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**Volume XXXII
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September, 1950

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e MACARONI JOURNAL

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In Her Proper Element

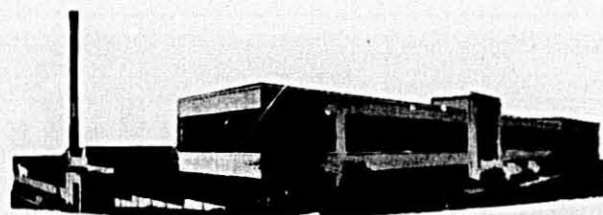


Mrs. James Gibbens, Cando, North Dakota, who was named Durum Queen at the Macaroni Festival at Devils Lake, N. D., August 3, 1950, is shown standing in a field of durum wheat on her husband's farm of 1,600 acres, 600 acres of which were sown to durum.

VOLUME XXXII
NUMBER 5

From
Macaroni Manufacturers Association
Chicago

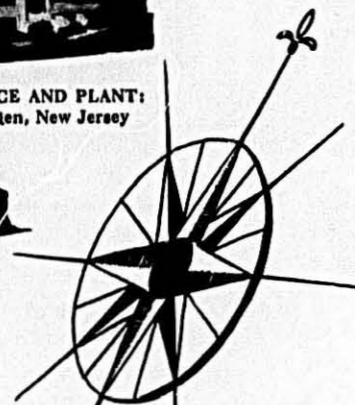
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Beginning Thursday, October 5... and through Saturday, October 14... the Grocers of America will tell Housewives of America about your products. You'll get merchandising help from producers of wine and cheese, since National Macaroni Week coincides with National Wine Week and October is Cheese Festival Month.

Amber Mill will help you **KEEP** the customers you win during National Macaroni Week. With Amber's No. 1 Semolina your products will have the color, texture and flavor that can make life-long customers for **YOUR** brands. As always, Amber Mill promises prompt shipment of fresh milled top quality No. 1 Semolina. Right now... order your No. 1 Semolina requirements for the National Macaroni Week Sales Drive from Amber Mill.



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The MACARONI JOURNAL

Volume XXXII

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Pie-in-the-Sky Illusion

From time immemorial, the most effective weapon of the politician has been the promise. It is still with us today, and it is being used on a more grandiose scale than ever before. Politicians talk glibly about greater national wealth, higher incomes and a higher standard of living for all of us. They promise the farmer high prices for his crops, the city worker lower prices for his food. They promise better pay for shorter hours and less work. They promise pensions. They promise everybody something for nothing—although no one in history ever has been able to make good on such a promise.

Everyone wants a better life, of course. For everybody. But there is a radical difference of opinion as to how it can be attained. Some people look to the government to provide; they count on government "planning" to produce the miracle. It cannot be done. Government itself produces nothing. It is the people themselves who produce the things that make life fuller, more comfortable, more enjoyable. The only way to provide more things for more people is to produce more. You can't distribute goods until they are produced, and you can distribute only what is produced. Politicians may promise "pie in the sky," but the only way to provide a bigger slice of pie for everyone is to bake a bigger pie.

Today, unfortunately, the emphasis seems to be on less production rather than more. There is a school of thought that advocates more pay for shorter hours and less work. President Truman predicts an average annual income of \$12,000 by the year 2000. That sounds fine, but there's a joker in it. The \$64 question is: What will that \$12,000 buy? If our production in the year 2000 is the same as today's, then the average annual income (whether it be \$12,000 or \$120,000) will buy no more than today's income. You can't buy what is not produced.

Our people have enjoyed more things than the people in other countries because they produced more. If we work less, produce less, then we'll have less. The way to a higher standard of living for all is to produce more of the things that contribute to that higher standard. There is no other way. There can be no "pie in the sky" if there is no pie—or so little that the price is sky high and few can pay it.

PATHFINDER NEWS MAGAZINE

5

What's Happened to Savings?

Farmers have long respected the United States Dollar. As a storehouse of value, as well as a medium of exchange, the dollar was for generations as good as a hog or a steer. It was better; the animal might get sick or die, or decline in price. The dollar was durable. If paper, one could easily get a gold dollar for it.

One could put away a few spare dollars, in full confidence that they would perform as expected when needed again. The work which earned a dollar could be stored for future use. At any time it could be exchanged for equivalent work done by someone else.

The American dollar is still the strongest currency in the world. The regard which other nations entertain for the dollar helps to obscure its shameful failure to keep serving as a store house of value.

Your \$10 bill says that "The United States of America will pay to the bearer on demand Ten Dollars." Take your bill to a bank or to the Treasury, and demand ten dollars. The most you will get will be another piece of paper with the same printed promise.

The \$10 bill looks about the same, and you can still trade it for another \$10 bill. Not since 1934 however, has paper been exchangeable for gold.

Suppose that in 1939 you laid a \$10 bill aside. You stored what was then ten dollars' worth of your work. You plan now to use the ten dollars in its other function, as a medium of exchange. Can you exchange it now for as much work as you put into it? You know the answer.

"Prices have risen," people say. Your 1939 \$10 bill will now buy about what you could have bought in 1939 for \$5.94. "Prices have risen" is only another way to say that "\$10 bills have gone down."

Weevils have been in the store house. They have chewed away at every insurance policy and savings account. They endanger today's savings. The rate of decline has been such that compound interest cannot keep up with inflation.

The failure of the dollar to store full value is an extremely serious matter. The weevils are the pressures which lead Government to keep on spending more than it takes in. The temptation to spend public money bears heavily upon every ordinary politician. The pressures upon him to support spending are specific. They represent votes he can identify. The sentiment for not spending is general. The pleasures of inflation tend to overwhelm common sense.

As long as government spends more than it takes in, the ability of the dollar to store value will sift out. The fact is unpleasant. Only support by informed and courageous people will create statesmen courageous enough to reverse this trend.

FARM JOURNAL

25x

25x

32x

First Macaroni Day Huge Success

THERE have been and will be an endless array of "Weeks," including Macaroni Week, Cheese Week, Wine Week—even Kiss-Your-Wife Week—and hundreds of others throughout the year, but it remained for the hustling people of Devils Lake and the durum growers of northeastern North Dakota to promote a day dedicated to a food product that is not even produced in that state but is a quality food made from one of the state's leading grains . . . Durum Wheat . . . Macaroni Day, August 3, 1950.

Macaroni and durum wheat took their place in the sun at Devils Lake, N. D., on that day when a joint committee in a 15-county area where the major share of the nation's durum wheat is produced, collaborated in celebrating the nation's first Macaroni Day. Leading agriculturists of that state and officers of the National Macaroni Manufacturers Association addressed a gathering of farmers and businessmen estimated at more than 6,000 that taxed the facilities of the small community.

The celebration opened with a spectacular parade of marching units in gay uniforms, beautiful floats, two of which carried the two queens; a Durum Queen and a Macaroni Queen, with a dozen high school bands from cities located in "The Golden Durum Triangle" providing the marshal music.

Starting at noon there was a spaghetti-eating contest during which several hundred boys, adults and even girls gulped hundreds of pounds of this tastily seasoned food for the championship of North Dakota. The winner's name was not learned. He could not be identified so hungrily did he empty plate after plate of the spaghetti. At Roosevelt Park, where the celebration centered during the day, more than 3,000 servings of macaroni and cheese were given free to all who wanted some—either samples or heaping dishes.

Working with the sponsoring committee was Maurice L. Ryan of St. Paul, vice president of the National Macaroni Manufacturers Association and chairman of the durum growers relation committee, who personally knows more durum growers, elevator men and durum wheat handlers than do all the other 270 macaroni manufacturers combined. He was delighted to see so much macaroni doing the disappearing act during the eating contest and the free dishes of macaroni and cheese.

There was a speaking program during the afternoon with two outstanding authorities on the subjects of wheat and macaroni products. Dr. Fred S.

Businessmen and Farmers in Devils Lake, North Dakota, Area Join in Its Promotion. Macaroni Industry Supports the Novel Affair.

Hultz, president of the North Dakota Agricultural College, Fargo, spoke on the introduction and development of durum wheat and urged the farmers in the natural durum growing area to produce greater quantities of the finest grade of amber durum.

C. L. Norris of Minneapolis, the Macaroni Association's advisor after serving two years as its president, told the gathered durum growers what the organization was doing to increase the consumption of macaroni, spaghetti and egg noodles to insure them a steady, profitable market for quality durum.

Doing what they thought was natural, the promoters arranged contests to select two queens of the day—a Durum Queen to honor the growers and a Macaroni Queen to honor the processors and consumers. In spirited contests, the honor fell to Mrs. James Gibbens as the Durum Queen, and to Mrs. Glen Swensen as the Macaroni Queen, both of whom were crowned at the dance that evening at a colorful ceremony in the Memorial building, that brought the feature-laden day to a successful close.

Already plans have been made for a Macaroni-Spaghetti Day in Devils Lake next year, the macaroni industry again pledging its fullest co-operation.

THE NORTH DAKOTA DURUM STORY

By Dr. Fred S. Hultz, President North Dakota Agricultural College

We of the college are happy to be with you to celebrate and commemorate Macaroni Day in North Dakota. It is a fine thing for business people, farm producers and research workers to get together for improved acquaintance, to discuss mutual problems and to draw attention to the durum wheat industry in our state.

One of the first important areas pointed out to me as a newcomer in the state was the great Durum Triangle. It was my rare privilege to attend the Durum Show last winter in Langdon where I had a real liberal education and met some of the finest people in North Dakota. Now, as a seasoned citizen, I have a real appreciation for the magnitude and importance of durum production in this area.

Durum wheat production centers in North Dakota, and hence the problems of its processing and of the making of macaroni are of very special interest to the North Dakota Experiment Station and, especially, to its branch station at Langdon. The director of the experiment station is here with us to-



Dr. Fred S. Hultz

day, and Dean Walster really should be telling you this story about our work at the agricultural college.

You will be meeting the dean later on this program, although he needs no introduction to any North Dakota audience.

Fifty years ago durum wheat was practically unknown in North America. Durum seed had been brought to the United States by a few Russian farmers about 1864, but Mark A. Carleton, cerealist for the U. S. Department of Agriculture, imported seed from Russia in 1899 which formed the basis of present durum production. It was Mr. Carleton who wrote, in 1901, "The two states in which macaroni wheats have so far proved to be most successful are North Dakota and South Dakota. The wheats not only give excellent yields in these states, but the grain produced is often apparently of better quality than the original imported seed." This opinion still stands unchallenged today.

Dr. J. H. Sheppard, professor of agriculture and later president of the agricultural college, was interested in the introduction of durum wheat into North Dakota. Dr. H. L. Bolley, a plant pathologist on the staff of our experiment station, brought back several durum wheats from Russia in 1903. W. N. Hays, who later selected the outstanding variety, Mindum, at Minnesota, began his cereal work in our state also.

Farmers early discovered that durum wheat varieties were generally more resistant to stem rust than the bread wheats they were accustomed to growing at that time. This fact coupled with good yielding capacity, led to their early acceptance by the grower, but there existed at that time little demand for macaroni products in the United States.

Durum wheat was thought to be too difficult to mill owing to its hard kernel. This situation caused Dr. Carleton to make the statement, "There is before us the possibility of establishing practically a new wheat industry of great magnitude."

For 20 years after the initial introduction to the farmer, durum wheat production outpaced consumer demand, and durum prices were generally lower than those for bread wheat. Price uncertainty tended to discourage farm production, and farmers returned to growing the bread wheats.

Investigations at Langdon, a part of the North Dakota Experiment Station showed that the serious rust injury of 1916, 1919 and subsequent years did not affect the durum as much as the bread wheat. They also showed that under severe rust conditions, the Kubanka variety was less susceptible than the Arnautka. These findings resulted in a large shift from common wheat to durum in sections where rust injury was occurring most frequently. Development of durum milling and of the macaroni industry occurred about the same time. This produced a more stable market for durum and made growing this class of wheat more attractive to the farmer.

The peak of durum production was attained in 1928 when almost 100,000,000 bushels were produced, three-fourths being grown in North Dakota. Several factors have contributed to a decline in production. Export demand for durum decreased sharply, and new rust-resistant bread wheat varieties provided stiffer competition. In 1935 thousands of acres of late-sown durum were seriously injured because of stem rust. Following this misfortune, farmers in the durum territory began to grow the new rust-resistant bread wheats. Barley and flax have become strong competitors for durum acreage during recent years.

Mindum was first crossed in 1930 with Vernal Emmer, which is a rust-resistant distant relative of wheat with



Her crowning glory . . . A crown of beautiful roses being placed on the head of Mrs. Glen Swensen, Devils Lake, N. D., by Maurice L. Ryan, vice president of N.M.M.A.

poor quality. From tests made on several hundred of the progeny, the most resistant wheats were selected and back-crossed to Mindum in 1933 and again in 1936 to improve their quality. From the outcome of these experiments the two varieties, Carleton and Stewart, were selected in 1938, each selection consisting of a single head of wheat.

In 1943 these two new durum varieties, Carleton and Stewart, were released in small lots to North Dakota growers. These varieties resulted from a durum breeding program begun at Langdon and supported by the Bureau of Plant Industry, soils and agricultural engineering, of the U. S. Department of Agriculture, in co-operation with the North Dakota Agricultural Experiment Station.

A successful breeding program for any crop depends upon recognized laws of heredity. "Figs do not grow on thistles." Neither can good macaroni be produced from red durum or bread wheats. Even certain varieties of durum will not produce acceptable macaroni. From experimental results it was shown that, regardless of location or season, Mindum was outstanding in macaroni quality, due to its inheritance of those desirable qualities responsible for the production of bright amber, translucent macaroni. For this reason, Mindum was used in the breeding program initiated in 1929, although it had some defects: was susceptible to prevalent races of stem rust; tended to lodge in wet seasons; and was later in attaining maturity than the newer varieties of bread wheat.

Much has been accomplished in research with durum and much still remains to be learned. These problems have to do with chemical and physical characteristics, with why some varieties of durum lose more of their pigment in processing than do other varieties, studies regarding the nature of red and gray pigments, investigation of some foreign varieties from an agronomical and macaroni quality standpoint, and the development of new varieties of high quality and improved field characteristics.

Many have contributed to the durum breeding program. I am sorry that Dr. Glenn Smith, associate director of the North Dakota Experiment Station, could not be here today. He is in the Black Hills on official college business. Dr. Smith began durum breeding 21 years ago by crossing Mindum with Emmer, then back-crossing to Mindum. Besides Carleton and Stewart, he produced the Vernal variety and also Langdon Durum No. 303 (now named Nugget), by using shorter-strawed material from Palestine. New and still better durums are in process of making.

