement agreed to pay for this seed and reserve 20 to 40 acres of their choicest fields for it.

In this urgent and "speeded up" program, time has not permitted the extensive tests usual in connection with a good breeding and testing program.

In the increase program the amount of seed originally allotted to each county was in proportion to its usual durum acreage. It is planned that increases now on hand largely remain in the counties where they were grown and be allotted by county agents to other growers.

The allotment is to be kept to about 20 bushels to each applicant and not less than 10 bushels if possible. Some recognized seed growers may be allotted larger amounts. Seed on hand at the experimental branch stations and seed farms will be allotted to marginal durum counties not sharing in any seed in 1955. The stocks of seed now on hand include about 52,000 bushels of LD 372 (Langdon); 32,000 bushels of LD 369 (Ramsey); 12,000 bushels of Ld 370 (Towner); and 23,000 bushels of Ld 364 (Yuma).

While the four durums have considerable resistance to stem rust Race 15B, they are not immune. Observations indicate that Langdon, Ramsey and Towner will, under severe rust conditions, show a fair amount of infection. In the case of Ramsey and Towner this infection has resulted in relatively small pustules late in the plant's development. How these new varieties will compare with other durums in resistance or susceptibility to other diseases is not fully known. Langdon has shown a little more leaf rust than the other varieties.

Recommendations for 1956

The supply of seed of the new durums should sow about 100,000 acres in 1956. It will be necessary, therefore, in 1956 to rely heavily on seed from other varieties.

There is now a larger supply of good seed and a larger variety choice than for some time. Sentry, while not resistant to Race 15B, has a degree of tolerance which makes it safer than Stewart or Mindum. Also it is earlier to head and ripen, thus affording better opportunity to "escape" injury. Vernum would be the next choice and Mindum would be third.

While no one can foretell what the rust situation may be in 1956, the outlook appears brighter and much more encouraging for the durum grower than it was a year ago. Assuming timely sowing and development of our wheat crop in 1956, with normal spore showers from the south, no new race or races of rust, and no unusually favorable environment for the rust organism, then the large acreage of resistant Selkirk and much of the remaining wheat acreage sown to rust tolerant varieties should have a considerable retarding influence on the rust build-up.

Victor Sturlaugson, superintendent of the Langdon Sub Station, in a field of LD 372.

50th ANNIVERSARY OF THE FEDERAL PURE FOOD LAW

1956 marks the 50th anniversary of the Federal Food and Drug Act and the Meat Inspection Act. Trade associations, individual companies, government officials and consumer groups are joining in the celebration. The National Macaroni Manufacturers Association is participating in the commemoration of the 50th anniversary of the Food and Drug Act of 1906.

There were local and state laws prior to the federal act. The first general food law in the United States was drafted by Massachusetts in 1784. California enacted a pure food and drink law in 1850, and most of the states had similar laws by 1900. But there was no federal law to control adulteration and misbranding or sanitation in the commercial processing of foods and drugs.

Early pioneers in food processing were not experts in food bacteria or in food technology. The importance of sanitation was not fully realized as it is today. People entered the food and drug industries without previous experience to guide and qualify them. When food products spoiled—sometimes without apparent reason—the food processor resorted to chemical preservatives. When colors faded he turned to coal tar dyes, which at that time were not certified as to safety. Processors were not aware that many of these additives were unsafe.

In 1883, Dr. Harvey W. Wiley came from Purdue University to become Chief Chemist of the U. S. Department of Agriculture. He was much interested in the composition of foods and he assigned part of his staff to the problems of food adulteration. Soon a series of government reports began to come out. These scientific studies documented the case of an effective federal law. In the next 25 years, over 100 pure food and drug bills were introduced and considered by Congress.

The first supporters of the legislation were the state chemists. They knew the problems and they knew the state laws with their lack of uniformity were unable to deal with them. Practices banned in one state might be legal in adjoining states.

Dr. Wiley took his message to the public. He became a popular speaker to women's clubs and business organizations. Newspapers and leading national magazines joined the crusade. Women's organizations rallied to Dr. Wiley's support.

Leaders of the food and drug industries and some of their trade associations saw

MRS. WILEY and GEORGE LARRICK

that a federal law would correct harmful practices and be beneficial to business. They, too, supported the bill.

Finally by an almost unanimous vote of Congress, the Food and Drug Act of 1906 and the Meat Inspection Act were passed. The two bills were signed by President Theodore Roosevelt on June 30, 1906.

Passing a law does not automatically solve all the problems. The passage of the Food and Drug Act marked only the beginning. An enforcement organization had to be established and new and better testing methods had to be devised. Thousands of manufacturers had to change their products and labeling so they would conform in all respects to the new law.

Experts in the Bureau of Chemistry demonstrated how foods could be preserved without chemicals by employing adequate sanitation and suitable raw materials. Processors who adopted these practices found a new and enthusiastic market for their products.

Acting not only as policemen, the regulatory agencies have provided other important services to industry as well as the consumer. Inspection and enforcement, backed up by a dynamic food industry, are important parts of the present day structure from which the American people receive the best and purest foods ever available to any nation. The almost universal acceptance of food and drug legislation is evidence that enforcement has been exceedingly well done.

With the rapid expansion of the food and drug industries, the Food and Drug Act of 1906 became outmoded. As more and more foods were being packaged, the need for more informative labeling arose. Official standards were needed to define the composition of basic food items. A stronger inspection law, and regulation of cosmetics and medical devices as well as food and drugs, also became desirable.

In 1933 a movement to secure a stronger and more inclusive act was begun. Business groups at first opposed the legislation; then, when the technical problems were removed, they withdrew their opposition and gave their support. In 1938, the present law was passed and it became effective in 1940.

Today the food, drug and cosmetic industries are vigorous supporters of strong food and drug laws. They recognize, in addition to protecting the consumer, these laws are good for business because they help to insure consumer confidence and satisfaction in manufactured products and also because they restrain unethical competition.

Standards of identity, quality, and fill of container for foods are established, with the aid of industry, through public hearings. The voluntary support accorded these standards by a majojrity of industry is a powerful factor in making them enforceable and in creating confidence on the part of the consumer. Standards thus become important to our entire industry.

The role of the courts is likewise vital to the effective working of this vast screen of protection against impure food and drugs. In interpreting the statutes and reviewing the standards, the courts have shaped a forward looking, yet workable body of law to govern food processing and distributing.

The Golden Anniversary celebration of the Food, Drug and Cosmetic Laws got off to a good start at the opening luncheon in Washington, January 11. More than 150 guests attended. They were distinguished law makers, industrial leaders, food and drug officials, consumer representatives, and members of the press. The speakers were: Representative J. Percy Priest, chairman of the House Interstate and Foreign Commerce Committee; Bradshaw Minter, Assistant Secetary Health, Education and Welfare; Commissioner George P. Larrick of the U. S. Food and Drug Administration.

Commissioner Larrick stated the specific purposes of the celebration were: to further public understanding of the food and drug laws; to inform the public of their benefits to both industry and consumers; to give public recognition to our industries which have made our food, drugs, chemicals and cosmetics the best

in the world; through public education to further strengthen the effectiveness of food and drug measures at all levels of regulation.

The National Canners Association devoted the opening general session of its annual convention at Atlantic City, January 17-21 to honoring the Food and Drug Act. President George Morrill said there was sound historical reason for the canners' observance of this 50th anniversary of the Food and Drug Act. When the N. C. A. was formed at Buffalo in 1907, Dr. Wiley was the first guest speaker. The first official resolution on the historic minute books of the Association urged passage of appropriation bills to implement the new measure.

The Section on Food, Drug and Cosmetic Law of the New York Bar Association at its annual meeting, January 25, devoted its entire program to observance of this anniversary.

Other commemorative meetings were the Tennessee "kick-off" luncheon held February 2, and the panel discussion by leading doctors and pharmacists held in Chicago, February 29 and broadcast March 4, by the Northwestern "Reviewing Stand" over 300 Mutual stations.

Governor Robert B. Mayner of New Jersey proclaimed the week of January 20 to 26 as "New Jersey Food and Drug Law Week." Numerous other states are expected to do likewise. A joint resolution has been introduced in Congress, requesting the President to set aside a similar week in commemoration of fifty years of pure food laws.

The Post Office Department has announced that a special stamp to commemorate the Golden Anniversary will be issued and will be placed on sale June 27, 1956.

The celebration will be topped off by a national meeting planned to be held in Washington June 27. This meeting is being organized by The Food Law Institute in cooperation with the U. S. Department of Health, Education and Welfare, Association of Food and Drug Officials of the U. S. and the Association of Official Agricultural Chemists.

Labeling "Salt Free Foods"

James J. Winston, director of research of the National Macaroni Manufacturers Association, has called members' attention to the Food & Drug Regulations of September 29, 1954 for labeling of food products with reference to their sodium content.

These regulations 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* and also *the amount of sodium in an average serving of food.*

The Food & Drug Administration is applying these regulations to macaroni and noodle products where the label makes the statement *"No Salt Added"* or *"Unsalted."* The words *"No Salt Added"* or *"Unsalted"* may be removed from the label. However, if either of these expressions is to remain, it must be qualified by the declaration of the sodium content to avoid conflict with the Food & Drug Administration

Statement by Buitoni on Standards Case

Giovanni Buitoni, president of Buitoni Foods Corporation, issued the following statement on March 5 in connection with the Buitoni Macaroni Standards Case.

In 1942 when the Buitoni firm started to manufacture macaroni in America, they desired to duplicate the special high protein product developed by Buitoni in Italy over a century ago; the same famous macaroni which had met with such success the world over. It had in fact been exported to this country for decades and as early as 1893 was exhibited at the Chicago World's Fair where it was awarded the Grand Diploma of Honor and Excellence.

This product won immediate acceptance by American consumers. Therefore the Buitoni firm requested that the Food & Drug Administration establish a separate standard of identity for it. However, the Food & Drug Administration declined to do this.

Knowing that the 20% protein macaroni was substantially better than ordinary macaroni (which fact was proven by independent research laboratories and American consumers), denying this food product to the American market would damage Buitoni prestige all over the world, Buitoni decided to press for reexamination of the question, which was brought before the United States District Court in Wilmington, Delaware. The government in that judicial action conceded the wholesomeness of the 20% protein macaroni but dealt only with the legality of the right to label the product as 20% protein macaroni. The U.S. Court of Appeals of Philadelphia sustained the decision of the District Court.

Although Buitoni was given until April 2, 1956 to decide whether to ask the Supreme Court to review the decision of the lower courts, they have decided not to prolong the litigation and submitted to the Food & Drug Administration a revised package, which has been approved and is presently in the process of being printed to replace the former one.

The contents of the new product have been sufficiently changed to come within a standard for "enriched macaroni", a premium product of higher quality than ordinary macaroni. From a nutritional standpoint, the new product will be substantially the same as previously, namely a product with 20% protein. The new product, therefore, will be labeled, "enriched macaroni", and will likewise be labeled to show that it contains the same 20% protein as previously.

Beefaroni Introduced

American Home Foods is introducing a canned combination of ground beef and macaroni in tomato-cheese sauce as "Beefaroni" under its Chef-Boy-Ar-Dee label.

Bill for Durum Labeling Is Introduced

Senator Milton R. Young of North Dakota has introduced Senate Bill S. 3260 to amend both the Food, Drug and Cosmetic Act and the Federal Trade Commission Act to prevent misleading labeling and false advertising of these products by requiring a statement showing the exact percentage of semolina used. The bill specifically forbids any statement that macaroni or spaghetti is made of semolina, in whole or in part, unless at least 75 per cent of all the flour used is durum.

According to a spokesman for Sen. Young certain spaghetti and macaroni processors have been blending farina and other flours with relatively small quantities of semolina but are misrepresenting the finished products on package labels and in advertising as being made chiefly or entirely from semolina. The Young Bill was requested by a group of North Dakota durum wheat farmers whose production has seriously fallen off in the past two years as a result of crop spoilage, the senator reported.

Merck Consolidates Research Activities

The research activities of Merck & Co., Inc., will be consolidated in a new division of the company, to be called the Merck, Sharp & Dohme Research Laboratories, John T. Connor, president of the company, has announced.

This division will be responsible for all of the company's research directed toward new products and processes embracing research and development in the fields of biology, chemistry and medicine. Previously these activities have been under the direction of the company's Chemical Division in Rahway and Sharp & Dohme Division in West Point, Pa.

Dr. Max Tishler has been appointed head of the new division with the title of vice president and executive director, effective March 1. Dr. Tishler, who has been with Merck since 1937, is currently vice president for scientific activities of the Chemical Division.

"Because of the important role that research plays in our business," Mr. Connor said, "we have given considerable study to the matter of scientific organization. As a result, we have concluded that it is in the best interests of the company and its scientific personnel to unify all our research activities under one head."