And so it is evident that, through the years for nearly a half century, your agricultural college and its experiment station have played an important role in durum investigations, in disseminating production information, in promoting faith and confidence in an important and specialized agricultural enterprise.

This story of durum illustrates but one of the myriad activities in which your agricultural college is engaged. Our work with all types of crops and



Durum Queen candidates at Macaroni Day, Devils Lake, August 3, 1950. At left, Miss Virginia Schindele of Lakota Activities Club that sponsored the event. Others L to R: Mrs. Helga Torgerson, Aneta Commercial Club; Mrs. Kenneth Miller, Essen Homemakers; Mrs. James Gibbens, Cando Commercial Club (later named Queen); Mrs. Ed. Wilcox, Lakewood Homemakers; and Mrs. Gordon Perry Garske of Eastern Star.

livestock has resulted in benefits to North Dakota's agriculture that are calculated conservatively at millions of dollars annually, to farmers in every country in this state.

One of our happiest jobs is training young people, your children and your neighbors' children, to become stronger, more self-reliant, more capable of meeting life's problems through an education at the state agricultural college. To us, who are there on the job, there is nothing more thrilling than the outstanding success these young people, our graduates, are making in competition with the best anywhere.

We are able to continue the experimental work, and to offer the best to your young people, because you, the citizens of North Dakota, believe our efforts are worthwhile.

For the most part, our work is sup-

ported financially by state appropriation. We are committed to a policy of doing at the college exactly what a majority of the citizens want us to do, and are willing to pay for. That is the democratic way of doing.

We believe unequivocally in the services of the agricultural college to North Dakota. We recognize that much yet remains to be accomplished.

You, the citizens, alone can see that what should be done, only your voices will carry into the legislative halls and the state offices, where budget decisions are made, and provisions are enacted for carrying on this program, so valuable to all of North Dakota.

In return for your support and confidence, we at the college pledge you our sincere, untiring efforts to carry out your wishes efficiently, aggressively and according to our highest abilities.

WHY A MACARONI DAY?

By C. L. Norris
Past President and NMMA Advisor

In the winter of 1945-46, when the macaroni industry was running at peak because of scarcity of many foods in this country and a huge demand for export, some members of the industry suddenly realized how dependent the industry was on fifteen to twenty counties in North Dakota, as a source of their raw materials. You are perhaps as familiar as I with the history of the introduction of durum into this country at the beginning of this century. You will recall that while this new variety of wheat did very well in north central and north eastern North Dakota, it was quite some time before any good use for it materialized. When macaroni manufacturers found that it was ideal for the making of macaroni, spaghetti and egg noo-



C. L. Norris

dles, a steadily growing market for durum materialized. In 1945, however, we discovered that there was a marked decline, year by year, in acreage devoted to the growing of durum. Some new varieties of bread wheats which were well adapted to the climate, as well as flax, barley and rye, were getting some of the acreage which had been formerly devoted to durum. The Macaroni Association decided it was high time we were getting better acquainted with the growers and the people interested in the development of additional varieties of durum. When our annual convention was held in Minneapolis in 1946, I was asked to be chairman of a panel composed of growers, millers, agronomists and macaroni manufacturers. B. E. Groom and Edwin Traynor represented the growers. Henry Putnam of the Northwest Crop Improvement Asso-

(Continued on Page 38)



Macaroni Queen candidates at Macaroni Day, Devils Lake, August 3, 1950. L. to R. Mrs. George Hermel, Devils Lake Homemakers Club, sponsor of the affair; Mrs. N. R. Kirchoffner, Catholic Daughters; Mrs. Raxine Ehmke, V.F.W. Auxiliary; Mrs. Edward Johnson, Legion Auxiliary; Mrs. Alice Galloway, Beta Sigma Phi; Mrs. Harriet Knudsen, V.C.T. Auxiliary; and Mrs. Glen Swenson, St. Agnes Guilds, (later named Macaroni Queen).



National Macaroni Week will be supported nationally by General Mills through America's foremost food authority—Betty Crocker. On October 5 Betty Crocker of General Mills will feature *Macaroni with Fried Tomatoes* on her Magazine-of-the-Air program heard by 7,000,000 women over 199 ABC stations.



National Macaroni Week Widely Supported — Extensively Promoted

The National Macaroni Institute's Publicity Counsel Reports to Manufacturers on Cooperation Planned



R. M. Green

October 5 to 14, 1950, will be nationally known as Macaroni Week. Recognition is expected from most of the country's leading magazines and organizations of producers and distributors of foods related to macaroni products.

Macaroni-spaghetti-noodle manufacturers, particularly the supporters of the National Macaroni Institute, will make unsurpassed use of tie-in newspaper advertising to interest retailers and consumers. Robert M. Green, public relations director of the institute and secretary-treasurer of the National Macaroni Manufacturers Association, its sponsor, has advised the industry of the tremendous sales promotion forces being developed to create increased public demand for macaroni products. He presents the following facts reported by Ted Sills of Sills, Inc., the institute's counsellor—valuable information which manufacturers are requested to pass on to sales staffs, brokers, jobbers, wholesalers and retailers:

"Practically everyone in the food industry is climbing on the Macaroni Week bandwagon for a rousing ride to greater sales and greater profits. Producers of nationally advertised food items which combine well with macaroni products are using National Macaroni Week as a vehicle to promote the sales of their own products by urging the public to buy more macaroni, spaghetti and egg noodles.

"Chain store organizations, large and small, recognize the merchandising advantages of Macaroni Week and are making plans for full-scale participation in the event to boost their sales of macaroni products and those many other foods which are commonly served with them.

"Thousands of lines of advertising already have been scheduled for October placement in magazines and newspapers to call public attention to Maca-

roni Week and the products you manufacture. Hundreds of hours of radio and television time over nationwide networks and local radio and television stations will be devoted to urging shoppers to buy and serve macaroni products during the October 5 to 14 period.

"The heavy advertising schedules will be supplemented by an intensive publicity program which will provide nationwide coverage of Macaroni Week in newspapers and magazines and over radio and television. Special recipes and photographs featuring your products will be carried in the leading magazines for reading audiences totaling more than 50,000,000 people. Recipes, photographs, news stories and special articles will be used by women's page editors, food editors and news editors of newspapers and news syndicates throughout the nation.

"Perhaps the best measuring stick of the merchandising values of National Macaroni Week can be found in the willingness of people outside the macaroni industry to invest thousands of dollars in advertising and merchandising programs to increase the sales of your products. Following is a list of some of the top food manufacturers and leading advertising agencies who are supporting your Macaroni Week with hard cash:

WESTGATE SUN-HARBOR COMPANY
CALIFORNIA PACKING COMPANY
MCLHENRY CO. (Tabasco Sauce)
CAMPBELL SOUP COMPANY
SWIFT & COMPANY
H. J. HEINZ COMPANY
HUNT FOODS, INC.
FITZGERALD ADVERTISING AGENCY
DANCER-FITZGERALD-SAMPLE
DAN B. MINER ADVERTISING AGENCY
THE BORDEN COMPANY

TAYLOR WINE COMPANY
CRESTA BLANCA AND ROMA WINES
WINE ADVISORY BOARD
KRAFT FOODS COMPANY
CARNATION MILK COMPANY
PET MILK SALES CORPORATION
BATTEN, BARTON, DURSTINE & OSBORN
WALTER THOMPSON ADV. AGENCY
RALPH H. JONES ADVERTISING AGENCY

"Because these companies and advertising agencies think so highly of the Macaroni Week promotion, your products will be featured in the October advertisements in such publications as:

PARADE
THIS WEEK
McCALL'S
WOMAN'S DAY
GOOD HOUSEKEEPING
TRUE STORY
TRUE CONFESSIONS
MODERN ROMANCES
HOUSEHOLD MAGAZINE
PROGRESSIVE FARMING
FAMILY CIRCLE
AMERICAN FAMILY
LADIES HOME JOURNAL
WOMAN'S HOME COMPANION
and in hundreds of daily newspapers.

"In addition, many of these companies and agencies plan to emphasize National Macaroni Week and their own food products in combination with macaroni, spaghetti and egg noodles over their nationwide television and radio hookups during the period of October 5 to 14.

"With that kind of advertising support from outside the macaroni industry, Macaroni Week is bound to be a success—but that's not all! Here is a partial list of some of the publications which will carry recipes and stories in their news columns about National Macaroni Week and your products:

THE FARM JOURNAL
WOMAN'S HOME COMPANION
SOUTHERN AGRICULTURIST
REDBOOK MAGAZINE
NEA SYNDICATE, 25,000,000 readers. 800 newspapers
ASSOCIATED PRESS, 6,000,000 readers
KING FEATURES SYNDICATE, 4,000,000 readers
WESTERN NEWSPAPER UNION, 2,000 newspapers
LADIES HOME JOURNAL
CAPPER PUBLICATIONS
BETTER HOMES AND GARDENS
PARENTS' MAGAZINE
FAMILY CIRCLE
TRUE STORY
LOOK MAGAZINE
AMERICAN HOME


"In addition to the publications listed above, over 12,000 daily and weekly newspapers throughout the nation will be supplied with recipes, photographs, mats and news story material on National Macaroni Week.

"In the field of radio and television.
(Continued on Page 40)

King Midas Semolina is used in this advertisement

From fields located in America's finest durum producing areas, samples of the new durum crop are now being tested and checked by King Midas experts.

It's their job to make certain that only the "top of the crop" is selected for milling into King Midas Semolina.

KING MIDAS FLOUR MILLS
Minneapolis  Minnesota

Order Spaghetti "al dente"

New consumers would be won and held if the dishes of macaroni foods were better prepared, in the opinion of Emanuele Ronzoni, chief executive of Ronzoni Macaroni Co., Long Island City, N. Y. When one recalls the unappetizing ways in which spaghetti and noodles are served in too many restaurants and hotels, his advice seems all the more important for general recommendation to the public by all manufacturers and distributors, home economists and food specialists, too.

"When you, Mr. and Mrs. Consumer, order spaghetti in an Italian restaurant, tell the waiter that you want the spaghetti cooked 'al dente' (pronounced al-Den-tay). That means that you want the Italian dish served slightly chewy—slightly resistant to the teeth. It further means that you want only real Italian-style spaghetti, as such cooking is possible only when the spaghetti is made from pure durum semolina."

Few Price Increases No Cause for Alarm, If No Hoarding

Recent price increases on a few food products should not be taken as an indication that food prices in general will skyrocket, according to Paul S. Willis, president of Grocery Manufacturers of America, Inc.

Referring to the current food price situation, Mr. Willis said that "we see no cause for alarm unless the American people become panicky and start hoarding foods, which creates scarcities and higher prices."

"There have been price increases on a few of the more highly fluctuating food products but we must remember that these represent only a small portion of the more than 3,000 items in the grocery store from which Mrs. Smith fills her grocery basket."

"If we continue buying on a normal basis, prices in general should remain pretty much at present levels. The important thing is for the American people to know that there is a plentiful supply of food in this country and food production is well ahead of what it was at the start of World War II. Moreover, production can be substantially increased as the need arises. The world food situation is also much improved so that foreign countries are far less dependent upon us for supplies."

Mr. Willis also reported that the Korean situation has stimulated a broadened demand for food and grocery products at both wholesale and retail levels.

"The opinion is that this accelerated buying has been stimulated largely by the trade's desire to rebuild inventories rather than by any hope of spec-

ulative profits. For some time, wholesale food buyers have been operating on slim inventories, limiting replacement buying to 30 to 60 days requirements. Recalling the experience of the last war when many distributors were caught short, they are now buying beyond immediate requirements as a protective measure. This was to be expected and is merely a transference of goods from manufacturers to distributor warehouses. So long as these goods do not end up in consumer basements and pantries, there is little to worry about."

Wheat Agreement by Aldus

The increase in the population of the globe, the cutdown in the availabilities of certain countries, so hardly tried by the war, the displacement of the supply markets, with the consequent decrease in the number of large exporters—thus determining the United States to assume a predominant position in the world supplies—has created a new aspect of the wheat international market, which is not exempt from the uncertainty characterizing every market economy, as far as, in time and space, concerns the repartition of the surpluses, influenced by the state of the harvests and of the correlative variations in prices.

Five exporting and 36 importing countries have proposed to put a remedy to the chronic difficulties of the market, and the errors of the past, by means of the International Wheat Agreement, of a four-year enforcement.

The author gives a vast description of the criteria on which the a.m. agreement is based, pointing out the fact that they represent a real progress in this sector of world economy, inasmuch as they create a system, which succeeds in adjusting the requirements of all countries in question, derived from their mutual engagements, each party retaining his liberty, within the limits of his own sovereignty.

The limit to the quantities reciprocally guaranteed, the right afforded to each party to effect withdrawals within the a.m. limits, the mutual guarantee for the respect of the restrictions established to the variations in prices, the need for an agreement between the different parties for transactions in flour—basic aspects of the agreement—are clearly exposed by the author.

Open-Minded Shoppers

Two out of three food purchases in super markets are based on decisions made while the shopper is in the store, according to latest results of a continuing national survey sponsored by the Du Pont Co.

The findings of the study were published by the Du Pont film department recently in a booklet called "Stop, Look, and Buy."

The report indicates a trend toward more and more buying decisions inside the store during the past five years. A similar survey made in 1945 showed that nearly half of all purchases were definitely planned by the ladies before they stepped into a super-market. Now, only a third are definitely planned. Nearly two out of five purchases represent unplanned buying, while somewhat less than one out of three were only generally planned or were substitutes.

The exact figures show that 66.6 per cent of all purchases were decided at the point of sale after reaching the store. Of all items bought, 38.4 per cent were unplanned (impulse buying), 26.7 per cent were only generally planned, 1.5 per cent were substitutes, while only 33.4 per cent were definitely planned.

From these figures, the report draws the conclusion that: "People are going shopping for food in super markets with a less specific plan and a more open mind, searching for what looks good."

NFDA Group Insurance Plan

Association officers in many industries are studying the plan recently announced by the National Food Distributors Association for group insurance of its members. Its plan of group life insurance is made available to all members and their employees at a cost that makes the offer most attractive.

According to the announcement, the insurance feature will be administered by the trustees of the insurance trust of the association and underwritten by the Continental Assurance Co. of Chicago.

There will be three classes: 1) for those earning less than \$3,000 annually, insurance limited to \$1,000. 2) for those earning \$3,000 but less than \$6,000, a limit of \$3,000 insurance. 3) for those earning \$6,000 with a limit insurance of \$6,000.

Cost is \$2.45 per quarter (\$1.15 per month) per \$1,000, which may be paid by the respective members, or by the employer on all his employees, or shared equally between employer and employee. An employer cannot enter by himself. He must have at least one employee, and in all cases, at least 75 per cent of those eligible must participate.