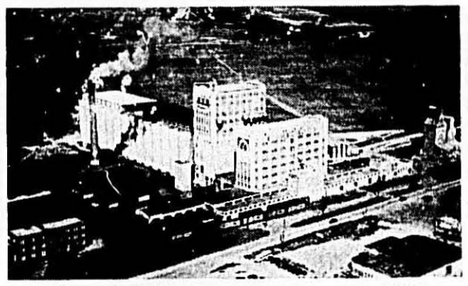
Kellogg Company 50 Years Old

The Kellogg Company, one of the world's leading manufacturers of breakfast cereals, will observe the fiftieth anniversary of its founding this spring. The company was started by Will Keith Kellogg, who decided to explore the commercial possibilities of a breakfast cereal he developed for his brother's sanitarium in Battle Creek, Michigan. The company manufactures macaroni in Lockport, Ill.

SKYSCRAPER OF THE PRAIRIES

LOCATED on the west bank of the Red River of the North stands the North Dakota Mill and Elevator, Grand Forks, North Dakota, right at the eastern edge of the great durum wheat area of the Dakotas.

The North Dakota Mill and Elevator is an eight-story cement skyscraper on the vast prairies of this famous agricultural area, and is one of the largest industries of North Dakota. More than 80 per cent of the Amber Durum Wheat of the United States is grown within a short driving distance from the North Dakota Mill & Elevator.



Eight story skyscraper of the Dakotas is the North Dakota Mill and Elevator at Grand Forks, North Dakota, which has just completed a new mill featuring the latest equipment and machinery from Buhler Bros. used in making durum wheat products.

Established in 1922

The North Dakota Mill & Elevator started operation in October, 1922, as one of the most modern mills of its kind in the United States. Since that date, with constant improvements and modernization, the North Dakota Mill & Elevator has rated high in the milling industry. One of the most recent developments has been the complete modernization of the durum mill unit.

When the North Dakota Mill & Elevator was first constructed, it boasted two spring wheat mills and one durum mill. In 1931, the durum unit was changed over to spring wheat. In 1936, a feed division and local grain elevator were added, greatly increasing the service of the mill.

In 1939, one of the spring wheat units was changed to a durum unit, while work was also started in 1940 on a flax and soybean crushing plant. In 1941, an addition was made to the local elevator, and a large addition was built to the terminal elevator, giving the mill a storage capacity of 3½ million bushels of grain.

In 1953, another local elevator was added, while in 1955, the mill constructed a new solvent plant for processing soybeans.

The new durum mill installation work was started early in 1955, and actual operation of the division was started last October. Trained personnel of Buhler Bros. of Switzerland and also their representatives from the United States aided in the initial adjustment and starting of the mill when it went into operation. Their program included training the regular millers in the operation of the new machinery.

Original Durum Mill Started in 1940

Since the installation of the original durum mill in the early forties, the North Dakota Mill & Elevator has taken every step possible to keep pace with the milling industry.

Mr. Evans J. Thomas, of Chicago, Illinois, joined the staff of the North Dakota Mill & Elevator in 1940 as manager of the Durum Division. Mr. Thomas, a veteran in the Durum milling industry with 39 years experience, is a familiar figure among the macaroni trade. He is very optimistic as to the future of the Durum division, and feels this modernization program was a step in the right direction. He stated, "With this new milling machinery the North Dakota Mill & Elevator management feel they are in a position to give better service to the macaroni trade than ever before."

Each year, new and better methods were sought to enable the millers to produce a better durum product for the benefit of the macaroni, spaghetti and noodle industries. Recognizing that new milling machinery would permit the mill to manufacture a better product, a careful study of the advantages of the various machinery was undertaken. A decision to completely modernize the mill with new machinery was made, and because of this one of the best products possible was made available to the macaroni trade.

The units came from the Buhler Bros. of Switzerland, and replaced nearly all of the equipment and machinery which had been used in the previous durum unit. Under the direction of Alfred Horst, milling engineer from Buhler Bros. Division, Sprout, Waldron and Company, the installation of these new units got under way in the spring of 1955.

E. W. "Joe" Mayer, superintendent of the Mill with more than 40 years milling experience, has been very enthusiastic about the performances and results of the new mill. Also working closely with the creation of this new mill was Wm. A. Brezden, Production Manager, a 15-year veteran of the Mill.

Mr. P. R. Fossen, newly appointed General Manager, and the late general

(Continued on page 43)

Checking a sample of flour from the new purifier are (left to right) William Brezden, production manager; P. R. Fossen, general manager (with hat); Alfred Weiss, miller; and E. W. Mayer, superintendent.

Herbert Marque, chief chemist (right), shows semolina samples from the new durum unit to K. W. Quaintance, manager of the grain department.

HERE ARE THE MEMBERS

- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products manufacture to the highest plane of efficiency, effectiveness and public service—indicated with the letter *A*.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion—indicated with the letter *I*.

MACARONI MANUFACTURERS

A-I	A-1 Foods	Los Angeles, Calif.
A-I	American Beauty	Denver, Colo.
A-I	American Beauty	Salt Lake City, Utah
A-I	American Beauty	Los Angeles, Calif.
A-I	American Beauty	Kansas City, Mo.
A-I	American Beauty	Wichita, Kansas
A-I	American Beauty	St. Louis, Mo.
A	American Home Foods	Milton, Pa.
A-I	Anthony Macaroni	Los Angeles, Calif.
A-I	V. Arena & Sons	Norristown, Pa.
A	Asien Noodle Co.	Mt. Prospect, Ill.
A	Bay State Macaroni	Everett, Mass.
A	Big Four Co.	Rittman, Ohio
A	B. Birkel Sohne	Stuttgart, Germany
A	W. Boehm Company	Pittsburgh, Pa.
I	California Paste	San Jose, Calif.
A-I	California-Vulcan Macaroni	San Francisco, Calif.
A-I	Catelli Food Products	Montreal, Canada
A	Charbonneau, Ltd.	Montreal, Canada
A	Chasin Noodle Co.	Brooklyn, N. Y.
A	Chicago Macaroni	Chicago, Ill.
A	Cicero Macaroni Mfg. Co.	Chicago, Ill.
A	Constant Macaroni	St. Boniface, Canada
A-I	The Creamette Company	Minneapolis, Minn.
A	Creamette Co. of Canada	Winnipeg, Canada
A	Crescent Macaroni	Davenport, Iowa
A-I	Cumberland Macaroni Mfg. Co.	Cumberland, Md.
A	D'Amico Macaroni Co.	Steger, Ill.
A-I	Delmonico Foods	Louisville, Ky.
A	Delmonico Foods of Florida	Tampa, Fla.
A-I	DeMartini Macaroni	Brooklyn, N. Y.
A	Dutch Maid Food	Allentown, Pa.
A-I	Eichler's Noodles	Long Island City, N. Y.
A	El Paso Macaroni Co.	El Paso, Texas
A	Everfresh Noodles	Minneapolis, Minn.
I	Florence Macaroni	Los Angeles, Calif.
A-I	Fort Worth Macaroni	Fort Worth, Texas
I	Fresno Macaroni Co.	Fresno, Calif.
A	Galioto Bros. Co.	Schiller Park, Ill.
A	Genoa Egg Noodle & Ravioli	New Haven, Conn.
A-I	Alfonso Gioia & Sons	Rochester, N. Y.
A	Gioia Macaroni Co.	Buffalo, N. Y.
A-I	Golden Grain	San Leandro, Calif.
I	Golden Grain	Seattle, Wash.
A-I	Gooch Food Products	Lincoln, Nebr.
A-I	A. Goodman & Sons	Long Island City, N. Y.
A-I	I. J. Grass Noodle Co.	Chicago, Ill.
A-I	Horowitz & Margareten	Long Island City, N. Y.
A-I	Ideal Macaroni	Cleveland, Ohio
A	Inn Maid Products Inc.	Millersburg, Ohio
A	David Kerr, Inc.	Baltimore, Md.
A-I	Kientzel Noodle Co.	St. Louis, Mo.
A-I	La Premiata Macaroni	Connellsville, Pa.
A-I	V. LaRosa & Sons	Brooklyn, N. Y.
A	Luso-American Macaroni	Fall River, Mass.
A-I	Megs Macaroni	Harrisburg, Pa.
A	Meisenzahl Food Products	Rochester, N. Y.
A-I	D. Merlino & Sons	Oakland, Calif.
A	Meyer's Home Made Noodles	Glendale, L. I., N. Y.
A	Michigan Macaroni	Detroit, Mich.
A	Milwaukee Macaroni	Milwaukee, Wis.
A-I	Minnesota Macaroni	St. Paul, Minn.
A-I	Mission Macaroni	Seattle, Wash.
I	Monett's Noodles	Columbus, Ohio
A-I	C. F. Mueller Co.	Jersey City, N. J.
A-I	National Food Products	New Orleans, La.
A	New Mill Noodle	Chicago, Ill.
A	Noody Products	Toledo, Ohio
I	Oakland Macaroni	Oakland, Calif.
A	Paramount Macaroni	Brooklyn, N. Y.
I	The Pfaffman Co.	Cleveland, Ohio
A	Philadelphia Macaroni	Philadelphia, Pa.
A	Piscitello Macaroni Co.	Rochester, N. Y.
A	Porter-Scarpelli	Portland, Ore.
A-I	Prince Macaroni	Lowell, Mass.
A-I	Procino-Rossi	Auburn, N. Y.
I	Quaker Maid Co.	New York, N. Y.
A-I	Quaker Oats	Chicago, Ill.
A-I	Quality Macaroni	St. Paul, Minn.
A-I	Ravarino & Freschi	St. Louis, Mo.
A-I	Roma Macaroni	San Francisco, Calif.
A-I	Ronco Foods	Memphis, Tenn.
A-I	Ronzoni Macaroni	Long Island City, N. Y.
A	Peter Rossi & Sons	Braidwood, Ill.
A	Roth Noodle	Pittsburgh, Pa.
A-I	A. Russo & Co.	Chicago, Ill.
A-I	San Diego Macaroni Co.	San Diego, Calif.
A-I	San Giorgio Macaroni	Lebanon, Pa.
A	G. Santoro & Sons	Brooklyn, N. Y.
I	St. Louis Macaroni	St. Louis, Mo.
A-I	Schmidt Noodle Co.	Detroit, Mich.
A	Shreveport Macaroni	Shreveport, La.
A-I	Skinner Mfg. Co.	Omaha, Nebr.
A-I	Superior Macaroni Co.	Los Angeles, Calif.
A	Tharinger Macaroni	Milwaukee, Wis.
A-I	U. S. Macaroni	Spokane, Wash.
A-I	Vivison Macaroni	Detroit, Mich.
A-I	Weber Noodle Co.	Bell, Calif.
A-I	Weiss Noodle Co.	Cleveland, Ohio
A-I	West Coast Macaroni	Oakland, Calif.
A-I	A. Zerega's Sons	Fairlawn, N. J.

ASSOCIATE MEMBERS

A-I	Amber Milling Div. GTA	St. Paul, Minn.
A	Ambrette Machinery	Brooklyn, N. Y.
A	Ballas Egg Products	Zanesville, Ohio
A	Braibanti Company	Los Angeles, Calif.
A	Buhler Brothers	Fort Lee, N. J.
A-I	Capital Flour Mills	Minneapolis, Minn.
A	N. J. Cavagnaro	Brooklyn, N. Y.
A	Clermont Machine	Brooklyn, N. Y.
A-I	Commander-Larabee	Minneapolis, Minn.
A	Container Corp. of America	New York, N. Y.
A	DeFrancisci Machine	Brooklyn, N. Y.
A	Dobeckmun Company	Cleveland, Ohio
A-I	Doughboy Industries	New Richmond, Wis.
A	Dow Chemical Co.	Midland, Mich.
A	E. I. DuPont	Wilmington, Del.
A-I	General Mills	Minneapolis, Minn.
A	Hoffmann-LaRoche	Nutley, N. J.
A	Glenn G. Hoskins Co.	Libertyville, Ill.
A	Huron Milling Co.	New York, N. Y.
A	Keever Starch Co.	Columbus, Ohio
A-I	H. H. King Flour	Minneapolis, Minn.
A-I	King Midas Flour	Minneapolis, Minn.
A	D. Maldari & Sons	New York, N. Y.
A	Merck & Co.	Rahway, N. J.
A	Milprint, Inc.	Milwaukee, Wis.
A	Monark Egg Corp.	Kansas City, Mo.
A-I	North Dakota Mill	Grand Forks, N. D.
A	Wm. Penn Flour Mills	Philadelphia, Pa.
A-I	Rossotti Lithograph	North Bergen, N. J.
A	Van-Frank Sales Co.	Los Angeles, Calif.
A	Wallace & Tiernan	Belleville, N. J.
A	The Woodman Company	Decatur, Ga.

MANAGEMENT IS YOUR COMPETITIVE ADVANTAGE

In the long run the one real competitive advantage one company can hold over another is in its management group, Ernest H. Reed, Manager, Education and Personnel, International Harvester Company, asserted at the Personnel Conference of the American Management Association held in Chicago in mid-February.

Products, policies, equipment, and processes can all be imitated or duplicated, Mr. Reed pointed out, "but a resourceful, imaginative management team is a unique and priceless asset to any company." Therefore, among management's primary responsibilities are to provide a continuing program to raise the level of effectiveness of all members of the management group and to provide opportunity and guidance for those with the potential and desire to assume ever-increasing responsibility at the various levels of management.

Management development program for the upper levels of an organization are currently receiving increased attention throughout the business community, the speaker noted. But, he declared, "All too often such efforts place undue emphasis upon techniques and forms with insufficient attention devoted to the analysis of actual needs and the establishment of practicable objectives."

In an effort to avoid this mistake, the speaker said, International Harvester's management development program was planned on the basis of a series of interviews with top company executives. They were asked what experiences they considered as having been most helpful in developing their managerial abilities.

Four influences emerged as the most significant: (1) work experience involving some degree of business management during the educational years, for example, managing a fraternity or boarding club; (2) some type of experience in speaking before groups; (3) exposure during the early years of employment to a superior who tended to expect a great deal and to delegate responsibilities; and (4) assignment to highly important or sensitive projects—the kind that demand thorough investigation, analysis, and recommendations, usually involving contacts with management personnel in many phases of the business.

All these men, Mr. Reed reported, had in common "a high degree of native intelligence coupled with a strong mobility drive." On the basis of these conclusions, International Harvester decided "to expose men of similar intelligence and desire for advancement to experiences paralleling as closely as possible those which had proved most valuable to our present top management executives."

Management people with records of "significant progress" in manufacturing operations were selected for a three-year program. An individual development plan was drawn up for each man, based on careful analysis of his strengths and weaknesses. He was exposed to various important areas of the business through rotated job experience and was advised to participate in related activities outside the company, including enrollment in courses at nearby universities.

During each of the three years, the participants are brought into the Harvester Central School for an intensive two-week course. This training attempts to provide knowledge and understanding through instruction in such subjects as business organization, financial planning, accounting, production and market economics, and engineering management.

They also are given instruction and practice in such managerial skills as effective speaking, report writing, and problem solving. Problem solving is considered to be particularly suited to the training of potential managers, according to Mr. Reed. Each participant is given ample opportunity to practice it, partly through discussion of cases and, to an even greater extent, through special projects assigned during each course.

Each participant is asked to select and define a problem—not a hypothetical problem but one of current interest—to collect the necessary data, analyze it, interpret it, and show how his conclusions may be applied. This process calls upon all his skills in oral and written presentation, in addition to placing great demands upon his analytical ability.

Throughout the program the executives' superiors counsel and guide them in all phases of their work but try to avoid giving detailed direction to their activities. "Our philosophy," Mr. Reed explained, "is to present opportunities for experience with responsibility, with training to make this experience meaningful and effective."

Later, he said, this type of developmental program will be expanded to other functional areas of the company, for example, sales, engineering, accounting, and foreign operations. "For we are convinced that we are failing in our deepest responsibility whenever we neglect an opportunity to develop the potential for higher management."

WHAT A CHAIN BUYER WANTS TO KNOW

To get your new product onto the shelves of the H. C. Bohack Co., with nearly 200 outlets in the metropolitan New York area, it is necessary to supply the "right" answers to 60 basic questions, the publication Food Business reports. After that you must dispel any misgivings on the part of their merchandising committee.

Mr. Charles F. Nickel is the question man. What he wants to know is:

1. Is the product or service entirely new and non-competitive?
2. Or is it an improvement over an existing product?
3. If so, what are its distinct and evident advantages?
4. To what extent will it benefit Mrs. Housewife?
5. How much will a family consume in, say, a month?
6. What is the responsibility, both ethical and financial, of the people sponsoring it?
7. How much "know how" have they in the field of distribution and product competition?
8. If it supplants a product in current use, will it increase consumer satisfaction?
9. What margin of profit will it produce?
10. Will it be supported by consistent advertising?
11. Was it tried in a satisfactory trading area?
12. Does the package have self-selling appeal?
13. Does it have proper price marking space, and how is it packed in a case?
14. Will it indicate originality and carry a sales and use message?
15. Is it a class or mass product?
16. Is the product being offered to everyone in the trade, or for limited distribution?

Having satisfied himself in regard to these 16 conditions, Mr. Nickel proceeds to the other 44 questions. These are compiled on a form titled "New Item Record."

This form records information for later reference such as the date product was submitted, name and description of the product, manufacturer's name, address and financial rating, liability insurance and amount carried, name of manufacturer's representative, container size and weight, packages per case, cost per case, trade discount, markup, retail price, etc. It requests information regarding allowances for freight, swells, labels, distribution, promotion, and advertising, guarantee against price decline and guaranteed sale. Questions regarding advertising and the media used are included. And finally is the product guaranteed to conform to the Federal Food and Drug Standards, and are any deals, promotions or advertising allowances offered to competitors on proportionately the same terms?

Mr. Nickel regards sensible cost pricing of a new product as very important. He says, "A happy medium profit range is more readily maintained than one with an unrealistic high percentage of markup. New products, naturally, receive a better welcome if their profit margin is above cost of operation." He disapproves of price slashing to steal a market since this practice usually results in a downward trend which is met by competition leading to unfairly depressed prices and inadequate profits.

Mr. Nickel does not regard fair trading a new product to be practical in supermarket operations. He says, "Fair trade minimums become maximum selling prices, and profits are usually higher than required by supermarket operators. Price fixed new products invite cheaper advertised, unadvertised, or private label products as unnecessary competitors."

Mr. Nickel likes to see the "very strongest" advertising to introduce new products, and while store demonstrations are costly he thinks they are fine if supported by a gimmick or sampling because they reach many consumers not enticed by display or general advertising.

Mr. Nickel says he must have the facts and they must be provable before he can decide to recommend a new product to the merchandising committee.

Lawry Plans Sauce Promotions

Lawry's is known as a famous restaurant in Los Angeles where standing ribs of roast beef are served on carts to the patrons at their tables. Seasoned salt and salad dressings gained a reputation at this famous eating place that started Lawry in the field of consumer package goods.

Today Lawry's seasoned salt, spaghetti sauce mix, garlic spread, salad dressings and salad dressing mixes are sold through the Van-Frank Sales Company of Los Angeles.

Lawry's Spaghetti Sauce Mix was the original foil packaged Spaghetti Sauce base, developed after years of testing by one of the country's best known manufacturers of blended seasonings. It includes the spices and herbs, dehydrated vegetables, and black imported mushrooms, which, when blended with tomato sauce or solid pack tomatoes makes possible the preparation of a truly Italian Style Spaghetti Sauce in just twenty-five minutes. This length of preparation is necessary only to allow the dehydrated vegetables and the dehydrated mushrooms to soften to the proper consistency, and since it is the only product of this kind including these ingredients, the manufacturers feel that the few additional minutes necessary for preparation are well warranted when the finished sauce is tasted.

Lawry's Spaghetti Sauce Mix is packaged in attractive and appetite appealing foil envelopes produced by the Dobeckmun Company, and the fact of foil packaging makes possible a display of 24 envelopes in less than ½ square foot of shelf space. The product is the largest national seller of its type by far and localized promotions with macaroni manufacturers have been run in many sections of the country. They have been designed to meet the needs of the particular area and have included newspaper advertising, demonstration, joint point of sale display. This product is nationally advertised in Good Housekeeping, bearing the Good Housekeeping Seal of Approval, and regularly advertised in all in-store publications such as Family Circle, Everywoman's, and Better Living. This advertising will be continued during the spring season, and a heavy fall program is anticipated.

The product is also packed institutionally, and is being sold to restaurants throughout the country. Van-Frank Sales Co. will be represented at both the National Restaurant Association Convention in Chicago, May 7-11, and the Super Market Industry Convention in Cleveland, May 6-9.

Van-Frank's key personnel are young men. Ralph Frank, Jr., 30, is Vice President and Director of Sales and Advertising. His experience prior to joining Van-Frank Sales Co. was with Hunt's Foods, Inc. and his background in the tomato industry has been helpful in arranging cooperative promotions.

C. A. "Chuck" Campbell, Sales Manager, Consumer Products Division, is 31. Prior to joining Van-Frank Sales Co., he was in the packaging business, representing the Dobeckmun Company in the midwest and later on the West Coast.

John F. Sullivan, Jr., Midwest Division Manager, is located in Chicago and works with brokers throughout the Midwest territories. He was formerly associated with Welch's, Inc. and has worked extensively in organizing promotions at the retail level with grocers throughout the midwest.

W. G. "Bill" Hop, Promotion Director, has wide experience nationally in organizing point of sale promotion with chain operators, and is well acquainted with restaurant operators and food editors throughout the country. These contacts have been of assistance at local levels in obtaining special releases on Lawry's Spaghetti Sauce Mix and the local brands of spaghetti products.

Kroger Acquires Chain

Kroger Company has purchased Big Chain Stores, Inc. which operates seven food stores in Shreveport, Louisiana. According to Kroger's President J. B. Hall, no change in operations or personnel is planned, but the stores will continue to operate under the Big Chain name.

SHORT GOODS DRYER

Buhler Presents Facts on Their TTM Dryer

WHAT features does a macaroni manufacturer want in a short goods dryer?

- A compact unit which requires the least space. Building space costs money.
- Automatic operation to a large extent. It keeps labor costs low.
- Full compensation for all external influences which may affect the drying process. Therefore, any process can be duplicated and goods spoilage is eliminated.
- An effective drying process, featuring best possible color of the finished product compared with its raw material, free of internal tensions and with a high translucency due to the elimination of pockets. These qualities will promote sales.
- A dryer, wherein all classes of short goods can be dried simultaneously. Shut-down time increases operating costs.
- Sanitary construction which prevents infestation of the dryer itself and thus of the product.
- Low maintenance costs, determined by the design of the parts in motion. These contribute to the overall economy of the dryer.

The Buhler Short Goods Dryer TTM incorporates all above features to the fullest possible extent, because:

The product dries down to its final moisture content within one compact unit, therefore, additional space for conveying elements between separate units is eliminated.

As the drying air is positively forced through the goods by way of ducts and through the S-shaped elements, the conveyors may be charged with a higher specific load, therefore, fewer conveyors provide more space for goods to be transferred. The goods never have a chance to stick together as the top conveyor of the finishing dryer is charged with a thin layer of comparatively wet goods, whereas the last conveyor carries several times the load in dried goods.

Due to these features, the TTM dryer requires only about 50% of the area as compared with the conventional separated drying units of same purpose and capacity. The ratio still increases to the advantage of the TTM when obtaining three dimensional comparisons.

Today's modern industry is progressing more and more towards push button plants. Instead of employing more labor for production increase, the automation realizes the same goal without additional labor.

The conveyors, driven by one motor, are electrically interlocked with the press. If this motor ever should fail, the press is automatically shut off, however, not vice versa. All starters, relays, switches and pilot lights are incorporated in a control cabinet which may be located for convenient observation. A flashing pilot light will indicate the failure of any of the 12 to 20 circulating blowers, as well as of the drive. One man may easily be placed in charge of one or more complete short goods production lines. The climate control instruments record the process continuously, eliminating human error in the notation of instrument readings. The type of control instrument applied here does not require frequent inspection and cleaning as necessary with the presently operating dry and wet bulb system on the conventional dryers.

No dryer can be completely independent from external atmospheric influences, as inlet and discharge openings allow air slippage and consequently a climate exchange. The automatic reset characteristic of the control instruments will immediately compensate by adjusting the heat input to return the disturbed air temperature to its setting. The moisture content in the air is adjusted by an internal duct system which inter-connects two of the three climate rooms and in turn connects each one to a common exhaust fan by means of pneumatically controlled dampers. See Illustration No. 1.

Illustration No. 1

The desired relatively low humidity in the first dryer, Room 1, is obtained very quickly and thereafter, instead of exhausting the developing excess moisture into the atmosphere, it is directed into Room 2 where high humidity is required. Once that room is stabilized around the desired control point, excessive humidity escapes into the atmosphere from both rooms.

The amount of goods in head and tail end of a short goods run, usually subjected to improper climates, now are reduced to a minimum with this system. Proper climates in both Room 1 and Room 2 are obtained within fifteen minutes after the first goods enter. As Room 3 mainly serves for the stabilization and assimilation of the goods to the atmosphere, only the air temperature is automatically controlled. The climate gradually changes in the third section to attain outside conditions towards the discharge conveyor.