The plan, which is made possible by the mass purchasing power of the association, went into effect on June 1, 1950. Besides the protection afforded, the association points out that money paid for premiums may be claimed as a tax deduction, no physical examination is required, employees have a valuable conversion privilege to an individual contract upon termination of employment, and this group insurance is available regardless of how much other personal or group insurance one now carries.

Our Italian Department

Cenni sulle apparecchiature automatiche per la regolazione della temperatura nei pastifici.

Reprint from *L'Italia e i Cereali—Rome, Italy, Part 2.*

(Liberal translation: Automatic Regulation of Dryers in Macaroni Products Manufacture.)

L'impiego puro e semplice dei ventilatori sistemati posteriormente alle batterie, pur essendo stato praticato in vari pastifici da ditte specializzate in materia, non è, a nostro modo di vedere, consigliabile perché generalmente la distribuzione del calore non avviene in modo uniforme in tutto il locale da condizionare. Più razionale si è dimostrato il sistema di convogliare il getto di aria calda in appositi tubi a grande sezione quadrata o rettangolare sui quali vengono praticate aperture (bocchette) di diversa misura, attraverso le quali l'aria viene distribuita nel locale. Le bocchette più piccole si devono aprire in vicinanza del ventilatore, le altre, gradatamente più grandi, quanto più ci si allontana; questa sistemazione viene eseguita allo scopo di compensare le perdite di pressione nell'interno del tubo. Si deve curare che le bocchette non dirigano il getto di aria calda in direzione delle valvole di aspirazione degli essiccatoi funzionanti a aria condizionata per evitare

possibili irregolarità agli effetti dell'essiccazione. In molti pastifici si usa aspirare direttamente dall'esterno l'aria destinata al condizionamento del locale, in questo caso quando il ventilatore entra in funzione, per effetto dell'immissione di quest'aria, si genera nel locale una pressione che si rileva anche dalla tendenza che hanno le porte ad aprirsi verso l'esterno. Abbiamo constatato più volte come questa sistemazione dia luogo ad inconvenienti specie nella stagione invernale durante la quale, dovendosi compensare maggiori dispersioni di calore, il ventilatore entra in funzione molto spesso immettendo nel locale grandi quantità di aria che trova comoda uscita attraverso i condotti di scarico dell'aria umida, per questo motivo spesso si generano nel locale abbassamenti del tenore percentuale dell'umidità che sono molto dannosi al prodotto in essiccazione. Per evitare questo inconveniente riteniamo che sia utile sistemare sull'aspirazione del ventilatore due aperture munite di saracinesca in modo da poter aspirare l'aria destinata al riscaldamento del locale, dall'esterno, dal locale stesso, parte dall'esterno e parte dal

Qualora il pastificio non voglia ricorrere ad eccessive spese per il condizionamento della temperatura nei locali può ricorrere ad un sistema che ho già accennato sul "Monitore Tecnico della Ricostruzione" impiegando l'impianto di radiatori già in opera. In questo caso occorre sistemare una valvola elettrica che operi l'apertura e la chiusura del vapore e dell'acqua ai

radiatori sistemati nel locale, questa valvola deve essere comandata opportunamente da un termostato. Questa sistemazione è stata adottata da vari pastifici, l'andamento della temperatura ha carattere sinussoidale. La zona di un termografo da me applicato in un locale che adottava questo sistema di condizionamento mi ha dato, stabilita la temperatura cui doveva avvenire l'essiccazione in 28 gradi, punte positive di 32 gradi e punte negative di 26° l'essiccazione avviene regolarmente.

A titolo di curiosità diremo che, sistemando un termografo nell'interno degli essiccatoi, otterremo diagrammi diversi a seconda del punto in cui si colloca l'apparecchio, lo studio di questi diagrammi è interessantissimo essendo legato all'assorbimento del calore da parte del prodotto in essiccazione.

Le valvole automatiche a comando elettrico maggiormente usate nei pastifici appartengono a due tipi distinti, il primo a funzionamento elettromagnetico che è più economico e la cui sistemazione si presta molto bene nei radiatori con circolazione a termostato, il secondo tipo a servocomando è costituito da un motorino funzionante generalmente a 24 Volt che si ottengono mediante trasformatore incorporato nell'apparecchio; tale motorino opportunamente comandato dal termostato o da termometri a contatti elettrici opera l'apertura e la chiusura della valvola. In qualche pastificio sono stati sistemati termostati muniti di modulatore per il comando della valvola elettrica, a nostro modo di vedere, non sono consigliabili perché rappresentano una inutile complicazione. Prima di chiudere questa breve rassegna citeremo un controteso, almeno così ci sembra, che abbiamo rilevato in molti pastifici. Intendiamo parlare della sistemazione di una valvola automatica sistemata sulla mandata della batteria dei radiatori e che si apre quando il termostato o il termometro elettrico operano la messa in moto del ventilatore posto davanti alla batteria stessa, e che si richiude quando il ventilatore si ferma. Questa valvola è stata messa in opera nell'intendimento di realizzare una economia di calore; riteniamo questo concetto errato in quanto, essendo la batteria nel locale di essiccazione, anche se continua ad essere attraversata dall'acqua o dal vapore di circolazione, a ventilatore fermo non può far salire la temperatura del locale oltre certi limiti (in caso contrario non ci sarebbe bisogno di ventilatore) pertanto, escludendo tale valvola, si ottiene, se mai, una economia di corrente elettrica perché il calore emesso dalla batteria ritarda l'abbassamento della temperatura nel locale e di conseguenza si renderanno necessarie un minor numero di messe in marcia del ventilatore ed una minore sollecitazione delle apparecchiature elettriche che lo comandano.

Clemente Lanterno

Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the Northwestern Miller, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

| Month | Production in 100-pound Sacks | | | |
|-----------------|-------------------------------|---------|-----------|-----------|
| | 1950 | 1949 | 1948 | 1947 |
| January | 691,006 | 799,208 | 1,142,592 | 1,032,916 |
| February | 829,878 | 799,358 | 1,097,116 | 664,951 |
| March | 913,107 | 913,777 | 1,189,077 | 760,294 |
| April | 570,119 | 589,313 | 1,038,829 | 780,659 |
| May | 574,887 | 549,168 | 1,024,831 | 699,331 |
| June | 678,792 | 759,610 | 889,260 | 650,597 |
| July | 654,857 | 587,453 | 683,151 | 719,513 |
| August | 1,181,294 | 907,520 | 845,142 | 945,429 |
| September | | 837,218 | 661,604 | 1,012,094 |
| October | | 966,115 | 963,781 | 1,134,054 |
| November | | 997,030 | 996,987 | 1,033,759 |
| December | | 648,059 | 844,800 | 1,187,609 |

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1950 to Sept. 2, 1950 1,836,151
 July 1, 1949 to Sept. 3, 1949 1,523,953

Planned Publicity Doing Needed Job

By Peter LaRosa, Chairman, Macaroni Institute Publicity Committee

Since my return from the convention it seems that I can't pick up a newspaper or food periodical without reading of newly projected promotional and publicity plans of other food associations. Enclosed are two items cut out recently from *Food Field Reporter*. Note the headlines and the copy:

TEA INDUSTRY PROMOTION FUND IS \$600,000 OVER PLANNED GOAL

"The Tea Council has also announced that four national magazines and 32 newspapers will carry ads for National Iced Tea Week this year. The magazines: *Life, Look, The Saturday Evening Post and Colliers.*"

ELECTION OF DUNKERS FEATURES BIG JOINT DONUT PROMOTION

"A joint campaign to promote the sale of doughnuts for party consumption will be launched by the Bakers of America program of the American Bakers Association and the Doughnut Corp. of America, New York."

These are just two illustrations which happen to be at hand. But we all know that similar forceful promotions are and have been continuously under way by the bread people, potato growers, rice growers, peanuts, pickles, sauerkraut, meat institute, wine, cheese and a hundred others.

It should be crystal clear to us by now that we've entered an era of violent competition of industry versus industry and particularly of food product against food product.

I am frank to admit that at the beginning I, myself, was not sold on industry-wide publicity. But now after two years of seeing what publicity can do, I am convinced that the greatest force for selling macaroni and noodle products as a food in competition with other foods is a well planned, hard-hitting, industry-wide campaign. Manufacturers will not, of course, stop promoting their individual brands. But isn't it obvious that for the manufacturer to sell his goods, the consumer must first be sold on macaroni product and noodles as a good food? The publicity campaign being executed by the National Macaroni Institute through Theodore Sills, Inc., is doing just that for us. By their planned and scientific distribution of releases, the industry has enjoyed the benefits of a steady stream of publicity on macaroni products and noodles. For a glimpse



Peter La Rosa

of what has been done take a look at the brochure, "Results that Sell." Look at page 2.

"Since January 1, 1950, your Public Relations Program has produced 1,690,123 lines of publicity in more than 7,000 newspapers and consumer magazines throughout the Nation."

Era of violent competition warrants unified co-operation products promotion by industry.

During the first five months of 1950, photos and articles directed at making the teen-ager, the homemaker, the teacher and the general consumer more conscious of our foods have appeared in *Woman's Home Companion, Good Housekeeping, Seventeen, Parade*, rotogravure supplements of newspapers, et cetera.

We have now initiated National Macaroni Week, October 5-14. Promotion is not confined to stickers and streamers. We expect voluminous publicity over radio, newspapers, magazines and every communication medium available. All hard-hitting, impact-full publicity promoting the sale, use and consumption of all macaroni products and egg noodles—regardless of brand.

When other foods, competing with us for a place in the 1,700-pound annual capacity of the human stomach, are raising hundreds of thousands of dollars for industry promotion, certainly we can subscribe to a pitiful one cent a bag.

I urge all manufacturers to support the program.

Your Responsibility and Mine

By Gerard Klomp, President National Association of Retail Grocers

America's food industry today has a tremendous responsibility. It is a responsibility that we can't look at impersonally—but which we must accept as our own individual obligation. It is the responsibility to so conduct our business that we strengthen and preserve the American way of life.

A large order, you may say. Yes, but it is important enough that it should be always before us, a guiding principle in the every-day conduct of our business. As it is with the retailer, it is equally so with food processors and suppliers.

It is important for many reasons. First and foremost, it is important because it involves the health of all the American people. Next, it is important because it guarantees efficient and profitable distribution of the abundance of our farms. It is important because it directly or indirectly assures the economic health of the entire food industry and of our nation's business.

Perhaps it may seem far-fetched that your store and mine can be important in this gigantic picture. But remember that our nation's business is made up of hundreds of thousands of businesses like yours and mine and in that lies its strength.

Now, so long as you and I serve our communities well, we will maintain a bulwark against any invasion of our stronghold of free enterprise. And multiply each small bulwark by 375,000 and we have an invincible force against whatever may threaten. It is needless to say that today the threats are numerous, insidious and powerful.

Business is a free enterprise. Economy such as ours is not merely the affair of the man who conducts it. To be sure, if he is the right kind of man, the store owner takes a great personal pride in operating an attractive store, in having it comfortably busy with customers and in making a decent profit.

So let's work together to see that we are doing our individual jobs well. Let's strive together to live up to our obligations to the fullest.

BUHLER
CONTINUOUS
PRELIMINARY
LONG GOODS
DRYER.....

FOR
CAPACITIES
UP TO 1100 LBS.
PER HOUR

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ALUMINUM
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BUHLER BROTHERS, INC.
Engineers for Industry Since 1860
611 WEST 43rd ST. NEW YORK 18

How to Eat in Genoa

Condensed from a booklet edited by Giorgio Mara Striglia, Mario del Vecchio and Giorgio Bofia.

Most of the several hundred thousands of Americans who will go to Italy, and particularly to Rome, this year for the special Holy Year Events of interest to both pilgrims and tourists, will discover to their amazement that the Italians do not exactly *live on spaghetti* and other types of *Pasta Alimentari*.

While the people of Italy rank first among the nations of the world in the consumption of macaroni products, they are not outdone by any other nationality, except Americans, in the variety of foods consumed.

The following article taken from the beautifully illustrated and most informative issue (June 1950) of *TOUR ITALY*, a monthly magazine of Travel Features, will give some idea of the diversity of foods and their preparation for visitors and home folks.—The Editor.

Italy is celebrated in the "tourist lore" of many of its localities. Bologna is "dotta" (learned) and "ghiotta" (gluttonous); Venice, with its marvelous mansions built on the water is enchanting; Milan is the most industrial city in Italy; Turin—"la regale Torino"—is aristocratic. The historical ruins, the ornate churches and palaces, the monumental fountains, and even the light and delicious wine of the Castelli all exemplify Rome. The luxurious colors in San Remo's spread of flowers are unforgettable. The smoke of Vesuvius and the blue of the Neapolitan sky combine to remind us of the gentleness of the women and the poetic and singing soul of the people. Florence is the center of fine arts and Aosta is noted for its fine Alpine guides. Genoa abounds in beautiful landscapes, is historically celebrated as the birthplace of Columbus, boasts the violin on which the devilish fingers of Paganini used to play. The tourist will meander through the small lanes of the old city and discover treasures of architecture and sculpture concealed in its labyrinthine passages. And last but not least are its unique culinary offerings.

Genoa, as almost every Italian town, has its own way of cooking foods, and certain special dishes deserve to be tasted and will long be remembered.

The inhabitants of Liguria are "omnivori," and their cooking comprises meat, fish and vegetables—as in the average kitchen, but prepared with an inimitable Genoese flair. The tourist, who has heard of that typical Genoese seasoning called "pesto," may erroneously regard all Genoese cooking as spiced with basil and garlic.

Genoa offers excellent meat as well

as a variety of fish, which is only natural because of its proximity to the sea. The inhabitants of Liguria are traditionally a fisherman folk who delight in piscatorial species from nearby and distant waters. The markets and restaurants abound in "dentice," "ombalina," "orata" and other varieties from the gulf of Genoa, as well as in the wonderful sole of the Adriatic and the exquisite lobsters from the waters of Sardinia.

Genoese cooking does not accent fatty ingredients as does the Bolognese. It does employ, however, unique sauces for seasoning "pastasciutta" (spaghetti, macaroni and the like) and several good soups.

One of the most common sauces well known to tourists is the celebrated "tocco di funghi," a sauce made with fresh or dried mushrooms, onions, rosemary, tomatoes, oil and butter.

The eternal green of the Ligurian landscape—of olive trees and laurel—lends itself to the color of soups and spaghetti. "Pesto," a true Genoese creation, is considered an invaluable contribution to the culinary art. This seasoning is suitable for any kind of spaghetti and macaroni; but it is quite indispensable for "trenette" (spaghetti of a special shape) and "lasagne" and "trofie" ("gnocchi" in Italian), which are made of a mixture of wheat flour and mashed potatoes.