The reduction of the total drying time for short goods down to 18 hours and less results in increased internal tensions. The rate of flow of moisture in form of vapor from the inside to the skin of any product is generally governed by the internal moisture content and the external climate. Temporary high rates of flow may be obtained at any temperature level with a dry climate as long as the moisture content in the product is high. However, the danger of creating tensions occurs much quicker at low temperatures. At high temperatures the product stays pliable and, therefore, the cross section can yield to the contraction due to moisture decrease. Also at high air temperature and necessarily high humidity the product is heated throughout, thus allowing a continuous water vapor flow from the inside at a high capacity without danger of interrupting the flow.

The disruption of the flow will result in moisture being trapped within, while the outer section of the product dries down. That moisture only can be removed safely by the time-consuming sweating back, provided the average moisture content is still at a relatively high level. At lower moisture contents, the product can be saved by eliminating any drying potentials. However, numerous internal pockets can be observed especially well on the spaghetti.

The Buhler TTM Dryer operates specifically as follows:

First the product is pre-dried in Room 1 at a high temperature and relatively low humidity by extracting up to 10% moisture. It is alternately subjected to short heating and resting zones which will prevent the building up of internal tensions. This method of intermittent heating and resting of the product in *short* cycles allows a high rate of drying, since the heating periods never are long enough to injure the moisture flow. The same principle again is applied in Room 2 with high temperature and comparatively high humidity. This air has a small moisture absorption potential, its high drying rate is maintained by frequent exhaustion

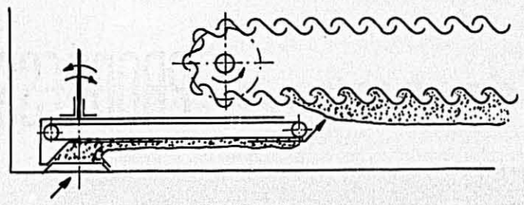


Illustration No. 2

and renewal of a sufficient percentage of air to maintain this potential.

The Room 3 mainly serves for the stabilization and assimilation of the product to the atmosphere. To insure a gradual cooling effect, some heat may be applied where necessary. At the discharge conveyor, the product has attained room temperature. It either is stocked in bins or packed immediately.

Two products may be dried simultaneously under continuous operation. The press shut-down time for die changing permits enough time between the two operations to adapt the climates to the following product.

The sanitation requirements have been carefully considered by the selection of the building materials. The conveyors consist of S-shaped, corrosion-resistant aluminum channels attached to an endless chain on each side. The product lays on these channels which are spaced so that the air can be forced through the gaps and positively has to pass through the layer.

See Illustration No. 2. The supporting structure is made of steel.

The paneling consists of an integral insulation board covered with aluminum sheet on one or both sides. This construction permits the application of higher temperatures and humidities without increased losses.

The substitution of S-shaped channels for screen conveyors has proven advantageous in every respect. Strong cross-section construction permits higher loads. The elements themselves are not subjected to any special strains and, therefore, once installed, will not require maintenance. The cleaning task is greatly reduced by the aluminum skin paneling which resists dirt adhesion because of its highly polished surface.

The heat losses of a dryer are in direct proportion with the total area exposed to the atmosphere. The Buhler TTM requires only about 50% of paneling generally necessary for short goods dryers.

Furthermore, by considering the features discussed, this short goods dryer can claim to be one of the most economical units in operation.

PROBLEMS IN BULK FLOUR SHIPMENT

from the Millers National Federation Hook-up

The shipment of flour in bulk has increased tremendously the past year, and it seems destined to increase still more in the immediate future. The commercial impact of this new means of flour transportation is almost revolutionary. This statement will attempt to summarize the conditions now existing in shipping flour in bulk, and those to be expected in the near future, with special reference to the question of bulk railway car supply.

The availability of bulk railway cars is limited, and the demand will likely exceed the supply for the next several years. It will therefore be to the best interest of the shipping miller, the receiving baker and the carrier to work together closely in an effort to procure the maximum amount of this equipment.

The commercial baking industry uses approximately 140 million cwts. of flour per year. This means the production of 545,000 cwts. of bakery flour per day (basis 257 milling days per year). If all bakery flour were shipped in bulk (950 cwts. per car), mills would require 574 bulk cars per day. If the average round trip from mill to bakery and return can be assumed as 15 days, the total number of bulk flour cars required to ship all bakery flour would be 8,610. This is a theoretical figure, because there are variations in shipping time, especially during the winter, and it would be necessary to have extra cars to meet peak requirements and emergencies; if these conditions require a 20 per cent safety factor, mills would need a total of 10,332 bulk cars. If, however, it is assumed that 75 per cent of all bakery flour would move in bulk, mills would still need 7,749 bulk cars for servicing bakery customers.

How Many Airslide Cars?

At the beginning of this year there were 910 airslide cars in service in the United States. Deliveries of cars since the turn of the year and those expected to be completed within another month will add about 250 to the airslide fleet. Total production of these cars during 1956, including the 250 just referred to, will not exceed 830, as is stated by the manufacturer, who adds that he expects to produce no less than 500 cars during 1957. These figures are cited here to show that the limiting factor to shipment of flour in bulk is the supply of airslide cars.

Airslide cars presently cost approximately $12,000 each. Simple arithmetic shows that a capital expenditure of close to a hundred million dollars would be necessary to provide millers and bakers with enough bulk cars to handle 75 per cent of the flour used by commercial bakeries.

Some bulk cars are operated by millers or bakers under lease from railroads or GATX. These leases require a ten-year commitment at $155 per month, or $1,860 per year. Mileage credits are 3.2 cents per mile empty and loaded, provided the empty miles do not exceed the load haul. This means that a car has to move 4,950 miles per month to offset the rental charge, but this amount of movement is next to impossible. In several cases, cars have been moving about half that distance, which means that whoever operates the cars must absorb half of the $155 per month rental charge.

Most Bulk Cars Used for Flour

There are other cost factors to be taken into account. The initial charge for proper finishing of airslide cars inside is $405 per car, and if permanent pneumatic nozzles are added there is another charge of $335. In some cases the cars must be refinished on the inside. Before a mill loads a car with flour, the car must be cleaned and the average labor charge ranges between four and eight hours of labor cost.

Airslide cars are currently being used to move plastic materials, phosphates, lampblack, certain types of clay, bulk sugar, bulk starch and soy bean products, in addition to flour. However, GATX officials state that flour is the principal commodity transported in airslide cars. One estimate is that close to 90 per cent of the airslide cars now in existence are being employed in the transportation of flour.

In the long run, whether flour is shipped from mill to bakery in bulk cars is going to be determined primarily by economic considerations. Experience thus far seems to establish that costs can be shaved by this new method, perhaps not as extensively as some enthusiasts predicted but nevertheless to a worth-while extent. On the other hand, a sizable capital expenditure is required to install bulk flour storage and handling equipment in both bakery and flour mills. Whether this expenditure would be justified will have to be weighed in each individual case against the bottleneck of airslide car supply. This bottleneck seems almost certain to continue for a considerable period ahead, and it invites the concentrated attention of millers, bakers, and railroad officials.

Skyscraper —

(Continued from page 32)

manager, Mr. R. M. Stangler, deserve much credit for undertaking the installation of the new durum mill. Their confidence in this undertaking has been more than justified. "The new modern durum unit we have installed has performed up to expectations in bringing a product of top quality to the macaroni industry," states Fossen, "and this new equipment makes the North Dakota Mill & Elevator one of the largest and most modern mills of its kind in the United States."

Because of its location in the heart of the choice durum territory, the North Dakota Mill & Elevator durum division has the opportunity of making good selections of the finest durum wheat.

It also has the benefits of a United States Government Grain Inspection office, located in the mill administration building, as well as the inspection and analysis made by its own laboratories.

This, then, is a brief story of the North Dakota Mill & Elevator. And this prairie "skyscraper" will continue to do everything possible to manufacture and deliver top quality semolina and durum products, thanks to a capable staff using modern methods and equipment.

General Mills Appoints Commercial Development Manager

President C. H. Bell of General Mills has announced the appointment of W. E. S. Griswold, Jr., to the newly created position of Manager of Commercial Development for the company. For the past 13 years, Griswold has been President and a Director of W. & J. Sloane, New York home furnishings firm.

Bell said the appointment will bring together at one central point specific responsibility for coordinating General Mills' plans for further growth and commercial development. "This involves," he explained, "the formulation of policies and plans and the organization and operation of a program for putting these policies and plans into effect."

In his new position, Griswold will be responsible to A. D. Hyde, Vice President and Administrator of Mechanical and Chemical Activities.

A graduate of Yale University and the Harvard Business School, Griswold served in the Sales Development Division of the Commercial Solvents Corporation from 1935 until 1937, when he joined W. & J. Sloane. He rose to the presidency of the Sloane organization in 1942 after serving as Wholesale Selling Agent, assistant Treasurer and later Treasurer. Meanwhile, he served as Treasurer and Director of the Sloane-Blabon Corporation and as Treasurer and President of the Company of Master Craftsmen, Inc., subsidiary companies. He has also been active in trade and civic organizations.

PHILIP R. FOSSEN

Mill Manager Appointed

The North Dakota Mill and Elevator, Grand Forks, North Dakota, has appointed Mr. Philip R. Fossen as their General Manager. Mr. Fossen succeeds Mr. R. M. Stangler who was fatally injured in a car accident on December 30, 1955. Mr. Fossen was Assistant Manager and previous Chief Accountant and Auditor for the North Dakota Mill and Elevator. He has been connected with the organization for 16 years. In his capacity he will have full charge of the operation of the plant which includes the flour mill, terminal elevator, feed plant, soybean plant and local elevators. Mr. Fossen was born and raised on a farm in Barnes County, North Dakota.

North Dakota durum growers look over end product from their crops. Left to right: John Lindermann, Golden Valley; C. W. Edwards, Killdeer; John Rodenbiker, Rock Lake; and William Mahlmann, Manning. They were attending the stockholders' meeting of the Farmers Union Grain Terminal Association in St. Paul. Some 5,000 people saw the macaroni display of the Amber Milling Division.

A New Look

The Chicago Tribune Press Service reports from Rome that revolution is threatening the Italian spaghetti world following the decision of some spaghetti manufacturers to give their product a new slim look.

Famous Roman chefs, however, are not quite sure the public will want it. Fashion wizards, on the other hand, said they would make a point of serving the new style spaghetti at least in their own homes.

Top Italian spaghetti stylist Mario Braibanti, the man who more than anybody else is responsible for this revolutionary change in the world of pasta, said the slim or oriental look was not new at all.

"The Chinese invented spaghetti," Braibanti said, "and Marco Polo brought it back from the Orient in the 13th century. But we Italians did not really learn the exact Oriental recipe then, and only now, seven centuries later, we have discovered how to make genuine Chinese spaghetti."

Roman chef Alfredo "alla Scrofa" Mozzetti, whose butter-and-cheese noodles won him world-wide fame, smiled broadly at the suggestion that his specialty appeared doomed.

"Sure, we will try the new," he said. "In this day and age, when we are interested in all humanity, we must try new specialties along with the old ones. This will take us back to the days of Marco Polo.

"But I don't know if my clients will want it. We will have to wait and see."

Fabiani, top Roman fashion designer whose 1956 styles are highlighted by the slim Oriental look, was more enthusiastic.

Speaking as an inveterate spaghetti eater, Fabiani said: "The new Braibanti spaghetti is more authentic, and it certainly is more delicate. We will serve real Chinese spaghetti at my house, where delicate Oriental style is particularly appreciated."

Braibanti changed spaghetti style here once before, in 1935, and his decisions on pasta products have changed the eating habits of millions of Europeans, and still more millions of Orientals.

In 1935, Braibanti, a jovial big Milanese industrialist, produced the first automatic spaghetti machine ever made. And when 30 of his machines were installed in a large Milan spaghetti factory, production jumped from 5 to 150 tons of spaghetti a day.

NMMA 52nd Annual Meeting
Wentworth-by-the-Sea
June 20-21-22

AUTOMATION IN MACARONI MANUFACTURE

by Dott. Ingg. M. G. Braibanti & Co.

THE Braibanti Company was founded in 1921 by Dott. Ing. Mario and Giuseppe Braibanti, brought up in their father's macaroni factory in Parma, Italy. They aimed at the transformation of the production of macaroni from its rudimentary systems to an industrial character with fully automatic lines.

In 1933 the Braibanti Brothers invented and patented the first automatic press which combined the operations previously performed by the group of three separate and distinct machines, namely the mixer, the kneader and hydraulic or screw press. This invention had at that time an honorable mention from the Academia Britannica.

The introduction of the first press was followed by a long series of inventions and innovations essential in the field of macaroni production which totally modified the technical features of production.

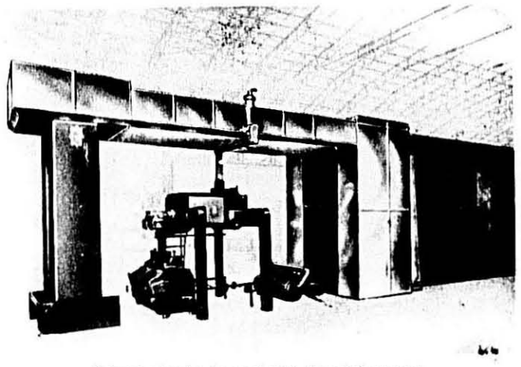
In 1947 Braibanti Co. attained the total automatic production for short and Bologna style macaroni products.

In 1950 they realized the first fully automatic unit for the production of long goods.

Finally in 1955 they solved the rather difficult problem of full automation in the production of twisted macaroni.

Skillful technicians, specialists and constructors of macaroni machinery are in the Braibanti organization. It can supply all kinds of macaroni machines, dryers etc., for modern macaroni plants.

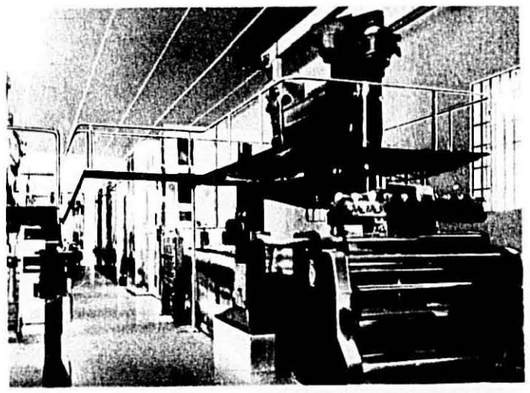
About 65% of all the macaroni equipment in the world is manufactured by the Braibanti Co.



Automatic line for the production of twisted macaroni.

The headquarters of the Braibanti Co. are in Milan where all the machinery is designed and improved, while construction goes on in different works each one specialized in a specific sector.

The transformation of the production of macaroni from its existing rudimentary systems to the industrial character has been brought about by the necessity of reducing the cost of production (labor, electric power, fuel, general expenses) and improvement in quality and appearance of the final product to encourage the increase in consumption.



Automatic line for the production of long macaroni.

These aims can be attained by adopting the continuous automatic units which offer considerable advantages if compared to the old step by step systems. In fact, the initial outlay is recovered by the triplicated output of the production machines (working 24 hours out of 24 instead of 8 hours only) and by a thermal plant which is calculated according to a constant need. Further, the automatic systems permit a great reduction in space requirements and hence in the cost of erection of the necessary buildings. The elimination of frequent stops of the production machines for the change of dies, brings about a reduced consumption of electric power. Finally, the greater efficiency of continuous dryers offers a saving in fuel.

Of course, the adoption of fully automatic equipment requires a certain capacity in plants which can afford a continuous production for 5 or 6 days per week and have each continuous unit manufacture one shape or a few shapes.

Production of Long Macaroni

A plant should have at least two similar lines for long macaroni in order to meet all market requirements. Braibanti has developed four units of various daily capacities – first unit 11,050 to 13,200 lbs., second 13,250 to 15,450 lbs., third 17,650 to 19,850 lbs., and fourth 22,050 to 24,250 lbs.

Each line for the production of long macaroni consists of pneumatic flour handling systems, continuous automatic press and spreader for long goods, continuous predryer and final dryer, stick

stripping and cutting device, and air conditioning unit.

Continuous Dryer

The Braibanti drying system is based on the utilization of a high temperature and a high moisture content, which not only facilitates evaporation but also ensures a homogeneous drying both at the surface and in the interior of the product. The products so obtained are more translucent with a better color and possess more elasticity and finally have better cooking qualities. The length of space occupied by such a tunnel is reduced to a minimum.

The tunnel consists of a preliminary drying section with one level and a final tunnel with 5 levels. The top 4 levels are intended for the final drying and thus equipped with air circulation; the lower level is destined to the "stabilization." To this effect, it is without ventilation and it is connected to an automatic stripping and cutting device. Each stick, at the exit of the pre-drying section is lifted to the 5th level and runs through its length. At the opposite end it comes down to the lower level and the same operation takes place until the exit.

It so happens that an existing building may entail a special construction. To cite one example, if the room is narrow and low, the tunnel can be on three levels only and the normal length of sticks (79" or 65") can be reduced. Nevertheless, the most economical and rational solution would be to foresee a standard tunnel such as described above. The length of space occupied by a complete line of production with 79" long sticks (daily output about 22,050 to 24,250 lbs. of dried macaroni) consisting of press-spreader-preliminary and final drying tunnel-stick stripper, is 103' 1".

The Braibanti drying tunnel requires special metallic sticks which are specially designed for a correct conveyance. In fact it is well known that the sticks, when passing from a level to a lower one, have a tendency to roll and run the risk of falling from the guides, thus stopping the entire lowering device. In order to avoid this inconvenience one generally uses curved sticks, so that their center of gravity is lower than the two ends, which eliminates any danger of stick rolling.

However, these curved sticks present a serious disadvantage in that macaroni hanging in the central section of the sticks are much shorter than those of the two ends. This inconvenience entails a reduction in the press output and a larger quantity of scraps which pneumatically return to the mixer. Moreover it should be noted that the dried macaroni does not possess a uniform length.

Now here is the working process of the tunnel. The framework is entirely in steel, duly protected against heat and moisture. It is covered by a cabin which ensures a perfect insulation. In the conveying system the sticks lean on fixed guides. A metallic rack with quadrangular motion pushes, by means of its teeth, each stick which therefore advances in a longitudinal direction.

Among the advantages offered by this system, it should be noted that the sticks are always in the same position both when taken up and lowered by the lifting and lowering devices, thus eliminating any danger of obstructions. Fanning and sweating sections alternate along the tunnel; the drying air current is downwards with return through the side chambers. This air current is generated by centrifugal blowers which permit an adequate regulation of the flow.

The four levels, where the final drying takes place, are separate from the lower level, where the macaroni undergoes "stabilization" by means of a floor of a non-conducting material. The stabilization zone is in communication with the room where the dried macaroni is received by the stripping device which automatically strips the sticks off the macaroni, cuts the heads and ends of the product and simultaneously cuts it in half. Thereafter, by means of special rubber band conveyors and through a shaking and settling hopper the macaroni is put into cardboard boxes or if desired, into the hoppers of the automatic weighing and packaging units.

Production of Twisted Macaroni

In 1955, Braibanti Co. have also realized a full automatic line for the production of twisted macaroni.

The problem of the continuous automatic production of twisted macaroni was already partly solved with the construction of the Plurimat twisting machines. Attention was directed to the automatic drying of these products which entailed not only the construction of an automatic tunnel but also the realization of a rational and economical unit..

The unit consists of a pneumatic flour handling system, automatic "Macron" press with two die-holding heads for the production of extruded macaroni and dough sheets, double "Plurimat" machine for twisting macaroni both extruded and rolled, and continuous automatic dryer with metallic trays with nylon net.

The automatic dryer is new. It consists mainly of a sturdy metallic framework equipped with devices for both horizontal and vertical movement of the trays which automatically receive the coils. The empty trays coming out of the dryer continuously pass under the Plurimat machine which again deposits the coils on them. The trays loaded with twisted macaroni are mechanically lifted on to the preliminary drying section above the Press-Plurimat group. Here the macaroni undergoes a strong vertical ventilation, bringing about a preliminary evaporation in order to avoid any sticking of macaroni or alteration due to an excessive moisture. The trays advance through the length of the pre-drying section and enter the final drying tunnel, whose metallic framework is equipped with superposed side guides with rollers facilitating the advance of the trays.

The horizontal advance of the trays is obtained by a to-and-fro movement while the passage from one level to the lower one takes place by a gentle fall which is controlled and muffled by shock absorbers. The trays reach the tunnel's exit at a suitable height so that a workman may easily unload the dried coils. The empty trays are vacuum cleaned and automatically go back to the Plurimat twisting machine.

The outside cabin contains the ventilation and air heating units. Inside the dryer the twisted macaroni undergoes air currents with thermohygrometric features suitable to the drying degree. At the end of the operation the products are perfectly dried.

Once the tunnel has been put in motion and the ideal drying conditions have been attained, one is certain to obtain a final product with constant and pre-established features.

With the construction of automatic lines for long and twisted macaroni, Braibanti & Co. have fulfilled their program of fully automatic operation which began 23 years ago with the first automatic press.

Codie-Kay Long Cut Packer Ready

Steve Brodie of the Codie-Kay Company of Los Angeles announces that its long cut packer is now ready for the market. He says four machines have been in macaroni plants for the past six months, all the bugs are out and five years of costly experimentals have at last come to an end.

The machine net weighs long cut macaroni and spaghetti and puts the pre-weighed unit into a bag or carton. Weight tolerance is held well within ¼ ounce and speed is 24 packages on one pound or under per minute and 16 on two pound packages per minute. For high speed production, multiple units can be set up.

For carton production, the C-K carton set up machine is used. It sets up and glues the bottom of the cartons, feeds the cartons to the C-K long goods packer which will automatically net-weigh the product and insert it into the waiting cartons, then the carton will be moved onto the index conveyor into the C-K top closing machine.

The only operator needed is the one that feeds the long goods from the tote boxes into the C-K long goods packer. Twenty-four cartons per minute with *one* operator—"not a dream but ready to go," says Brodie.

Codie-Kay has the exclusive license to build the Borrelli long goods cutter. Many of these cutters are now in daily use. A transfer mechanism has been devised that automatically picks up from the Borrelli cutter, converges the "top and bottom" cuts and feeds them into the C-K long cut packer.

INSTITUTE ITEMS

Menu Project

Meetings for Members

This Is Milprint

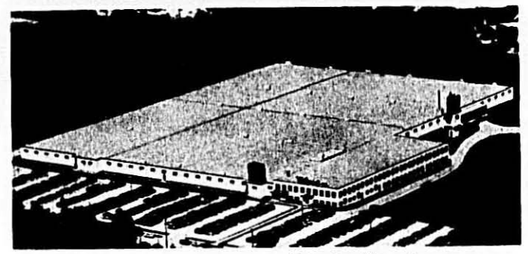
Milprint, Inc. was founded on October 2, 1899 by M. T. Heller. Three years later William Heller, now chairman of the board, joined his brother in the operation of what was then a job printing house.

Milprint started in a building across the street from the Schlitz Brewery on the Third Street Hill in Milwaukee, Wisconsin. During the first year Milprint's employees numbered five. In the next four years the company moved twice, always outgrowing the former quarters.

The volume of work continued to grow and in 1910 Milprint headquarters were moved to a new building on Florida Street in the heart of Milwaukee industry. This plant, which offered manifold facilities, was expanded many times until in 1951 it was necessary to move again into an ultra-modern, huge one-story plant situated on a 22 acre plot on the north side of Milwaukee. The plant overlooks the scenic Milwaukee River.

In 1946, Milprint purchased the Nicolet Paper Company, one of the highest quality glassine paper mills in the country. Milprint's manufacturing space now covers way over one-million square feet. Sales offices are in all principal cities.

Today Milprint packaging helps to advertise and merchandise the products of some 65 industries. Milprint prints on more packaging material than any other converter in the United States. It serves the Macaroni industry with many of its packages—printed polyethylene and cellophane and lithographed cartons.



Milprint, Inc. headquarters in Milwaukee, Wisconsin.

Packaging —

(Continued from page 10)

of illustrating the product in use on the package itself. More and more, as new products enter the packaged goods market and as older, familiar products swing over to new package design, the picture on the package assumes greater importance, becomes another vital phase of the aggressive merchandiser's advertising and promotional program.

The package should be considered as an effective advertising medium. It should be thought of as advertising, planned and designed and produced to do the same kind of selling job as any other form of advertising. It should get attention, create interest, arouse desire, stimulate action. It should show the product in use, stress the benefits to the consumer, point out the time, trouble and money saving advantages. It should explain clearly how to prepare the product and how to serve it. It must emphasize every reason for buying it.

Good packaging, like good advertising, employs the principles of good layout and good design. The experienced package designer knows how to make proper use of every merchandising feature without sacrificing legibility, balance or crispness.

As consumer buying habits and practices change with the times, so must selling, advertising and packaging techniques change to conform with the latest models and moods of the general shopping and marketing environment. Current research, fortified by many years of experience, points indisputably to the fact that packaging in 1956 and in future years will have many more implications in respect to the buying habits of the American public than it ever had before.