The principal ingredients of the pesto are the leaves of young basil

with a bit of garlic added, some peanuts, a good handful of grated "formaggio sardo" (a special cheese produced in Sardinia, rather salted and piquant), a handful of parmesan cheese, and a good deal of that good and sweet oil of the Riviera Ligure.

Basil may be bought, but many housewives prefer to grow it themselves, either in a corner of their garden or in pots on their terraces or on the window sill.

The only basil suitable for making the pesto is that grown in Liguria. In no other country in the world can a basil similar to ours be found. Whether it's because of the climate, or the proximity of the sea, or the quality of the soil where it grows, the basil of Liguria does not exude a flowerlike scent, as does that grown elsewhere. The latter variety may have a pleasant odor, but is certain not palatable. The Ligurian basil smells and tastes more aromatic and salty.

The housewife collects the best and youngest leaves and places them in a "mortajo" (a marble pot) together with a bit of garlic, some peanuts and a couple of handfuls of grated "sardo" and parmesan cheese and starts to pound everything vigorously with a wooden pestle until she has obtained a fine pulp. Then she adds the oil and mixes.

The "pesto" is not only employed for seasoning any kind of "pastasciutta," but is also indispensable for the



Scene in Torre Annunziata, Italy, one of the largest spaghetti manufacturers of the world. Not content with landing spaghetti in a macaroni factory for 8 to 10 hours a day, these workers sit down to a noon meal of—Spaghetti. . . . Acme Newspictures.

ENRICHMENT BY WAFER

MERCK

Enrichment Wafers for all varieties of Macaroni Products

Manufactured by MERCK & CO., Inc. • RAHWAY, N. J.

DIRECTIONS:
One wafer is used for each 100 lbs. of macaroni. Add the wafer to the water used for the batch. Place wafers in macaroni; disintegrate, stir the macaroni and pour into water containing the macaroni.

Each Wafer Contains:
Thiamine Hydrochloride (Vitamin B₁) 400 mg.
Riboflavin (Vitamin B₂) 170 mg.
Nicotinamide 2500 mg.
Iron 1100 mg.
The balance is starch and other constituents.

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pasta, etc.

Manufactured by MERCK & CO., Inc. • RAHWAY, N. J.

Each ounce contains:
400 mg. Thiamine (Vitamin B₁)
170 mg. Riboflavin (Vitamin B₂)
2500 mg. Nicotinamide

One ounce of this Vitamin Mixture added to each 100 lbs. of macaroni will add to each pound of macaroni the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Nicotinamide, 11.00 mg. Iron.

This formula is recommended by the National Macaroni Manufacturers Association for the enrichment of macaroni products.

Minimum Federal Requirements for "Enriched Macaroni Products" per pound:
4.0 mg. Thiamine
1.7 mg. Riboflavin
25.0 mg. Nicotinamide
11.0 mg. Iron

77.1 Gr. Starch for Preparation

The balance is starch

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

- MERCK ENRICHMENT PRODUCTS**
- Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.
- Merck Enrichment Ingredients (Thiamine, Riboflavin, Nicotinamide, Iron)
 - Merck Vitamin Mixtures for Flour Enrichment
 - Merck Bread Enrichment Wafers
 - Merck Vitamin Mixtures for Corn Products Enrichment
 - Merck Vitamin Mixtures and Wafers for Macaroni Enrichment



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"minestrone alla genovese," a soup made of many kinds of legumes, potatoes and vegetables.

A Genovese plate whose name is known all over the world is "ravioli." For centuries "ravioli" have had a place of honor in the international kitchen and they would not require any extensive discussion if it were not for the fact that, although as celebrated as they are, perhaps few people know where they were born. From Rome to Paris, from Berlin to London, from New York to Shanghai, big and small restaurants serve "ravioli" so that one may think all too simply conclude that they are indigenous to every country.

The birthplace of the "ravioli," however, is Genoa. "Ravioli" were created by the Genoese housewives, and there is no public testament of this fact. The traditional "ravioli" should conceal in its tiny and stuffed pocket such a variety of meats, sausages, vegetables and aromatics that it would be impossible to draw a list of them. Every cook has, in fact, his own recipe (we could better say his own secret) for making the filling which gives a special taste to his masterpiece. Many restaurants in Genoa advertise on their "menu": "Specialita' in ravioli." It is worthwhile to try all of them. It would be good training for the palate.

The same filling for "ravioli" is used to stuff small leaves of lettuce and cabbage and for a good broth which is abundantly sprinkled with parmesan cheese.

Of course, the "ravioli" are not seasoned with "pesto," but with a sauce made of meat and tomatoes. Although it is certain that "ravioli" were born in Liguria, no record exists of the recipe used by the man or woman who made them first. Probably, it was a housewife (an ancestor of the good and gentle and hardworking housewives of Liguria), who thought to utilize the meat and vegetables remaining in the saucepan after the family meal. Grinding the remains and stuffing it into little square pockets, she created an economic dish without knowing how celebrated it would become.

The beginning of the minestrone, too, seems to be lost. Its origin is said to go back to the First Crusade when the soldiers of Goffredo di Buglione, besieged in Jerusalem, and being short of food, went around from home to home, begging some vegetables to make a soup for their Captain. They begged, saying: "pro Beggiun," which probably meant "pro Beglione." Those soldiers, in fact, were Genoese, and made up a soup like minestrone, without "pesto," of course. So was born the "prebuggiun" which still today is a popular soup, made of many kinds of vegetables and enriched with oil and cheese.

The pleasure that a given food affords the palate varies among people, and it is therefore impossible to explain to somebody else why and how

much we like a given food. To understand it, there is no other way than to sit at a well dressed table, call the waiter and ask him. What? A "Zuppa di pesce," for instance.

What is a "zuppa di pesce"? It is a soup containing many kinds of fish and seafood, carefully chosen and cooked, and served with slices of toasted bread. You should try it in Genoa as well as in Naples or in Leghorn or in Venice. It is the only way to know exactly what it is and to appreciate it.

Something like the "zuppa di pesce" but even tastier is "burrida," which contains a variety of fish boiled and passed through a sieve, as well as calamars, everything cooked in a sauce made of onions, garlic, parsley, carrots, salted anchovies, peanuts and tomatoes.

Stockfish is well known all over the world but until you have tasted the "stoccafisso in umido" or the "baccala' alla marinara," you cannot imagine how delicious this fish can be.

Another typical Ligurian dish is the "cima ripiena." A very large and thin slice of veal meat, rolled and sewed like a bag, is stuffed with a filling similar to that of the "ravioli," less some ingredients but with green peas, fine ground artichokes and eggs. This bag is boiled, and, when cooled, it is sliced like a sausage. These slices may also be fried in olive oil.

If the comparison would not appear irreverent toward Wilde and Strauss, the "Torta Pasqualina" could be called "the dance of the seven veils" of the Genoese kitchen. It is a big tart, made of vegetables previously fried with oil and onions, parsley and other relishes, and seasoned with cheese. The mixture is spread on a bed of many thin layers of dough made with wheat flour, some of which (the more the better) will cover the tart completely. Baked in the oven, it must be eaten when cool.

A similar tart, even tastier, is made with artichokes, previously ground and fried with many spices and with eggs and cheese. What enhances the attractiveness and excellent taste of these tarts are the many thin layers of dough, everyone made by hand, which, baked in the oven, swell like slender veils and become brownish and friable.

Another special and purely Genoese delicacy is the "farinata," made of chick pea flour, dissolved with water and oil, and mixed directly in the same baking pan—as large as a big automobile wheel but very shallow—which is then placed in the oven and baked quickly near the flames of a big wooden fire. It is impossible to bake it in an electric or gas oven. The finished product is a very thin brown tart which must be eaten on the spot, very hot.

It is said—and it is true—that Genoa, mostly the oldest streets—is lined with superb and sumptuous architecture which is typically Genoese. Such

pride, such sumptuousness may be found in a special plate called "cappon magro." This gastronomic and esthetic masterpiece has been best described by Professor Achille Noli, an expert in the culinary traditions of Genoa.

"The bottom of a big oval-shaped dish is covered with sea biscuits rubbed with garlic and soaked with water and vinegar.

"Hearts of cauliflower, artichokes, stringbeans, carrots, celery, potatoes are boiled and cut in little bits and seasoned with oil, vinegar and salt.

"A big fish of the best quality and a lobster are likewise boiled and sliced, and seasoned with oil, lemon juice and salt.

"Two dozen crabs or crayfish are boiled too, and eight hard boiled eggs are cut in four parts each. Meanwhile are prepared olives, salted anchovies, musicame (dried meat of dolphin), capers, mushrooms in oil, oysters.

"The cook and his assistants are very busy, but their work is far from being accomplished.

"It is necessary to prepare the sauce for seasoning abundantly for all the above mentioned ingredients. This sauce is made by pounding and mixing parsley, garlic, capers, salted anchovies, yolks of some hard boiled eggs, enough bread crumbs moistened with vinegar and a large glass of good olive oil.

"The preliminary work is over. Now it is time to build the . . . monument.

"On the sea biscuits, covering the bottom of the big oval-shaped dish, the cook starts to spread all the ingredients, seasoning every layer with sauce. The construction rises little by little, till it becomes a sort of a hill, the top of which is covered with pieces of fish and lobster. Finally, everything is covered with a shower of sauce and then the cook displays his art in garnishing the work with slices of carrots, green and black olives, crabs, oysters, etc.

"The cappon magro is ready.

"It is missing only a little flag, which the cook, with a triumphant gesture, sets on the highest peak of his masterpiece.

"When the cappon magro is brought on the table, it is a feast for the messmates.

"Everybody admires, helps himself and eats.

"But people of weak stomach and convalescents should content themselves only by looking and admiring this plate worthy of the Homeric heroes."

After minestrone, ravioli, tripe, cappon magro, and many other such dishes, the reader probably feels he has got enough, both for lunch or dinner, and that some dessert would be welcome.

The restaurants usually serve very good pastry; but if you wish to taste something typically Genoese, you should ask for "Pandolce."

(Continued on Page 38)

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

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

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

For users of the
BATCH PROCESS

B·E·T·S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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

Stocked for quick delivery:
Rensselaer (N. Y.), Chicago,
St. Louis, Kansas City (Mo.),
Minneapolis, Denver, Los
Angeles, San Francisco, Port-
land (Ore.), Dallas and Atlanta.

Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

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

Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

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

*Also available in double strength

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:
Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.

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

DURUM MILLERS MACARONI PROMOTION

Durum Wheat Products Division — Wheat Flour Institute
Clara Gebbard Snyder, Director of Foods and Nutrition

Cooking for the Crowd

"How much macaroni or spaghetti shall I start with when I cook for a crowd of 12?" inquires one of our readers.

The answer depends on how the macaroni is to be served. If it is to be macaroni and cheese, or spaghetti and meat sauce, or spaghetti and tomato sauce, 2 ounces per person is a good amount to allow. This means 1 1/2 pounds uncooked macaroni or spaghetti for 12 persons.

If these popular durum wheat foods are served in dishes which contain several somewhat bulky ingredients, such as meat cubes or vegetables, one ounce per person is usually enough. If the crowd is one of high school boys or young college men, this allowance might well be increased to 1 1/2 or even 2 ounces per person. For usual family service, an ounce per person is a good allowance. This amount makes enough to give everyone satisfyingly generous servings, yet it avoids unnecessary left-overs.

For such combination dishes, a crowd of 12 might easily consume from 3/4 pound to a whole pound of macaroni. These versatile, economical durum wheat foods accommodate themselves smoothly to most dishes. If other ingredients are a bit short, use a bit more macaroni. If the crowd grows unexpectedly larger, cook a few extra ounces of spaghetti or macaroni and add them. They not only "make more," but they contribute their own energy-yielding and body-building protein values, and they do so at a fraction of a cent per serving.

Macaroni, spaghetti or noodle main dishes are particularly good cooking-for-the-crowd dishes. They make the most of other inexpensive, flavorful foods, they please everyone, and they make few demands on the cook. On top of all of this, they can be served in the simplest, most informal dishes and still look attractive. A big casserole of macaroni or spaghetti, a bowl of crisp green salad, and a basket of hot-battered French bread make the kind of menu that is real food artistry.

Macaroni—A Cooked Food

Perhaps Man first cooked foods because cooking improved flavor. He found that it also brought about pleasant changes in texture, color and aroma, and made many foods more enjoyable to eat. Gradually he improved cooking methods. Gradually, too, he learned that cooking improved the digestibility of many good foods. Later came scientific evidence of what Man had learned by trial and error: the nutrients in many foods are more easily used by the body when those foods have been cooked than when they are eaten uncooked.

Some foods are never eaten uncooked. The macaroni food family belongs to this group, along with most other grain foods.

What happens when macaroni, spaghetti, or noodles cook?

Some of the changes that take place during cooking are easy to see. Firm to the point of hardness when uncooked, these durum wheat foods first become soft and pliable. This is due to the softening of the wheat protein, and to the mellowing of the wheat starch as the boiling water does its work. As the protein and starch swell the macaroni and spaghetti lose that translucent look. Gradually they take on a beautiful sheen until their surface looks like that of creamy smooth pearls.

When each microscopic, energy-giving starch particle has swelled to its utmost and the gluten has become soft and pliable, the macaroni is done. At this stage it is plump but shapely. When pressed with a fork, it is tender but not soft. This means that each tiny starch-cell has become gelatin-like, so that it can easily give up its energy-giving qualities to the person who eats it. The protein is pliable but firm, so that it offers enough resistance to the teeth to make chewing it pleasantly satisfying.

When durum wheat foods are properly cooked, the softened protein easily absorbs flavors and aromas of other foods. It does not do this in its uncooked state. That is why macaroni foods keep so well, without refrigeration and without any special storage requirement except that they be kept in a clean, dry place.

The fact that the protein in cooked macaroni, spaghetti and noodles carries other flavors so efficiently makes them a versatile, as well as economical food.

Many Ways of Preparation

Recently we overheard some food manufacturers talking about durum wheat foods. Said one of them, with conviction, "The only way women know how to serve macaroni is as macaroni and cheese!" "Yeh!" chimed in another, "And the only way they serve spaghetti is with meat sauce!"

Obviously they were exaggerating, intentionally or not. Maybe they had just encountered too much macaroni and cheese, or spaghetti with meat sauce. Maybe they weren't acquainted with these good combinations at their delicious best.