No matter how necessary, how useful, how well made or how attractively priced a product may be, it will have to battle stiffer competition promotionally, and face more aggressive merchandising tactics. There's a very real battle in progress today for the consumer's interest and purchasing dollar. To verify this you have only to observe that the national magazines are more resplendent than ever with full color, full page advertisements, not to mention double spreads and even four and eight page special sections. Window displays and point-of-purchase merchandising pieces are more elaborate and more brilliant with glowing color. Television programs lean more and more toward the spectacular with a steady increase in the number of color telecasts. Consumer packaging was never more colorful, more realistically pictorial or more effective.

Because of this, packaging is the important consideration of every department of a present day business organization—sales, advertising, production, administration and so forth. The progressive management team will recognize the true function of the packaging program, giving it its proper share of attention, the proper budget to realize its full capabilities, and its proper consideration as a vital factor in today's planning and tomorrow's growth.

Codie-Kay Develops Noodle Packer

A new net weigher for noodle packing has been developed by the Codie-Kay Co., Inc. Through an exclusive flow control system, the noodles are gently, without breakage, brought to the patent C-K Convey-O-Matic Scale, net weighed and then delivered to another net weigh scale for check-weighing *before* the noodles are put into the bag. If the weight is within the tolerance, as set by management, then the noodles go into the bag or carton. If the weight is not within that preset tolerance, then that particular unit weight is by-passed to a conveyor that brings it back to the feeder hopper. Thus all weights that go into the consumer container are pre-weighed.

Mueller Noodles in Bags

C. F. Mueller Co. of Jersey City, N. J. is featuring national distribution of its "double rich" egg noodles in new cellophane bags in place of window boxes.

The new bags are lithopaque printed in red, white and blue to set off the yellow color of the noodles.

NEW POLYETHYLENE BAG made and printed by the Shellmar - Betner Flexible Packaging Division of Continental Can Company. Polyethylene is especially well suited to the packaging of macaroni and spaghetti products because of its strength, re-use factor, elimination of package breakage or weakening, transparency and fine printing qualities. The American Beauty bag is printed in red, white and blue for the American Beauty Macaroni Company.

Ballas Expands Egg Operations

The Ballas Egg Products Company, operated by Max Ballas and V. James Benincasa, are expanding their operations. Their experience in the egg business goes back to 1923, and they are now operating plants in New York City, Zanesville, Ohio, and Greensburg, Indiana.

It was difficult to obtain uniformity of quality, color and solids in egg yolks in the early years. Max and Jim saw the needs of the industry, grasped the opportunity and have worked diligently ever since in producing a product which has earned the respect and confidence of the trade. This year it has been necessary for them to expand further, and they are now operating another plant at Greensburg, Indiana.

The Zanesville plant has the most modern handling and storage facilities in the industry. There they can now store 5,000,000 pounds of frozen eggs for their customers' needs. Customers making purchases from them need no longer ship to terminal market cold storages, necessitating a first month's handling charge. Eggs can be delivered directly to the customers' plants when needed.

Just like Jim, brother Paul Benincasa has also been in the industry ever since he was in knee pants, and it is his responsibility to see that the eggs are uniform in quality, color and solids, thereby assuring the customer when using them in mixing his batches that there will be no deviation.

Also coming up to insure their growth and now at their Zanesville plant is Leonard Ballas, Max's son, who, after graduating from Ohio State University, spent three years in the Armed Forces — two of which were spent in France. He is now getting his practical experience at the Zanesville plant.

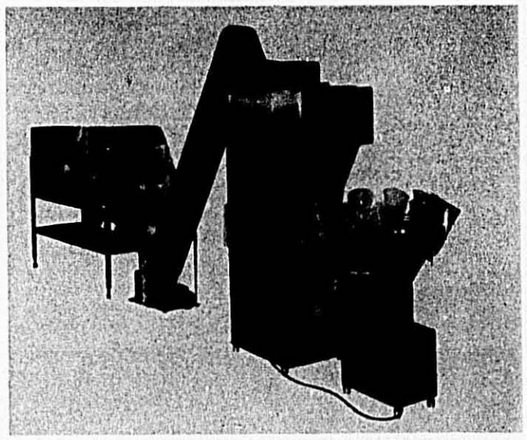
Max and Jim are of the opinion that it is very important to the growth of the noodle industry for them to continue to use egg yolks which are uniform in quality, solids and rich, natural high color. They will continue in their efforts to assure the industry an ample supply.

The Egg Picture —

(Continued from page 21)

to determine the size of storage supplies. If supplies are heavy they will be hedged; if they are small it could be lower prices stimulating consumption. During the spring, heavy hatchings should be witnessed to reflect the attractive egg-feed ratio and farmers' desires to rebuild laying flocks. Subsequently, summer months could witness a sharp good demand for stored eggs before they are affected by output from the anticipated heavier flock replacements.

NMMA 52nd Annual Meeting
Wentworth-by-the-Sea
June 20-21-22

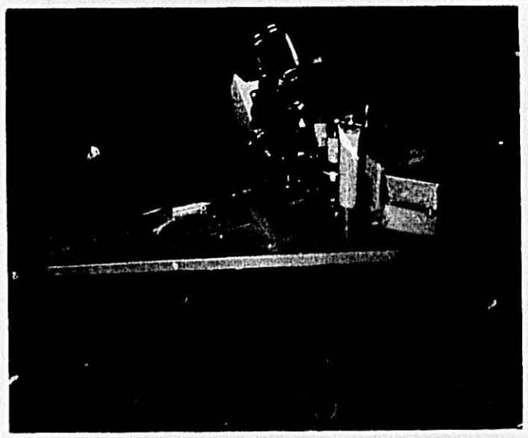


Woodman Fleet-Weigh Packaging Machinery for Noodles

Pictured is the line of Woodman packaging machinery especially adapted for the packing of noodles in flexible bags. Designed for a floor feeding operation, the Lo-Level Feeder has a leveling device for the product in the hopper and a picker wheel to insure uniform flow of product to the elevating section. The elevating section of the Lo-Level Feeder delivers to the dual scale hoppers of the Fleet-Weigh Model "S" weigher for rapid and accurate net weighing.

Each net weighed charge is discharged by gravity into the plastic bag holding cylinders on the Vibra-Wheel Filler. Agitation is provided on this Filler to assist in settling the product into the bag.

The Fleet-Weigh handles semi-dry and free-flowing products (noodles or macaroni) in a range from 2 to 16 ounces. Average weight variation is normally not more than 1/8 ounce. Also available are accessory pieces of equipment such as heat sealer, takeaway conveyor, and casing up units.



Woodman Automatic Bag Folder, Heat Sealer and Stapler

This is the Klo-Seal Klo-Stitch "56" model of the Woodman closing machine. It is now in production and is replacing the standard Woodman Klo-Seal machines in use for years. This machine operates with a silent chain and automatically single or double folds a bag to the front or the rear, heat seals, and/or places one or two staples in the bag. It is available in three models, one straight heat sealer, two, straight stapling machine, three, combination. It is suitable for the handling of cellophane, wax, or glassine on heat sealing and almost any flexible packaging materials on stapling.

(Continued from page 12)

Natives of long stagnant races and continents have awakened to their awareness as to their rights, their needs and their strength. Long accepted ways of life and codes of conduct are being menaced by Communism, which already dominates a third of the human race. But underlying this trend there is a hunger for faith, and that hunger for faith and salvation gnaws at the minds and the spirit of man. This means that the coming quarter of a century will be crowded with crises. We will be confronted with direct challenges that will call for dramatic commitments on our part. If our destinies were beyond mortal control, there would be little point in talking about them, but I am convinced that our destinies are, to a large part, subject to our own control. We have a choice. We can grovel before the mighty forces of science as the savage man did before lightning, or we can face these forces with courage and determination and calm intelligence. We have such a choice because we are not the servants but we are the creators and the masters of these forces."

In commenting on things to come, Mr. Sarnoff said, "The sun, the tides, the winds are certain to be developed beyond present expectations and will bring new material goods forth. There will be new methods, new fabrics, new woods, new glass, and they will be added to the hundreds of synthetic plastics already available through man's ability to rearrange the structure of matter."

In closing he says, "The most futile exercise of the mind is the discussion of whether or not an industrialized society is desirable. We might as reasonably argue whether the tide and the seasons are desirable. The genie of science could not be stuffed back into the bottle even if we tried."

There are other authorities entitled to the greatest respect on this matter of our business trend. Some of them are Dr. Sumner Schlichter of the Harvard Business School, and Murray Shields, one of our leading economists. These men recently commented on the present political situation, and the question was if Mr. Eisenhower doesn't run, what's going to happen? The composite of their views was that the vigor and strength of this economy was such that if Mr. Eisenhower decided not to run it would make only a temporary difference in the trend and even a change of political parties from the Republicans to the Democrats would have only a slight effect.

You may wonder why there are such vast investment funds to support this present trend in the economy that there seems no reason to expect that we do anything but go forward. Some of these funds are vast insurance funds. There are tremendous volumes of mutual trust funds, money that has been turned over to the mutual funds for investment, and dozens of others.

Just let us look at insurance for a moment. In 1914 — and this is hard to believe if you haven't seen the statistics on it — the volume of insurance in effect in this country was $1 billion. By 1945 it was $45 billion. Between 1945 and 1955 it doubled and in 1955 it hit a peak of $90 billion. Insurance funds, pension funds, trust funds must have investment opportunities.

I think you gentlemen must have found it of interest that our economy has more than doubled in the past twenty years. The total opinions are to the effect that with the present momentum, we may and should double again in the next ten years. That, I think, is a challenge to the imagination of every businessman everywhere.

Recently there was a book published and this is the title, "Utopia 1976." The author is Mories Ernst, a famous international lawyer. He says that the progress of man from the beginning of civilization has been directly related to his ability to discover and harness the energy that was given to us by an all-wise Creator.

First he discovered he could harness some of the uses of the wind, then some of the uses of the waves, then of coal, of oil, of steam and water and various elements which made for heat and energy. He says that we are now on the verge of a completely new and different age, the age of nuclear fission and electronics, and these will bring to mankind, if properly harnessed and controlled and if man has the courage to control his moral and spiritual nature, unparalleled economic development. I think it is reasonable to suppose that these men have a solid foundation to support their views.

We have, in our economy, pretty well solved the tough problems of production and finance. There is little needed in our country today that cannot be produced in requisite quantities. There are few worthy projects that cannot be financed. The problems that have not been solved are the problems of selling and distribution. The problems of selling do not lend themselves to automation. They have to be worked out in the painful human laboratories of test and try, and our selling process is still plagued with profitless distribution and profitless transactions.

I recently heard a fable on this subject that I think is well worth quoting. It goes as follows: "At the beginning of things, when the world was young, the donkey was esteemed by all the tribes of men as the wisest of the animals. The great sheik, El Shaw Shenaire, owned a great herd of these sagacious beasts, which was the pride and joy of his life. Other sheiks from all around came to listen and marvel at the wisdom of this herd. At such a time came the prophet himself, the most learned and wise of all men of the East. With much showing of pride, El Shaw Shenaire led him out and said, 'Behold, Oh Prophet, these wise and talented asses. Converse with them, test them, and see if they are not verily wiser than forty trees full of owls.'

"Then the prophet adressed the asses. 'Let us test your wisdom,' said he. 'Answer me this question. What should an ass require for a three days' journey?' 'Oh, Prophet, an ass should require six bundles of hay and three bags of dates.' 'Very good,' quoth the prophet. 'That sounded like a fair and proper price.' Whereupon the sheik broke into loud chuckles and said, 'Did I not tell you that these asses were surpassingly wise?' But the prophet answered, 'Wait,' and he again addressed the asses. 'I have to make a three days' journey but I will not give you six bundles of hay and three bags of dates. Let him that will go for less step forth.' And behold, they all stood forth and began to speak at once. One would go for six bundles of hay and one bag of dates, and finally one especially long eared ass agreed that he would go for just one bundle of hay. Then spoke the prophet, 'Come, you poor beast, you cannot live for three days on a bundle of hay, much less profit from the journey.' 'True,' replied the long eared ass, 'but I did want to get that order.' And from that far off day to this, asses have been known as fools, and price cutters have been known as asses."

Dobeckmun Presents Veri-Kleer Polyethylene

Ennis P. Whitley, vice president for distribution of the Dobeckmun Company of Cleveland, Ohio, is fostering Veri-Kleer Polyethylene as a new packaging concept for macaroni and noodles.

Dobeckmun began experimenting with the possible use of polyethylene for macaroni and noodle packaging some two years ago. It offers the distinct advantage of durability with required clarity. Its strength will resist tearing and breakage from handling and shipping as well as temperature changes. Sharp edged products will not readily puncture this film. Its clarity permits easy visual inspection of the product which is so important in modern merchandising.

Veri-Kleer Polyethylene is in abundant supply. Shortages that exist in the cases of other films are not prevalent in the case of polyethylene. It also offers the economical advantages derived chiefly from a lower cost per unit for the material and the reduction in material waste.

There are many important technical advantages that also favor the use of polyethylene. It is easily adaptable to most filling techniques due to its easy opening characteristics. It takes printing well and has good ink adhesion.

It is maintained that Dobeckmun's special technique for printing and fabricating produces a superior transparent polyethylene with a high gloss which is well adapted for more brilliant and distinctive printing. Dobeckmun's sales representatives throughout the United States are thoroughly prepared and well able to advise macaroni manufacturers on the use of Veri-Kleer Polyethylene for packaging of their products.

MEET THE MACHINERY MAKERS

AUTOMATION is nothing new to the macaroni industry.

Thanks to the machinery manufacturers, a technological revolution has been going on in the industry for several years transferring the skills from craftsmen to machines. Gone, in most plants, is the man (and sometimes woman) who draped the swaying strands of spaghetti over drying rods and smoothed them out before placing the rod in trucks for the dryer. Gone, in most plants, is the drying man who regulated heat and fans by touch and taste and tried the drying macaroni to see how it was coming.

Today is a day of pushbuttons and automatic controls. With the development of the continuous press, the automatic spreader, the continuous dryer and the vacuum press, it is hard to guess what will be next. But machinery manufacturers agree that the durum shortage hastened the acceptance of the vacuum press and that today drying problems are occupying important attention.

Your editor recently visited the Ambrette Machinery Corporation in Brooklyn and found the busy shop working on bigger and bigger units. Export orders for the Phillippines were on the floor for final assembly and crating for shipment.

Paul Ambrette of theAmbrette Corporation explained their efforts in the drying field are aimed at cutting time and space from this processing of macaroni and noodle products.

Down the street just a way the firm of N. J. Cavagnaro & Sons was preparing a dozen giant baling presses for shipment to Formosa. President Nicholas J. Cavagnaro Jr. and his brother, George, vice-president and treasurer of the corporation, were inspecting the machines as they were prepared for shipment.

In addition to baling equipment, which is Cavagnaro's chief stock in trade, they specialize in new and rebuilt machinery for all types of macaroni manufacture including Chinese-type noodles.

In the shops of DeFrancisci Machine Corporation, experiments are going on with new materials and new methods to cut down wear, extend the life of the machinery and produce finer macaroni and noodle products.

Experiments are also going on in new techniques of drying and developments are expected to be reported soon.

New ideas for replacing old equipment with new and for keeping production going while equipment is sent in for repairs are being worked out by this firm.

Clermont's general manager, Mr. John Amato, has been in Europe, the Near East and the Caribbean area during the past six months. He says that developments of equipment in the United States are equal to or ahead of other parts of the world.

In going through the development and fabricating departments of the Clermont organization, your editor was most interested in a machine to make machines, a Sip boring machine, made by the Societe Genevoise of Switzerland. This machine has a tolerance of 1/2,000th of an inch, finer than a hairline. This tool for tools makes fixture parts for presses and other equipment and is operated by Arnold Buchanan who received his training in British Honduras and then worked as an expert machinist in England before coming to New York. Diversification is in the works at Clermont these days. In addition to their work on macaroni and noodle manufacturing equipment, they are making machines for breading frozen seafood and other food processing equipment.

Braibanti equipment, sold by the Lehara Corporation in New York and Permasco, a division of Winter, Wolff & Company, in Los Angeles, is designed for making a wide variety of fancy shapes and sizes as well as standard cuts of macaroni, spaghetti and egg noodle products. The Braibanti equipment is made in Italy. Serivce, repair parts and the consultations of a full-time Braibanti-trained engineer are being made available to take care of American customers.

Buhler Brothers, Inc. in Fort Lee, New Jersey, are coming out with new developments in drying. Roberty Schmalzer, just returned from Switzerland on company business, has submitted the story on page 40.

Specialization is the order of the day. The macaroni industry can count on its machinery suppliers to keep it supplied with fine equipment and the latest ideas in engineering development.

MACARONI HONEYMOON

A young Swiss couple is combining a honeymoon with business by learning American macaroni production methods at one of the nation's largest manufacturers in Lowell.

This couple, Anton Pfenninger and his pretty blonde wife Helen, who come from a village of Derendingen, Switzerland, are daily studying manufacturing of macaroni products at Prince Macaroni Co. in Lowell.

And in addition, they are taking in the various interesting sights around New England as guests of Joseph Pellegrino, president of Prince Co.

The couple will leave in March and during the summer, Pellegrino's son, Joseph, will visit the Switzerland macaroni plant as guest of Anton's father, in an exchange plan between the two companies.

Anton's father's firm, Scolari, S.A., is one of 50 manufacturers in Switzerland producing macaroni, and the third ranking, turning out 30,000 pounds of 75 different varieties a day. Approximately 75 persons are employed there.

According to Anton, all the companies

HONEYMOONING Swiss Couple, Anton Pfenniger and his pretty blonde wife, Helen, studying macaroni production at the Plant of Prince Macaroni Co. in Lowell.

are in an association, and are given production quotas. If a firm exceeds its quota, it must pay a tax on the surplus. These proceeds are used to reimburse small companies who fail to attain their production quotas.

The Scolari company has exclusive use in Switzerland of the name of Alphonse Garofalo, once the maker of the finest spaghetti in the world in Naples. This brand name is used for their best quality macaroni. They produce four grades.

"The average Swiss eats about 8 kilos of macaroni a year," Anton explained when interviewed at the Prince plant. A kilo is approximately 2 pounds.

"The difference between macaroni in the U.S. and Switzerland," he said, "is in the cooking. Americans cook sweeter than we do. We like food sharp like the Italians."

The couple was married one week prior to arriving in the U.S. They like this country very much.

"The girls in Switzerland are much quieter," observed Helen.

Although the young honeymooners can speak Italian, German and French, they didn't know a word o. English. However, in the few weeks that they have been here, they have learned to speak English very well.

They were surprised at the large number of American wives that work.

"In Switzerland, a girl only works before she marries," Helen said.

Anton said that many of the labor-saving and efficient production methods he has seen at Prince could not be used at his father's plant because of the limited quota imposed on production.

BUYERS GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, P.O. Box 3597, St. Paul 1, Minnesota. Manufacturers of Durambei Fancy No. 1 Semolina, Venezia No. 1 Semolina, Imperia Durum Granular, MACA 50%, Durum 50%, Hard Wheat No. 1, AMAX 50%, Durum 50%, Hard Wheat Granular, Crestal Durum Patent Flour, Durmix Noodle Flour.

CAPITAL FLOUR MILLS, International Milling Company, McKnight Building, Minneapolis 1, Minnesota. Manufacturers of Como No. 1 Semolina, Durina No. 1, Ravenna 100%, Durum Flour, Blendo Granular, Premo Patent Flour, and Cero Flour.

COMMANDER-LARABEE MILLING COMPANY, 733 Marquette, Minneapolis 2, Minnesota. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Criterion Semolina, Nokomis Granular & Flour, Gold Dollars, and Theresa Noodle Flour.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin. Manufacturers of Doughboy Semolina, Durum Patent Flour and Doughmaster.

GENERAL MILLS, INC., 400 Second Avenue South, Minneapolis 1, Minnesota. Manufacturers of Gold Medal Fancy Semo Blend, Gold Medal Semo Blend, GM Patent Flour Blend, Premium, Rocamoni, Hi-lo, Exelto, Amberoni, Suremac Special, and Golden Noodle Flour.

H. H. KING FLOUR MILLS COMPANY, 1010 Grain Exchange Building, Minneapolis 15, Minnesota. Manufacturers of Gold-Mine Durum and Hard Wheat Blends, King's All Gold Granular, and Royal Macaroni Flour.

KING MIDAS FLOUR MILLS, 660 Grain Exchange, Minneapolis 15, Minnesota. Manufacturers of King Midas No. 1 Semolina, Semorina, Kubo Fancy Patent, Uno Patent, KM Semorina and KM Granorina, Premiata, Durambo, and Duro Blend.

NORTH DAKOTA MILL & ELEVATOR, Grand Forks, North Dakota. Manufacturers of 100%, Durakota No. 1 Semolina, Regular Perfecto Granular Blend, Regular Excello Durum Patent Blend, Special Durakota Semoblend, Perfecto Granular Blend, Spring Wheat Farina, and Spring Wheat Granular.

WILLIAM PENN FLOUR MILLS CO., 33rd & Arch Streets, Philadelphia 4, Pennsylvania. Distributors of semolina, farina and fancy patent flours.

GUM GLUTEN

HURON MILLING COMPANY, 9 Park Place, New York 7, N. Y. Sales offices in Chicago, San Francisco and Cincinnati. Suppliers of Huron Vital Wheat Gluten, Huron M. S. G. 99+%, and Huron Hydrolyzed Vegetable Proteins.

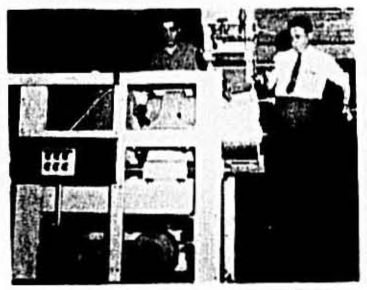
THE KEEVER STARCH COMPANY, 538 E. Town St., Columbus 15, Ohio. Manufacturers of Kesco Gum Gluten, guaranteed 80% protein.

FLOUR TRANSPORTATION

GENERAL AMERICAN TRANSPORTATION CORP., 135 S. La Salle Street, Chicago, Illinois. Airslide cars for handling dry granular products in bulk.

GRAIN FUMIGANTS

DOW CHEMICAL COMPANY, Midland, Michigan, producers of grain fumigants.



Dominic Grillo and Paul Ambrette inspect a macaroni press going to the Philippines.

EGGS

ARMOUR & COMPANY, Chicago 9, Illinois. Packers of Cloverbloom Frozen Egg Whites and Spray-Processed Egg White Solids, also Egg Yolk Solids and Frozen Egg Yolks.

BALLAS EGG PRODUCTS COMPANY, INC., Zanesville Cold Storage Building, Zanesville, Ohio, sales office in New York City. Packers of dark, high solid yolks and other egg products with breaking plants in New York, Zanesville, Ohio, and Green Point, Indiana.

MONARK EGG CORPORATION, 601 E. Third Street, Kansas City, Missouri. Packers of dark, high solid yolks and other egg products with breaking plants in Missouri and Kansas.

WILLIAM H. OLDACH, American & Berks Streets, Philadelphia 22, Pa. Packers and distributors of frozen and dried egg yolk. Distribute nationally from warehouse stocks and located throughout the United States.

S. K. PRODUCE COMPANY, 565 W. Fulton Street, Chicago, Illinois. Packers of frozen eggs. Broker and Clearing House member, Chicago Mercantile Exchange.

MANUFACTURING EQUIPMENT

AMBRETTE MACHINERY CORP., 156 Sixth Street, Brooklyn 15, New York. Complete line of automatic machinery for the manufacturing and drying of macaroni and noodles.

BIANCHI'S MACHINE SHOP, 221-223 Bay St., San Francisco 11, California. Western states macaroni factory suppliers and repairing specialists.

BUHLER BROTHERS, INC., 2121 State Highway #4, Fort Lee, New Jersey. Manufacturers of macaroni presses, spreaders, twisting machines, dryers, pneumatic conveying systems, die cleaning machines, egg dosing apparatus, laboratory equipment.

Nat Bontempi and John Coffaro check a new macaroni dryer.

N. J. Cavagnaro Jr. and George L. Cavagnaro inspect one of 12 baling presses to be shipped to Formosa.

BRAIBANTI COMPANY, Lehara Corporation, 16 E. 42nd Street, New York 17, N. Y. and Permasco, 1206 S. Maple Avenue, Los Angeles, Calif. Manufacturers of complete line of macaroni equipment. Automatic presses from 100 to 1200 lbs. per hour, vacuum systems, pneumatic flour handling systems. Free consultation service for factory layouts and engineering.

JOHN J. CAVAGNARO, 255-57 Center Street, New York, N. Y. All sizes of macaroni equipment.

N. J. CAVAGNARO & SONS, 400 Third Avenue, Brooklyn 15, New York. New and rebuilt machinery for manufacture of spaghetti, macaroni and noodles, including Chinese type noodles. Manufacturers of Consolidated all steel baling presses.

CLERMONT MACHINE COMPANY, INC., 226-276 Wallabout Street, Brooklyn 6, New York. Manufacturers of a complete line of machinery for the macaroni trade, including the vacuum process.