Nevertheless, their comments provide food for thought. It is easy to get into a rut in preparing any food. It might be enlightening to each of us to score ourselves, counting a point for each different way we actually serve these versatile durum foods. Anybody who makes a score of 10 is good. A score of 25 is excellent. A higher score than 25 rates you as an artist, and 36 or more makes you a culinary genius.

The words "made from durum wheat" or "made from durum semolina" on macaroni, spaghetti and noodle packages is like the word "sterling" on silver. These words identify top quality.

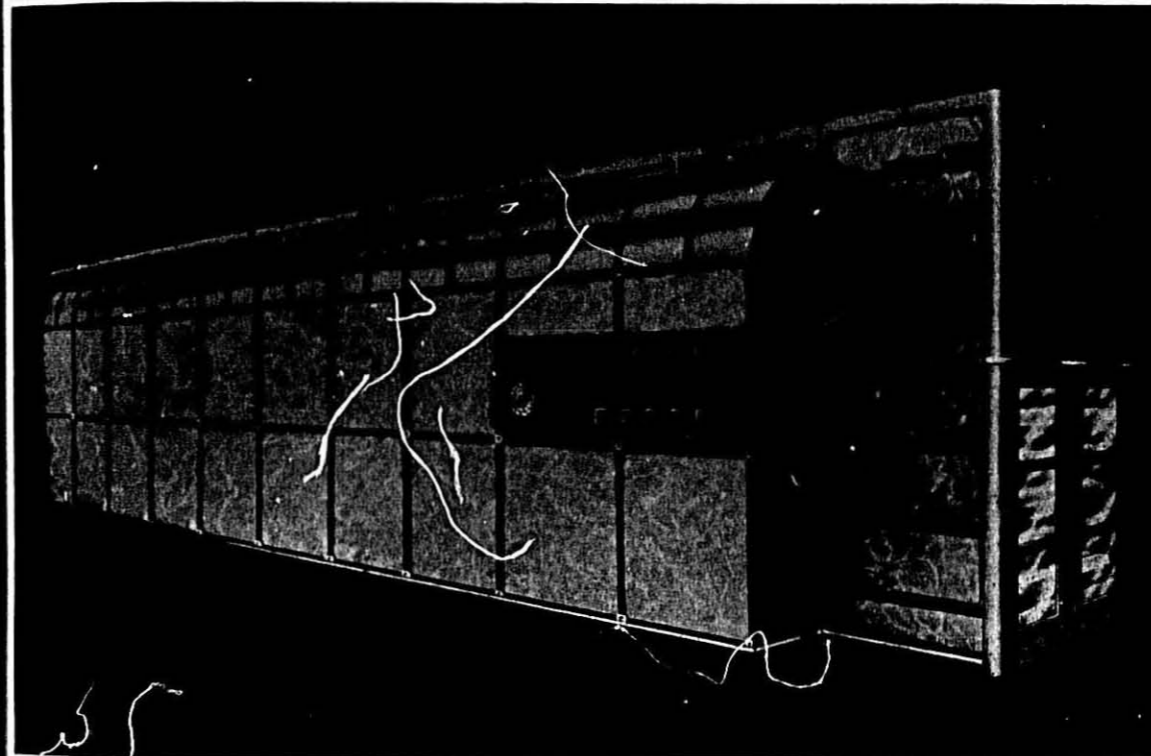
Semolina is the crushed inner part or endosperm of durum wheat kernels. Because durum wheat is high in protein it breaks up into tiny hard granules when it is milled. The best varieties of durum wheat have endosperm that is palest amber in color. This is the kind that makes the top quality macaroni foods.

In order to have an adequate supply of these fine varieties, macaroni manufacturers, durum wheat millers, agriculture experiment station plant breeders and wheat farmers have worked together year after year. Together they have encouraged the development and production of beautiful durum wheats. Each variety has a name, just as each rose or each variety of apple has its own name. Among the leading varieties of durum wheat are such intriguing names as Kubanka, Mindum, Stewart, Carleton. Whatever their names, they yield the kind of semolina that makes the fine macaroni, spaghetti and noodles that the best cooks in the world use in their masterpieces.

LUXURY DRYING — TOP FLIGHT EFFICIENCY

With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed
(SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. CLERMONT'S DRYERS OFFER YOU:

ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean: screens equipped with zippers for ready accessibility.

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having an air chamber and a fan chamber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

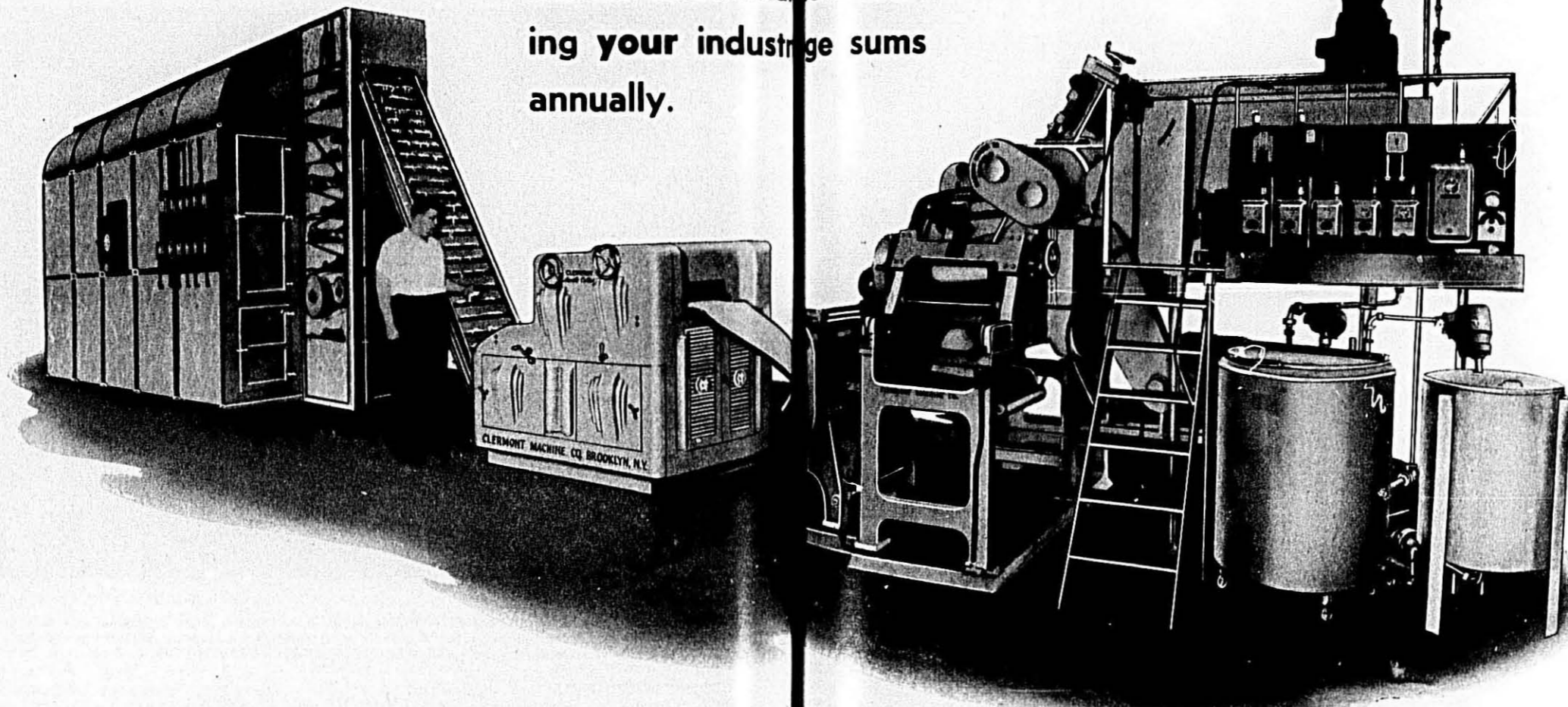
CLERMONT MACHINE COMPANY, INC.

266-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540

There's No Substitute for Cleanliness! Part or Pay — You Have No Other Choice

Buy the machines designed to afford sanitary conditions for elimination of infestation, low costing your industrial sums annually.



Why Divide Responsibility? From Dough Sheet to Finished Product . . . Do It the "Clermont" Way

The machines shown above are the CLERMONT SHEET FORMER WITH EGG APPARATUS, CLERMONT SUPER HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS STEEL NOODLE DRYER. Space limitations prevent showing the finish drying unit. (See Clermont Finish Noodle Dryer unit in advertisement on separate page this issue.)

ALL Clermont machines have one thing in common: They're made for their jobs with each unit designed to

permit maximum cleanliness, reduce costs and improve quality.

NOW—CLERMONT'S improved Noodle Setup, each machine with a capacity of 1600 lbs. per hour, in one super continuous operation. Labor cut to the bone. ONE MACHINE DOES THE JOB!

SHEET FORMING MACHINE. Now redesigned: Easy to clean; cams, lever arms and reciprocating conveyors

sterilized; simplified mechanism; stainless steel rollers and shafts. Cleanliness and smooth dough sheet.

SUPER HIGH SPEED NOODLE CUTTER: Streamlined design. COMPACT: Takes less space. CLEAN: All moving parts enclosed. SIMPLE: Less gearing mechanism. Variable speed rotary knife with cutting range from 1/4" to 6". ECONOMICAL: Low maintenance cost; cutting rollers and scrapers of stainless steel; rollers hardened and ground; ball bearings throughout for long life.

NOODLE DRYER: Two units: preliminary and finish. First-to-last efficiency. Practical quality control: Self-controlled instruments measure humidity and temperature, inlet of fresh air and discharge of excess humidity, maintaining the same relative humidity throughout the daily operation to give uniform and high quality product. Easy to keep clean: No corners where infestation can lurk. Ready access to all parts. Completely of steel structure and enclosed, except for doors, with heat resistant board.

EVERYTHING UNDER CONTROL!

We'll gladly handle all particulars

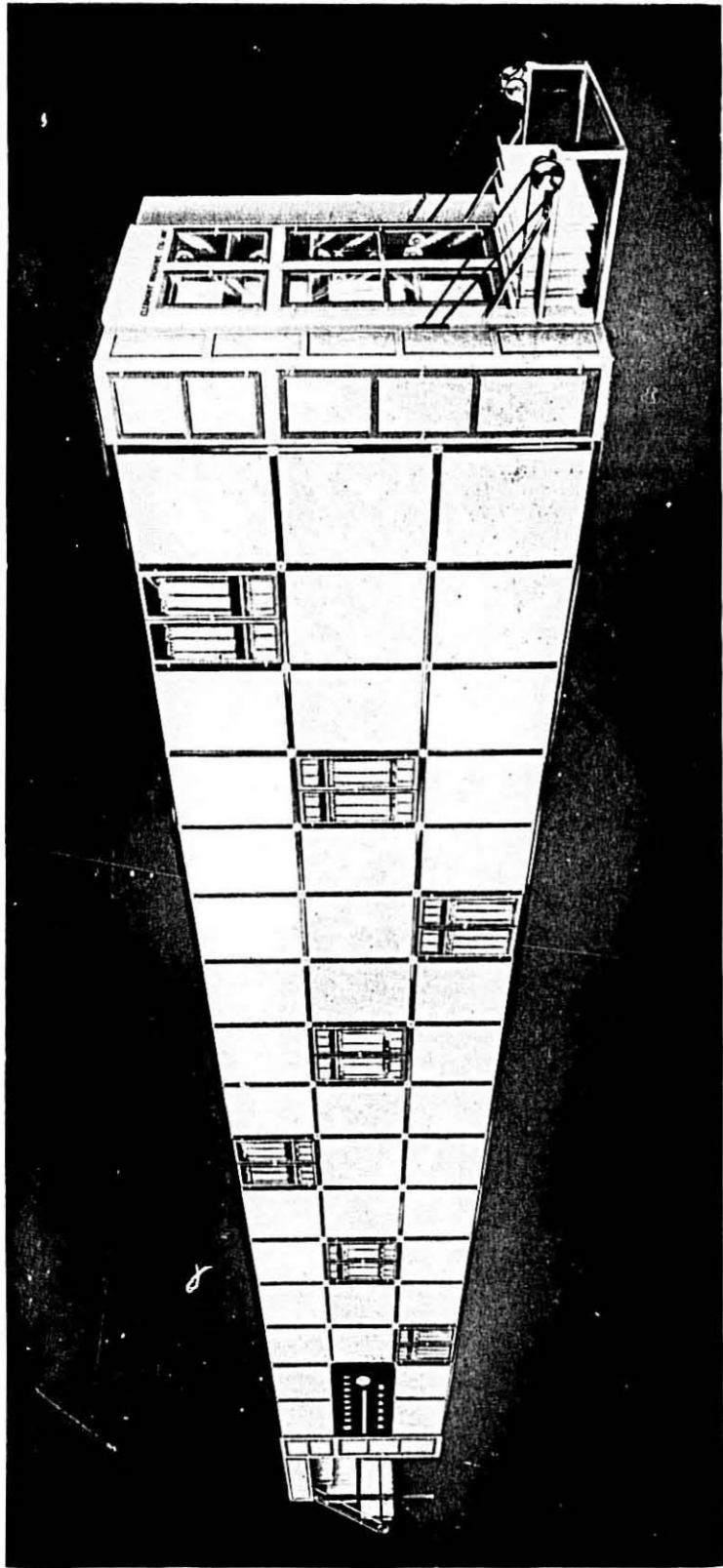
CLERMONT MACHINE COMPANY, INC.

276 WALLABOUT STREET

BROOKLYN 6, NEW YORK, N.Y., U.S.A.

TODAY'S MOST ADVANCED METHOD
in Automatic Long Goods Drying

plus
TOP QUALITY — LOW COST — SPACE AND TIME SAVING



To cushion the impact of the now highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods, which additionally are dust collectors and an invitation to infestation.

TOP QUALITY: Evenly dried product with eye-appealing bright color, straight as a rail smooth and strong in texture achieved by maintaining a constant relative humidity, uniform air circulation and drying correctly proportioned steam air.

PRECISE MECHANISM: Sure to give you the most uniform, most consistent product. The machine is constructed with an automatic timing mechanism which insures perfect timing in delivering a continuous supply of alternate chain links dependent on which tier it is being processed.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, complete sanitation and maintenance and sanitary conditions. Constructed of steel structure painted with a non-toxic, non-flammable, non-corrosive, fire-retardant, self-cleaning paint.

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

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

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

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer of any make our two finish units can be adapted for use with it. **THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.**

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING, COMMUNICATE WITH
CLERMONT MACHINE COMPANY, INC.

"Il Progresso" Surveys Italian-American Preferences

In an interesting article by Lawrence Grant in *Editor & Publisher*, New York City, tells of a survey made to find out the preferences of the Italian-American group in the nation's metropolis as compared with those of others. The objective was to use the survey as an advertising guide to brand distributors. Its conclusions were that regional variations in consumer preferences are widely recognized, but few advertisers know about the ways in which buying habits vary depending on how long a family has been in America.

Serious study of the buying habits of substantial communities, foreign language groups and first and second generation Americans in coastal cities and in inland urban areas, has recently emphasized the complexity of the problem for merchandisers. In New York, *Il Progresso*, Italian language daily, has released a study of Italian American preferences. Pulse, Inc., research organization, did the job, its second for the paper over the past two years.

Il Progresso ordered the studies in order to show major manufacturers of brand-line groceries and other household merchandise what its readers liked and bought, based on actual views of the kitchen grocery shelves, the clothes closets, the liquor cabinets and medicine chests of 1,332 families in New York City. Pulse visited 500 households one or two generations away from Italy and 832 families not of Italian descent.

New York 15% Italian

In New York, according to the Pulse report, about 15% of the population is believed to be of Italian stock. This is, the report said, "not just a 'Little Italy' but the largest Italian city outside of Italy." Other metropolitan areas, such as Providence, R. I., have large communities of Italian and other stock. Census figures on such subjects will be available to individual cities within the near future.

Il Progresso was told, significantly, that Italian-stock families varied considerably from the average in many unexpected ways, not only in their traditional liking for spaghetti, olive oil, tomato paste, and wines. In the survey, statistics were broken down on buying habits of the 500 Italian families, the 832 non-Italian families, and a 1,000-family check list containing 108 Italian families.

The 1,000-family list, for example, showed more autos per family than the Italian group. Percentage-wise, it was 32.9% to 29.4%. Among the Italians, 19.8% of the car owners had Chevrolts, with Buicks in second place with 12.9%. Among non-Italians, Chevrolet was first with 16.1% with 12.5%

owning Fords in second place. Buicks were in fifth place in the latter group.

On kitchen shelves, the differences were more varied. Take cake flour. Presto was the favorite of 12.8% of Italian housewives, with Bisquick in second place with 12.2%. Presto got 17.7% of non-Italians with Swans Down Self-Rising in second place with 9.5%.

In macaroni, Italians chose Ronzoni and then LaRosa brand but non-Italians preferred LaRosa and Mueller.

Not all the 123 items found on housewives' shelves showed variations according to nationality. For many brands, the Italians gave the same preference as non-Italians.

In general, however, the study appeared to indicate that many manufacturers were not giving as much pressure advertising wise on the Italian group as they did on non-Italians. And the reverse appeared to be true for an equal number of advertisers.

Il Progresso felt that its columns could remedy this situation. The study may also have implications for other newspapers, primarily in New York, but also in other cities with large Italian communities.

Macaroni Week

Macaroni noodle manufacturing firms that have not completed plans as of this date for the proper and full observation of National Macaroni Week, October 5-14, will probably wait a full year for a similar opportunity to build brand and products good will. "It's Later Than You Think."

Construction Begun on New Macaroni Factory in San Leandro

A carload a day is the planned capacity of a new macaroni factory under construction at San Leandro, Calif. Ground-breaking ceremonies took place the first week in August and the plant is expected to be in operation in the early fall. It will be the new home of the Golden Grain Macaroni Co. and is planned to be the largest of its kind on the Pacific coast.

The plant is located on a 3 1/2-acre plot of land fronting the Western Pacific railroad. It will be a single story of concrete and masonry steel frame structure, covering approximately one acre. Its cost is estimated at about \$300,000. The floor capacity is about 42,000 square feet.

Golden Grain Macaroni Co. is now operating plants in San Francisco and Seattle. It is a family-owned concern, as are the majority of the plants that constitute the macaroni-noodle industry in the U. S. A. The parent plant was founded in Italy in 1869 by the grand parents of the present owners. In 1912, the family moved to this country and resumed its macaroni making in the Gragnano Products plant in San Francisco.

In 1934, the name was changed to the present one. Company officers are Paskey De Domenico, president; Thomas De Domenico, vice president; and Vincent De Domenico, secretary, treasurer and general manager. The latter is a director of the National Macaroni Manufacturers Association, representing northern California.



TESTING RECIPE—A recipe prepared by the women's department of Theodore R. Sills & Co., National Macaroni Institute public relations consultant, undergoes a taste test by a panel of experts before being submitted to national magazines and newspapers for use during National Macaroni Week, October 5-14. Testing the new recipe are Peter La Rosa of V. La Rosa & Sons, Inc.; Blanche Stover, food editor of Parent's Magazine; C. F. Mueller, of C. F. Mueller Company; and Joseph Giordano of V. La Rosa & Sons, Inc. The recipe is one of hundreds prepared for use in magazines and newspapers during macaroni week. Cut courtesy of *The Northwestern Miller*.

Spaghetti in a Balanced Meal

By Victor H. Lindlahr

Food Commentator, American Broadcasting
System

Associate Editor, Joy of Living Magazine
Author of Eat and Reduce, 201 Tasty Dishes for
Reducers, and many other books on foods



Victor H. Lindlahr and the Lindlahr's pet cat are interested observers while Mrs. Lindlahr prepares her special spaghetti sauce for "Helene's Spaghetti."

USUALLY, when you talk to people who have a smattering of food knowledge, they write off spaghetti as simply a starchy food. That, however, is not true in the practical sense. It all depends upon the recipe you use.

The best spaghetti dishes are those which use spaghetti together with such nourishing foods as cheese, meat, tomatoes or a combination of these ingredients. The Italians, who are perhaps the greatest consumers of spaghetti, macaroni and similar wheat products, have already established sound nutritional practices in eating these foods, though they may not have been aware of their scientific basis.

Cheese, for example, is almost a natural accompaniment to both spaghetti and macaroni. Besides flavoring the foods, it adds considerable calcium, protein and Vitamin A. Meat, either as sauce or in meat ball form, increases protein value. Fresh tomato sauce supplements the carbohydrates in spaghetti with rich supplies of Vitamin A as well as some thiamine and Vitamin C. Sea food sauces such as clam or lobster also lend their own particular values—proteins and vitamins—to spaghetti dishes.

Though in their dry form macaroni products are about 75 per cent carbohydrate, here's a surprising fact about these foods. A calorie chart would show that weight for weight, cooked macaroni and spaghetti are lower in calorie content than bread or even potatoes. This happens because in cooking, the first two foods absorb a good deal of water, diluting their starch content. Thus an ounce of spaghetti (without sauce) yields 20 calories, while an ounce of bread (one slice) yields 75.

But don't let the calorie table mislead you. Hardly anyone would eat only one or two ounces of spaghetti,

although he may be satisfied with that much bread. The usual portion of cooked spaghetti when it is eaten as a main dish ranges from eight to twelve ounces. Simple arithmetic shows how quickly the calories mount up, even before sauces and other garnishes are added. So, if you are on a strict reducing diet—keep away!

You can serve macaroni products in place of potatoes to lend variety to a meal, but remember that they are not a substitute for the vegetable. Potatoes are a good source of vitamins and minerals which are lacking in macaroni products. The latter will supply the carbohydrate you get from potatoes, but little else that is nourishing.

For the same reason, macaroni and spaghetti cannot be used to take the place of meat, which is the tendency during these days of high meat prices. Cooked macaroni products contain some protein—about three per cent—but neither the quantity or quality of this protein is equal to that supplied by meat.

However, you can use such protein extenders as cheese or meat with the

spaghetti to make an appetizing and nourishing dish.

A generous fresh raw salad plays an important role in a spaghetti dinner. Not only does a salad provide a balance to a highly concentrated main dish like spaghetti, but it also yields liberal quantities of vitamins and minerals. Tomatoes, peppers, water cress, cucumbers and escarole are fine sources. Tossed together in an appetizing and colorful salad, they are the perfect accompaniment from every standpoint to a dinner which features spaghetti or macaroni.

The dessert which completes a spaghetti dinner is important. Because the main dish is so rich in carbohydrates, your best choice for dessert is a simple fruit cup. Here again you can stock up on extra vitamins by selecting such fruits as apricots, peaches, pears, pineapple or tangerines. Besides, the fruit will help to refresh the taste buds and take away the "stuffy" feeling which carbohydrates tend to leave.

A favorite recipe in my own house—
(Continued on Page 41)



A big salad and a fruit dessert make a well-balanced complement to a dinner featuring spaghetti. Here Mr. and Mrs. Lindlahr finish their meal with fruit.

Consolidated Macaroni Machine Corp.

FOUNDED IN 1908

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



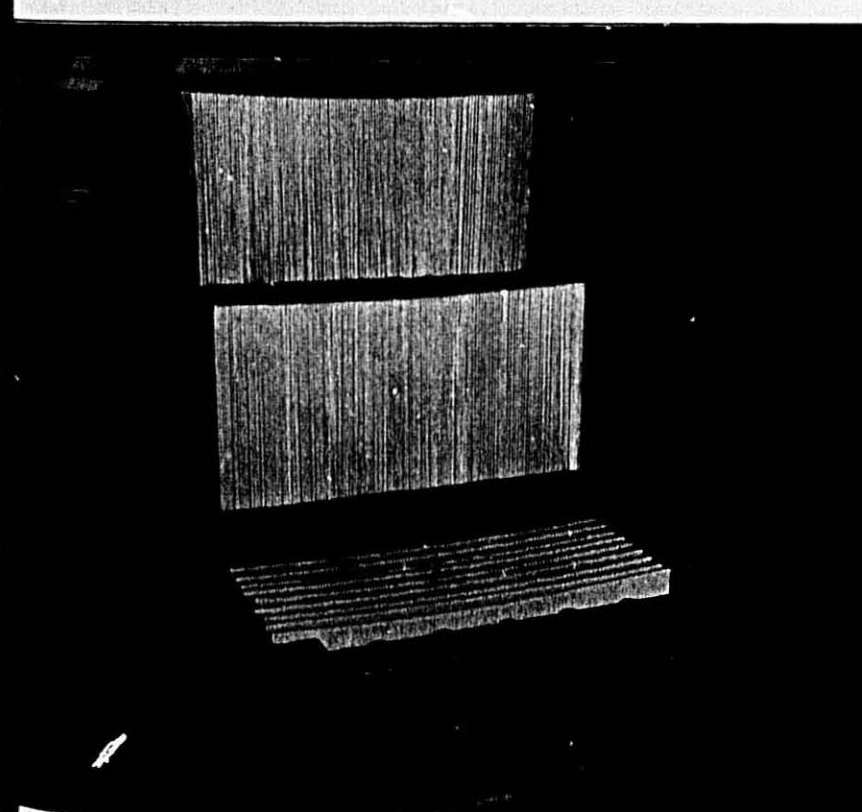
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

Hygienic — Compact — Labor Saving

Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

Operation fully automatic.

TIME PROVEN AUTOMATIC PRESSES

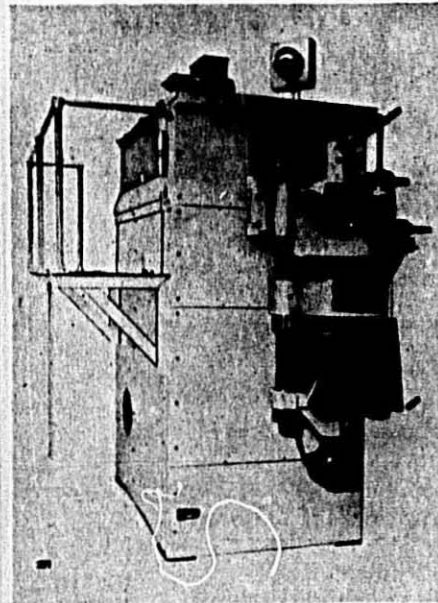
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular. Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

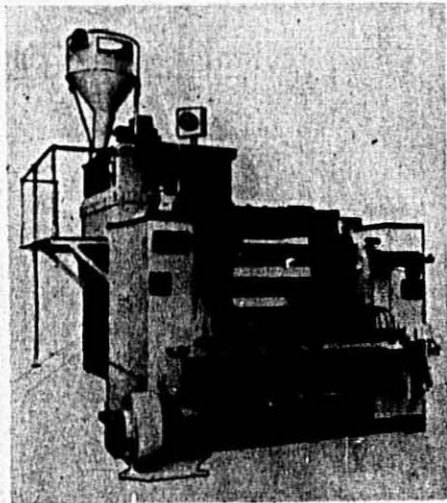
DURABLE—ECONOMICAL—BEST FOR QUALITY



Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.
Patented Model SAFS— 800 Lbs. Prod.

Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment



Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—850 Lbs. Production
Patented Model SAFSC—600 Lbs. Production

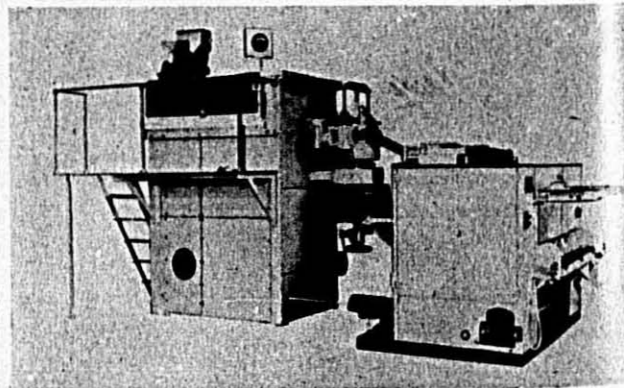
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street



The 365-Day Positive Dryers OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

WHY?

*Time
Proven*

*Hygienic
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature, and that alternately aerates and sweats the paste.

THE ONLY DRYERS THAT ARE:

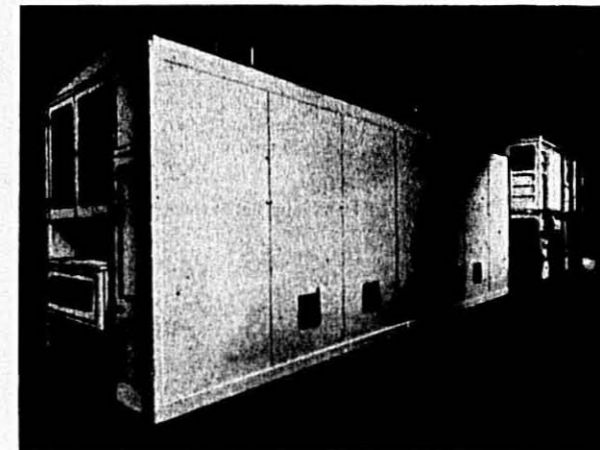
1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and economical because you receive uniform and positive results every day.