DE FRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn 37, N. Y. A complete line of new and used machinery both hydraulic and continuous, special machinery for the macaroni trade. Catalog on request. In Italy, manufacturer of De Maco Spreader Attachment, Meneghini, Via Scarlatti 29, Milan, Italy.

DIES

DONATO MALDARI, 180 Grand Street, New York 13, N. Y. Specializing in all types of macaroni extrusion dies.

GUIDO TANZI, 3252-54 West 5th Avenue, Chicago 24, Illinois. Manufacturer of all types of macaroni dies.

PACKAGING EQUIPMENT

CLYBOURN MACHINE CORPORATION, 6479 N. Avondale Avenue, Chicago 31, Illinois. CMC Automatic Carton Filling and Sealing Machine and CMC Case Gluing and Taping Machine.

CODIE-KAY COMPANY, INC., 1139 San Julian Street, Los Angeles 15, California. Manufacturer of C-K Long Cut Packer, C-K Noodle Packaging Line, The Borelli Long Goods Cutter, the C-K Cartoning Line.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin. Manufacturer of Doughboy's New "ATC" Heat Sealer.

SIMPLEX PACKAGING MACHINERY, INC., 531 23rd Avenue, Oakland 6, California. Manufacturers of Simplex O-Matic packaging machines forming, weight-filling, and sealing cellophane bags.

TRIANGLE PACKAGE MACHINERY CO., 6635 W. Diversey Ave., Chicago 35, Illinois. Manufacturers of Triangle Flexi-Matic carton filler and sealer, also weighers, wrapping machines, bag makers.

THE WOODMAN COMPANY, INC., 120 Avondale Road, Avondale Estates, Georgia. Designers and manufacturers of high speed machinery for packaging and weighing.

PACKAGING SUPPLIES

CONTAINER CORPORATION OF AMERICA, 38 S. Dearborn Street, Chicago 3, Illinois. Sales offices in major cities. Manufacturers of corrugated and solid fibre shipping containers and folding cartons.

THE DOBECKMUN COMPANY, P. O. Box 6417, Cleveland 1, Ohio. Creative converters of films and foils.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Delaware. Manufacturers of a wide variety of packaging films.

GREEN BAY BOX COMPANY, Green Bay, Wisconsin. Manufacturers of corrugated shipping containers and folding cartons.

KALAMAZOO VEGETABLE PARCHMENT COMPANY, Kalamazoo, Michigan. Manufacturers and converters of food protection papers, carton liners, waxed papers, printed waxed paper and overwraps. Trademarks KVP and KVP Super Kalakote.

MENGEL CORRUGATED PRODUCTS, 111 Zane Street, Louisville, Kentucky. Designers and manufacturers of corrugated shipping containers, specialty boxes, packaging material, skids and platforms, counter and floor displays, weatherproof export containers.

MILPRINT, INC., 4200 N. Holton St., Milwaukee 1, Wisconsin. Packaging converters and lithographers. Plants in Wisconsin, Pennsylvania, Arizona and California. Sales offices in all principal cities.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonnelle Avenue, North Bergen, New Jersey. Lithographers of labels and folding cartons. West Coast plant San Francisco, Calif.

WALDORF PAPER PRODUCTS COMPANY, 2250 Wabash, St. Paul 4, Minnesota. Manufacturers of corrugated and solid fibre containers including tear strip and pull tab easy opening features, folding cartons and advertising pieces.

SAUCES AND SEASONINGS

VAN FRANK SALES CO., 568 San Fernando Road, Los Angeles, Calif. Sales agents for Lawry's Spaghetti Sauce Mix.

SERVICES

GLENN G. HOSKINS COMPANY, 125 E. Church Street, Libertyville, Illinois. Industrial consultants, engineering service.

JACOBS-WINSTON LABORATORIES, 156 Chambers Street, New York, N. Y. Consulting and analytical chemists.

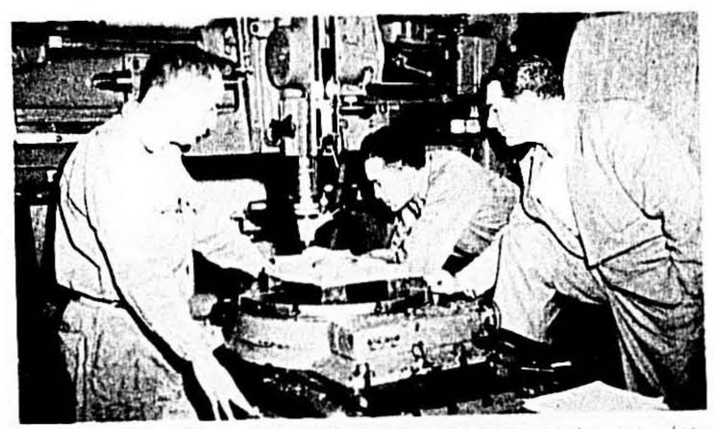
VITAMINS

HOFFMANN-LA ROCHE, INC., Roche Park, Nutley, New Jersey. Enrichment for macaroni products.

MERCK & COMPANY, INC., Rahway, New Jersey. Vitamin products for enrichment of macaroni.

STERWIN CHEMICALS, INC., 1450 Broadway, New York 18, N. Y. Producers of B-E-T-S Orange Label and B-E-T-S Yellow Label macaroni enrichment tablets, VextraM Blue Label macaroni enrichment powder, single and double strength, and Sterwin Feeder for addition of enrichment to macaroni products.

WALLACE & TIERNAN, INC., Box 178, Newark 1, New Jersey. N-Richment-A for uniform enrichment of macaroni products.



Nick Surico, Arnold Buchanan and John Amato watch a boring machine cut a fixture part for a press.

Merck Enrichment Macaroni

MERCK VITAMIN PRODUCTS FOR ENRICHMENT OF MACARONI

Research and Production for the Nation's Health

MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY

Preparations give your Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

For Continuous Production

MERCK ENRICHMENT MIXTURE No. 32P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

MERCK ENRICHMENT MIXTURE No. 34P—offers all the advantages of No. 32P plus special formulation for use in currently available flours and granulars.

For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.

INDEX TO ADVERTISERS

Amber Milling Division, Farmers Union GTA	4, 5	Hoffman-LaRoche, Inc.	Cover III
Ambrette Machinery Corporation	36, 37	Jacobs-Winston Laboratories, Inc.	61
Armour & Company	59	KVP Company, The	51
Ballas Egg Products Company, Inc.	20	King Midas Flour Mills	29
Bianchi's Machine Shop	61	D. Maldari & Sons	49
Braibanti, M. & G.	8, 9	Mengel Company, The	67
Buhler Brothers, Inc.	15	Merck & Company	64, 65
Capital Flour Mills	Cover IV	Milprint, Inc.	19
Cavagnaro, John J.	66	Monark Egg Corporation	39
Cavagnaro, N. J. & Sons Machinery Corporation	17	North Dakota Mill & Elevator	47
Clermont Machine Company	44, 45	William H. Oldach	52
Commander-Larabee Milling Company	23	Rossotti Lithograph Corporation	2, 3
Container Corporation of America	31	S. K. Produce Company	67
DeFrancisci Machine Corporation	56, 57	Sterwin Chemicals, Inc.	33
Doughboy Industries, Inc.	41	Tanzi, Guido	13
General American Transportation Corporation	55	Waldorf Paper Products Company	52
General Mills, Inc.	11, 27	Wallace & Tiernan, Inc.	67
Green Bay Box Company	61	Woodman Company, The	25

RETROSPECTIONS

by

M. J.

35 Years Ago — April, 1921

• America's raid on Italy's spaghetti markets surprises Italians.

• $10,000 worth of imported olive oil consigned to the S. Viviano Macaroni Manufacturing Co., 679 Monroe Ave., Detroit, Mich., was stolen from the Michigant Central R. R. in March.

• $200,000,000 is annual loss by rat depredations as reported by food manufacturers, wholesalers and retailers in the U. S.

• Trenton Macaroni Co. was incorporated in Trenton, N. J., in March by Harry K. Hoch, Charles J. Kock and John J. Julis. Capital $200,000.

• Gondolfo-Ohio Macaroni Company plant destroyed by fire. Loss estimated at over $40,000.

• Joliet Macaroni Co., Joliet, Illinois, was incorporated in March. Bayard S. Scotland, leading stockholder.

• Dr. Carl C. Alsberg, many years chief of Bureau of Chemistry, U. S. Department of Agriculture, resigns.

25 Years Ago — April, 1931

• Field Secretary Hal M. Ramck addressed the Egg Noodle Manufacturers of Ohio, Pennsylvania, Maryland and West Virginia at Pittsburgh Hotel, Pittsburgh, Pa., March 31, 1931. Meeting was arranged by Mrs. C. H. Smith of Smith Noodle Co., Ellwood City, Pa.

• The prevailing price of macaroni exported in January, 1931, ranged from 8 to 9 cents a pound, though only 215,491 pounds were exported that month.

• "Guardite" invented by two Government scientists is recommended as a sure fumigant to kill weevils and other grain insects.

• St. Louis, Mo., is cited as the greatest producer of macaroni products West of the Mississippi River, with an average annual production in excess of 30,000,000 pounds.

• Nine winners were announced by the Advertising Trustees in their $5,000.00 National Recipe Contest, three each for macaroni, spaghetti and egg noodles recipes.

• Eugene T. Villaume, president of Minnesota Macaroni Co., St. Paul, was publicly praised for his successful macaroni making career in an illustrated article containing his picture, that of the plant and his able assistants, Walter F. Villaume, vice president, E. J. Villaume, treasurer, and F. X. Moosbrugger, secretary.

15 Years Ago — April, 1941

• The 22nd Anniversary of the founding of The New Macaroni Journal as the official organ of NMMA and the recognized Spokesman of the Industry was noted in the April 1941 issue of the magazine.

• On invitation by President Joseph J. Cuneo, of NMMA, the Board of Directors voted to return to Pittsburgh, Pa., for its 1941 convention for the first time in 37 years since NMMA's formation there on April 19-20, 1904.

• Buitoni Products, Inc., was founded March 1941 to manufacture macaroni products and sauces.

• Benjamin R. Jacobs reports on his collaboration with Federal authorities in research necessary before attempting to establish enrichment standards for macaroni products.

• The Cumberland Macaroni Manufacturing Co., Cumberland, the largest macaroni firm in Maryland, planned a $42,500 addition to its plant.

5 Years Ago — April, 1951

• N.M.M.A. celebrated the 32nd anniversary of its official organ, The Macaroni Journal.

• "It still looks good for the Macaroni-Spaghetti-Egg Noodle Industry," states Association President C. Frederick Mueller.

• Large French Commission of Macaroni Manufacturers and Semolina Millers is invited to attend the U. S. Industry's annual Convention in Chicago next June.

• The Semolina Millers continue to sponsor their educational campaign through the Durum Products Division of the Wheat Flour Institute of the Millers' National Federation.

• The new trademark law recently put into effect is of deep concern to the Macaroni Industry.

• "Maximum Use" is keynote of Glenn G. Hoskin's 1951 Plant Operations Forum in Chicago, April 26-28.

• Leading newspaper columnists agree to avoid use of term "Pastes" as wrongly applied to the Macaroni Industry and its products.

• Maurice L. Ryan of Quality Macaroni Co., St. Paul, has been named Price Executive by the Price Stabilization Board.

Death of Mrs. Dolan

Mrs. Thomas F. Dolan, wife of the president of the Dobeckmun Company, passed away suddenly at their winter home in Pompano Beach, Florida, February 24. Survivors are Mr. Dolan and son John Frances.

Catelli Director

Paul Bienvenu, president of Catelli Food Products, Ltd., manufacturer of macaroni and spaghetti products in Canada, has announced the election of Harold M. Turner, chairman of the board of Canadian General Electric Co., Ltd., as a director of Catelli.

Fuller Appoints Mann

Robert Mann has joined Mann Engineering Company of Pittsburgh, Pennsylvania as sales engineer. The company is sales representative for the Fuller Company's pneumatic conveying equipment in the Ohio River Valley, western New York and Pennsylvania. Mann, a native of Pittsburgh, was for fifteen years with Fischer and Porter Company, Hatboro, Pa. manufacturers of industrial instruments and controls.

World Travelers

Mrs. Charles Rossotti (Betty Osala) flew to Spain in late February as a member of a three man committee representing olive oil importers.

Robert Schmalzer spent a week in February at the home offices of Buhler Brothers in Switzerland.

M. J. Donna, Secretary-Emeritus, took a Caribbean cruise to Venezuela in March.

Consumption Drops in Italy

Professor Francesco Mancini of Rome blames a drop in Italian macaroni consumption on improved working conditions. He says the average Italian worker today needs only 2,500 calories daily to cope with his working day while his forebears needed 3,000 calories.