BE MODERN

STAY MODERN

with

CONSOLIDATED



Patented Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows
Patented Model CASC—3P—Drying Capacity 600 Lbs. up to Elbows
Patented Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni
Patented Model CASC—4P—Drying Capacity 600 Lbs. up to Rigatoni
Patented Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles
Patented Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity
Patented Special short cut dryers to 2000 Lbs. Capacity

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

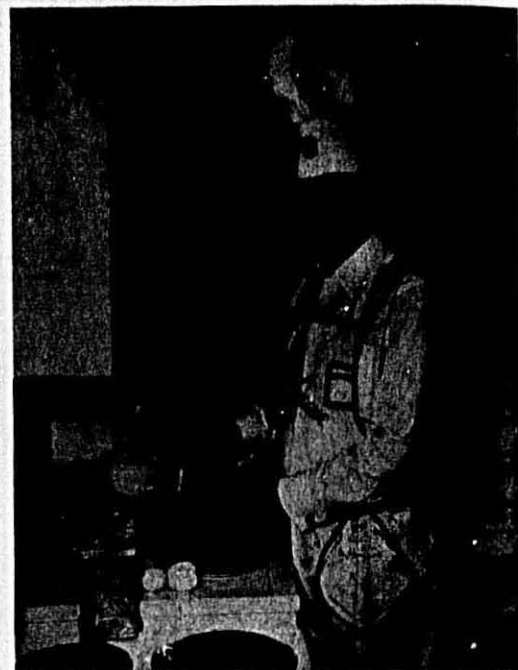
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Medic's Macaroni Dish Cures Pangs of Hunger

By Mildred K. Flanary

Food Page Editor, Press Telegram
Long Beach, California

CHEF OF THE WEEK—Whenever Dr. George F. Paap's day has been so full of prescribing tasty dishes for "down in the dumps" sick folk that his own appetite craves something extra-special, he's likely to tie himself to the kitchen to whip up his favorite "Macaroni DeLuxe." Lifting one of his medical terms, we prescribe it for all and sundry—Press-Telegram Photo, Long Beach, Calif.



It's a major operation and he's dressed for it!

Our Chef of the Week, Dr. George F. Paap, started his career in Australia, but our shores lured him at the tender age of 10.

Glendale Union High—a pre-med course at Occidental and his doctorate in medicine from the College of Medical Evangelists at Loma Linda, all combined as a prefix to his joining the staff at Harriman Jones Clinic Hospital in 1932.

Like many of our chefs, he learned to cook in the wide open spaces, and he operates a Dutch oven with much dispatch. He's spilled-the-beans in his day, too, when his exploratory tendencies got the better of him and he tried his hand at building a fire on a rock. The theory of accumulated moisture in rocks proved correct and resulted in an explosion . . . no food! . . . and no beans!

As a sportsman, he hunts for everything except the stork. It's usually hunting him! At water skiing, he's tops . . . except when using a nylon rope. His abilities also include photography; and his den is graced by a mural 4 feet by 7½ feet, which he took from the window of his mountain cabin and developed on the floor of his garage.

Kids Call Him "Paap"

His medical practice is all inclusive, but he is probably best known for being "Paap" to some 4000 youngsters in the past 18 years. A party for all his "offspring" was an annual event until nothing short of Recreation Park would hold 'em all, and its discontinu-

ance was found necessary. He is among that worthy group known as Past Presidents of the Long Beach Branch Los Angeles County Medical Association, and his interest in Hospitals United is such that it has become one of his most profound hobbies.

Today he shares with you a dish which is really in this world, his Macaroni De Luxe, and here's his procedure:

Macaroni De Luxe

¾ cup macaroni cooked until tender
1 cup milk, heat slightly and add

Urban Housewives Do Less Home Cooking

That American housewives in urban areas are doing less cooking and depending more upon their grocers for table-ready foods is indicated in a survey just completed by the National Association of Retail Grocers.

The trend is pointed up by the fact that six out of every ten independent retailers are at present operating delicatessen departments and that five out of ten are planning to expand their departments to keep up with consumer demand.

Furthermore, the report indicated that the delicatessen department can be a little gold mine if operated under ideal circumstances and if the most popular items are carried. Many items, according to those polled, bring 150 per cent profit, while other stand-bys like baked beans rate 75 per cent profit, potato salad, 50 per cent and luncheon meats, 34 per cent.

1 dessert spoon butter
1 cup diced fresh bread (2 large slices)
¾ cup grated cheese (Tillamook preferred)
1 teaspoon salt
1 teaspoon diced chives or onion juice
1 dessert spoon chopped parsley
Add the cooked macaroni and fold in 3 eggs well beaten. Pour into buttered baking dish and dot with cheese. Bake 45 minutes in a moderate oven. Serve while hot and fluffy—plain or with sauce.

The six most popular items of the dozens carried in delicatessen departments (and prepared in the store by 63 per cent of those answering) are table-ready meats and potato salad, which are both carried by 83 per cent of the stores; cabbage salad, in 67 per cent of the stores; baked beans, 61 per cent; macaroni salad, 58 per cent; and cheese and macaroni, 42 per cent.

Half the sellers of delicatessen foods utilize the ready-to-serve meat case for such items, while 30 per cent maintain a separate case. Some 17 per cent utilize the dairy case.

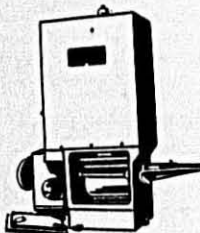
Other items which are contenders for popularity in the delicatessen are chop suey, ham salad, fried fish, pickles, chicken salad, chicken pies, gelatin salad, ham spread, bar-b-que, spaghetti and meat balls, scalloped potatoes, Waldorf salad, tamales, pickled herring, vegetable salad, shrimp salad and chili con carni.

Meet N-A's all star cast for the macaroni and noodle product industry



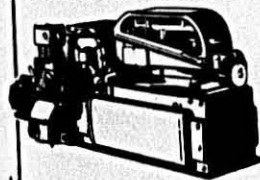
ENRICHMENT

N-Richment-A Type 6 comes in handy wafers for batch mixing or as a powdered pre-mix for continuous presses. In either form you can be sure of receiving economical, uniform enriching backed by over 25 years' experience in the cereal and cereal-product industries.



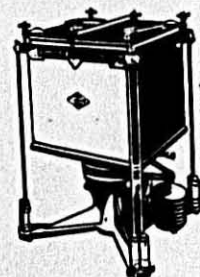
N-A FEEDERS

Used by the milling industry for years, these dependable feeders are particularly suited to the efficient application of N-Richment-A Type 6 pre-mix in continuous presses.



W&T MERCHEN SCALE FEEDERS

Leading macaroni and noodle product manufacturers rely on these Feeders, backed by 35 years' experience, to feed semolina precisely and economically BY WEIGHT. They also use the W&T Liquid Flow Regulator in conjunction with these Feeders to provide a simple, reliable control to maintain a constant flow of mix-water to the mixers in proportion to the semolina feed rate.



RICHMOND GYRO-WHIP SIFTERS

This sifter is available in 3 sizes with capacities ranging up to 10,000 lbs. per hour and is one of the most efficient means for scalping off strings, fuzz, lumps, infestation, and other impurities from semolina or flour before it enters the process.

Richmond also provides Niagara Permaflux Magnets either for chute or spout type installation. These are especially effective in the removal of tramp iron and fine metallic particles.



SERVICE

N-A's nationwide Flour Service Division . . . composed of experienced field experts familiar with cereal processing problems; complete laboratory facilities and laboratory technicians . . . is always ready to work with your own staff and consultants on any phase of enriching and feeding.

Write now to put this all star cast to work for you.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE
BELLEVILLE 9, NEW JERSEY



Durum Field Day

More than three hundred agriculturalists, millers and processors of wheat and other North Dakota crops attended Field Day at the North Dakota Experiment Station, Langdon, N. D., on August 18, breaking all previous records. So many were interested were the visitors that it was necessary to divide them into groups for the first time in field day history.

Victor Sturlaugson, superintendent of the experimental station, was in charge, assisted by Edsel Bow, county agent. Heading the list of program participants were Dr. Glenn S. Smith, assistant director of the state experiment station at the North Dakota Agriculture College, Fargo; Ruben Heerman, federal agronomist; Emil Vallager, Langdon high school vocational agriculture instructor; T. E. Stoa, NDAC agronomist; Dr. L. R. Waldron, veteran NDAC plan breeder; Henry O. Putnam of Northwest Crop Improvement Association, Minneapolis, and Victor Sturlaugson, station superintendent.

Visitors showed considerable interest in the various new varieties among the 72 studied, and expressed concern over the new rust disease attacking all varieties of durum and certain flax varieties. Mr. Heerman pointed out that rust is a serious problem to the durum grower this year. The new rust attacks all varieties of durum, including the new release, Nugget.

Nugget, known as LD-303 until this year, compares favorably with the favorites, Stewart and Mindum, in appearance at the plots and its shortstraw advantage was particularly noticeable this year with all the grains having grown to record or near record heights. Stewart and Mindum varieties had reached a height of 65 inches by field day in the sub-station plots and was still growing, while Nugget, being earlier maturing, had practically stopped growing in height at about 55 inches.

During the speaking program that followed the field inspection, Dr. T. E. Stoa, NDAC agronomist, told about the new race of stem rust, No. 15B,

which had threatened serious damage to this year's durum crop.

Henry O. Putnam of the Northwest Crop Improvement Association pointed out the importance of the durum show, set for November 8-10, and recommended that samples entered be carefully cleaned and selected.

Dr. J. A. Clark, head of the department of wheat investigation, Washington, D. C., explained the wheat breeding activities of the government.

Superintendent Victor Sturlaugson stated that much interest was shown in Nugget, not the gold nuggets which are mined, but to a type of gold more important to the cold triangle in North Dakota—durum. Nugget, it is explained, is the name of a new variety of durum which was released for planting last spring and which received special attention during field day inspection. Nugget is one of 13 varieties of durum which drew the attention of farmers, durum buyers and agronomists.

Tom Ridley, well-known durum grower in the vicinity of Langdon, N. D., has the only field of Nugget in Cavalier County, having been given about 20 bushels of the new variety last spring for the purpose of increasing the amount of the new strain for increased planting in 1951.

Emergency Food Distribution

Emergency food distribution problems growing out of the Korean war were discussed by the members of the National Food Distributors Association at Hotel Sherman, Chicago, August 15-18. Senator Joe McCarthy was the principal speaker.

"Lower Food Prices Through Quicker Turnover of Fresher Stocks" was the keynote of the convention program. An outstanding exhibit of foods handled by members of the distributors organization, in addition to a well-rounded program, attracted food distributors and buyers from every state in the union and from Canada and Mexico.

Thomas Cuneo, president of Ronco Foods, Memphis, Tenn., and a director of the National Macaroni Manufacturers Association, presided over the convention. In his presidential message he said, in part:

"It is no secret to most well informed grocers that countless popular food products have become successful nationally through the efforts of the store-door food distributor. When we analyze the situation we can honestly say we have been a most important factor in creating employment, lowering

the cost of food distribution, and in rendering a real service to the retail grocer and to the consumer.

"The Store-door service distributor pioneered his position in the food distribution field 23 years ago by virtue of concentrated selling and intensive point-of-sale merchandising service rendered in behalf of a limited number of food manufacturers. They, more than any other single factor, have been instrumental in establishing packaged cheese, butter, margarine, mayonnaise and salad dressings, pretzels, crackers, cookies, condiments, spaghetti, macaroni and noodle products, packaged soups and many other items of a perishable and non-perishable nature."

Tom Cuneo was re-elected president of the association as were all of last year's officers. Chicago was again chosen for next year's convention place.

RESOLUTION

Appreciating the co-operation always given to the National Distributors by the MACARONI JOURNAL, the convention unanimously adopted the following resolution:

"Resolved, that we, the members of



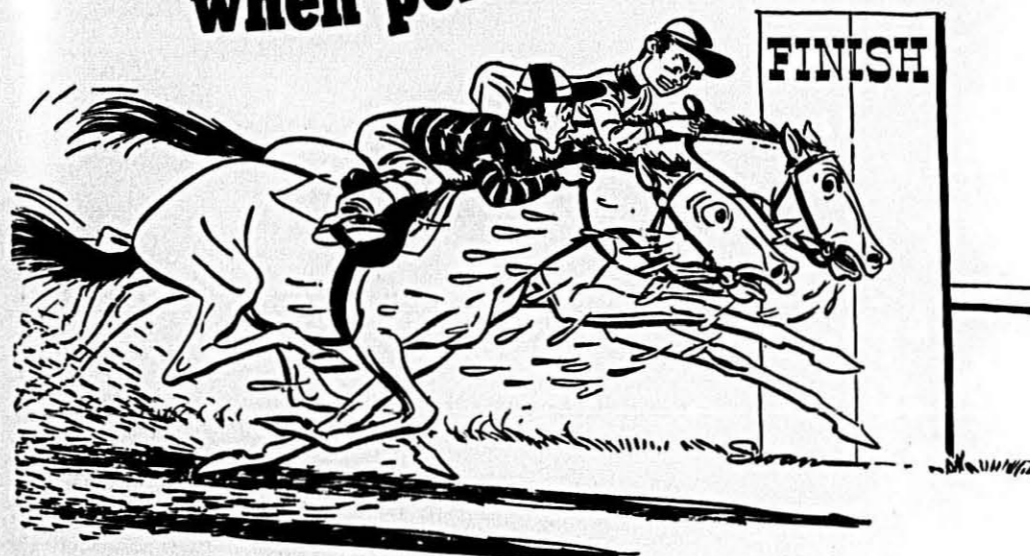
Thomas A. Cuneo

the National Food Distributors Association, gathered together at our 23rd Annual Convention at Hotel Sherman, Chicago, Illinois, August 15-18, 1950, recognize that a most important contribution to the success of our Convention was due to the publicity given it by the press and trade journals, the MACARONI JOURNAL included, and we hereby extend our thanks and appreciation . . . Resolution Committee—Joe Kenny, Chairman."



BILL STERN TELLS ANOTHER SPORTS STORY

when performance counts...



It's an old saying that truth is stranger than fiction and nowhere is this better illustrated than in the turf world.

In 1873, at the old historic Gravesend race track, an important horse race was staged between several of the best race horses of that day. When the race was over, "Bing Aman" and "Mart Jordon" were so close at the finish that the judges couldn't decide a winner. So a dead heat was declared.

However, that hardly satisfied the owners of those two race horses, so they both stubbornly insisted that the race be run off again to determine a winner. Again "Bing Aman" and "Mart Jordon" raced against each other, and strangely enough, once again, both horses finished that race in a dead heat.

Still, the owners of the two race horses were stubborn to accept divided turf-glory and so for the third time that same afternoon, the two race horses, "Bing Aman" and "Mart Jordon" went to

post—and to the astonishment of the spectators present, those two race horses for the third time that day, finished the race—in a dead heat!

And still the owners of those two evenly matched race horses refused to relent in their stubbornness to accept a divided victory, and so for the fourth time that afternoon, those two race horses raced over the one-and-three-quarter mile route, and this time "Bing Aman" showed more endurance and drove home a winner—by a nose!

That's an unusual tale even for the turf world, but in the macaroni foods business keen competition makes consistent performance an everyday necessity. That's why wise manufacturers insist on a Commander-Larabee durum product. Try it yourself—you'll see wonderful results in your own production of macaroni foods. You'll find a Commander-Larabee durum product to meet your every need. Join a long list of macaroni foods manufacturers who say . . . when performance counts, count on a Commander-Larabee Semolina, Granular or Durum Flour!



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

Officers Elected

Horowitz Bros. & Margareten, located at Review Ave. and 29th St., Long Island City, New York, a corporation, announces the election of the following officers at its recent annual meeting:

Abraham R. Horowitz, president; Frederick Margareten, vice president and chairman of the board of directors; Jacob L. Horowitz, secretary, and Regina Margareten, treasurer.

Winthrop-Stearns, Inc., Elects New Vice President

Sidney C. Mills has been elected vice president of Winthrop-Stearns, Inc., assigned to administrative operations, as announced by Dr. Theodore G. Klumpp, president. He has been administrative assistant to the president and assistant treasurer of the company for the last four years. Mr. Mills will be located at Winthrop's new offices at 1450 Broadway, New York.

Joining Winthrop in 1936, Mr. Mills has served as New York manager of the retail sales division; regional manager for the midwest; manager of the Atlanta and Chicago divisions; assistant division manager of the St. Louis division, and salesman in the southwest territory. Mr. Mills has been in the drug business, both in retailing and manufacturing, since 1923.

New "Chef Boy-Ar-Dee" Manager

P. C. Friese has been appointed product manager for Chef Boy-Ar-Dee, according to L. J. Sauers, national sales manager of American Home Foods, Inc., subsidiary of American Home Products Corporation.

Mr. Friese joined that organization May 22, 1950. He has been in the food industry 25 years.

Before joining American Home Foods, Mr. Friese was eastern region sales manager for Armour & Co., canned food division. During World War II, he was in charge of post exchanges in the Pacific Theatre with the grade of lieutenant colonel. Prior to the war he was president and general manager of Tanner-Brice Co., Vidalia, Ga., wholesale and chain grocery operation.

Unqualified "Red Cross" Emblem Banned

For many years the John B. Canepa Company, Chicago, has used the trademark, "Red Cross," and the red cross symbol to identify its brand of macaroni and spaghetti products. Its further use as a trademark or in advertising is banned, under a stipulation by the Federal Trade Commission, Washington, unless the name and symbol are used with qualifications to disclose that the products are not con-

nected in any way with the American National Red Cross relief organization. The Federal Trade Commission's release, dated July 12, 1950, is as follows:

Stipulation (8017) Macaroni and Spaghetti

Under the terms of a stipulation approved by the Federal Trade Commission, The John B. Canepa Co., 300 West Grand Ave., Chicago, Ill., agrees, in advertising its macaroni spaghetti, to discontinue the unqualified use of the Red Cross name and symbol.

According to the stipulation, use of the term "Red Cross" and depictions of the Greek red cross in advertisements of Red Cross Spaghetti and Red Cross Macaroni may create in the minds of the purchasing public the impression, contrary to fact, that the products have some connection with the American National Red Cross.

The agreement calls for the company to stop disseminating or causing to be disseminated any advertisements representing directly or by implication that its products are sponsored by, ap-

proved by, or in any way connected with the American National Red Cross. It specifically provides, however, that, in accordance with applicable statutes, the company may continue to use the Red Cross term and symbol in its advertising if it is "clearly disclosed" that the products "have no connection whatsoever with the American National Red Cross."

The stipulation was approved in accordance with the commission's policy of encouraging law observance through co-operation in certain types where there has been no intent to defraud or mislead.

Egg Processors to Meet

The National Egg Products Association will hold its semi-annual meeting in conjunction with the National Poultry, Butter and Egg Association convention at the Hotel Sherman in Chicago. The meeting will be held on Sunday, October 1, at 2 P.M. Clarence L. Sturm, president of NEPA, will preside.

Food Processing Sanitation School

The Sanitary Engineering and Consultant Technician group held its annual meeting in the new home of The Hugé Company, Inc., at St. Louis, according to an announcement by L. G. Hugé, president. The company is celebrating its twentieth anniversary of manufacturing Exceclide insecticide products.

A scientific briefing was conducted under the direction of Thomas L. Hugé, vice president in charge of food processing sanitation surveys.

Classroom instruction included lec-

tures, illustrated with slides and movies on technical data and a full program on insect and rodent control.

The class discussed how to locate plant infestation and breeding places for vermin; and the various areas about a plant that should be carefully inspected and the methods of inspection.

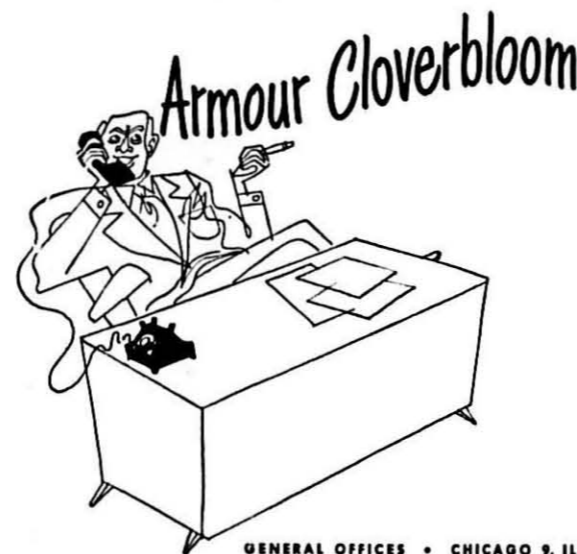
The infestation consultants train personnel of food processing organization and make exhaustive graphs, charts, and reports that, when followed by some of the nations food processors, have shown most gratifying results in keeping foods free from contamination, in addition to promoting cleanliness control.



A group of the students who attended the Hugé Company Food Processing Sanitation School.



THERE'S A BETTER WAY to get the select, breakfast-fresh eggs it takes to make better "dark color" noodles. Just order . . .



GENERAL OFFICES • CHICAGO 9, ILLINOIS



Plans Completed for Macaroni Week

Plans for newspaper, radio and television publicity immediately prior to and during National Macaroni Week, October 5-14, 1950, are complete, announces the National Macaroni Institute, which is sponsoring the celebration.

Thousands of lines of advertising already have been scheduled for October placement in magazines and newspapers by macaroni manufacturers and other members of the food industry to call attention to Macaroni Week and macaroni, spaghetti and egg noodle products. In addition, there will be hundreds of hours of radio and television time over networks and local stations.

The heavy advertising schedules will be supplemented by an intensive publicity program in newspapers and magazines and over radio and television stations. Special recipes and photographs featuring macaroni products have been placed with leading magazines and newspaper syndicates for use during the period. Additional recipes and special articles, news stories and news pictures are being prepared for distribution to women's page editors, food editors and news editors of the newspapers.

Point-of-sale material, including

four-color posters, stack cards, shelf talkers and display signs, are being made available to retail stores to enable grocers to take full advantage of the selling forces generated by the promotion.

The effects of Macaroni Week are bound to be reflected in increased sales of macaroni, spaghetti and egg noodles. The retailer who gears his own merchandising efforts to the tremendous advertising and publicity support behind Macaroni Week will be rewarded with increased sales and profits.

Various companies and advertising agencies outside the macaroni industry already have indicated they plan to use Macaroni Week as a means of merchandising their own products as set forth in our letter of August 11.

Hunt Foods, Inc., are making plans for an intensive store merchandising campaign along with their Macaroni Week tie-in advertising. Four-color store selling aids featuring spaghetti and tomato sauce will be distributed by the company's sales force of more than 500. Chief objective of the salesmen will be to encourage grocers to display macaroni products and Hunt's tomato sauce during Macaroni Week.

Another item of interest is the fact that practically every publication in the food trade field will carry a story on Macaroni Week in their September issues. These issues should be helpful

to macaroni salesmen in convincing the grocers that it will be in their best interest to participate in the Macaroni Week promotion.

To supplement the advertising support, the Macaroni Institute's publicity program has developed scores of recipes, photographs and feature stories for use in newspapers and magazines and over radio and television stations. Special material already has been prepared and distributed to top consumer magazines.

Through the advertising and publicity activities of the macaroni industry and those who are co-operating, every shopper in America will be made conscious of Macaroni Week and macaroni products. The grocer will be able to cash in on this stimulated demand through vigorous and aggressive store merchandising of macaroni, spaghetti and egg noodles and those foods which are served with them.

Wheat Flour Institute is working on special publicity to tie in with our Macaroni Week program. In addition to newspaper and radio publicity, they plan to devote much of the October issue of *Durum Wheat Notes* to the event.

All of this advertising and publicity support adds up to tremendous selling forces which will be on the job prior to and during the October 5 to 14 period creating a demand for your products.

Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many years.

A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

Features

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes Better-looking cartons

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue • Newark 4, N. J.

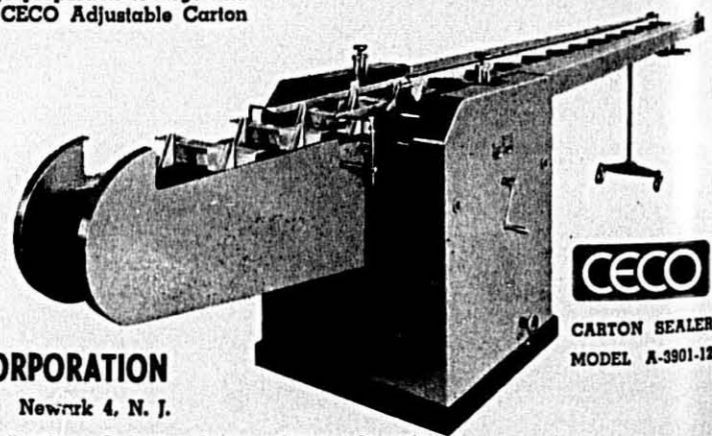
Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester • Jackson • Boston • Savannah
Member of Packaging Machinery Manufacturers' Institute

Get a **CECO**

Registered Trade Name

Adjustable

CARTON SEALER



CECO

CARTON SEALER
MODEL A-3901-12

3000 Competitors
IN EVERY STORE



make the sale with...

Milprint PACKAGES

Remember, your product is only one of 3,000* in an average food store competing for the consumer's dollar. And with self service merchandising growing by leaps and bounds, your package has to call attention to itself and do a thorough selling job.

Milprint offers the widest choice of packaging materials and printing processes available from a single source. That means you get the best packages to suit your selling conditions. And Milprint designers will create a colorful design for your package family that really stops 'em and sells 'em! Call your local Milprint man or write today.

*Source — Macaroni Journal

MILPRINT "follow thru" SERVICE DOES IT RIGHT!

Here's where your point of sale displays, car cards, booklets, and all printed promotional pieces are planned and produced right — at one stop.



Milprint Printed Cellophane Bags.

Milprint Printed Cellophane with reinforced ends in sheets or rolls.

Milprint Revelation in sheets or rolls.

Milprint INC
PACKAGING MATERIALS

Chicago Area Manufacturers Hear of Macaroni Week Plans

"If any manufacturer has not personally heard of the plans of the macaroni industry to celebrate National Macaroni Week, October 5-14, 1950, and listened to ways and means suggested for merchandising their products during the ten-day period," observed Robert Green, publicity director of the National Macaroni Institute at the final regional meeting at Bismark Hotel, Chicago, September 7, "he must have wilfully neglected the opportunity."

Plans for the nation-wide observance of the Week were outlined by him at that meeting, as he had done in a dozen or more regional meetings, starting in Seattle, Wash., early in August, then down the coast, across the southern states to the Atlantic seaboard and thence to the midwest centers on his around-country tour.

Of greatest interest to manufacturers was the co-operation promised by producers and distributors of related foods, newspapers and magazines and retailers. In several places the gatherings were quite representative of the trade and enthusiastic, and in others a little less so . . . but everywhere it was recognized that the N.M.I. was

successfully attempting to do for the macaroni-spaghetti-noodle manufacturers, association members and non-members alike, what can be done only co-operatively, never individually.

At the final meeting in Chicago, as elsewhere, manufacturers and distributors were given the facts, the purpose and the opportunity for the sales forces to learn suggested action to make National Macaroni Week the biggest event in macaroni history. After his report and presentation, Mr. Green called upon Miss Gwen Lam of the durum division of the Wheat Flour Institute, Chicago, to report on plans of that organization to capitalize on the promotion on behalf of the durum millers, to promote the increased use of high grade semolina in the manufacture of quality macaroni products. Other manufacturers and allied were asked to tell of their plans for merchandising.

Among those present at this final meeting were:

Edith Linsley, Glenn Hoskins Organization, Chicago; Gwen Lam, durum division, Wheat Flour Institute, Chicago.

S. E. McCarthy, General Mills, Inc., Chicago.

R. H. Davis, Quaker Oats Co., Chicago.

G. G. Van Patten, Hoffmann-La Roche Co., Chicago.

A. E. Grass, I. J. Grass Noodle Co., Chicago.

Irving Gross, I. J. Grass Noodle Co., Chicago.

George Hackbush, Capital Flour Mills, Chicago.

J. G. Luchring, Tharinger Macaroni Co., Milwaukee.

Ben C. Ryden, Northern Illinois Cereal Co., Lockport, Ill.

H. P. Swanson, The Creamette Co., Chicago.

C. E. Meyer, The Creamette Co., Chicago.

O. A. Derickson, The Creamette Co., Minneapolis.

J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.

M. O. Lundholm, Milprint, Inc., Milwaukee.

James T. Anderson, King Midas Flour Mills, Chicago.

J. Everett, Wallace-Tiernan Co., Chicago.

Edward Melton, Commander Larch Milling Co., Chicago.

E. J. Thomas, North Dakota Mill and Elevator, Chicago.

M. J. Donna, managing editor, THE MACARONI JOURNAL, Braidwood, Ill.

Robert M. Green, secretary-treasurer, N.M.I., Palatine, Ill.

First U. S. International Trade Fair

Nearly 50 Foreign Countries Show Their Wares and Handicrafts to American Buyers at a Renowned Exhibition in Chicago

So many and interesting were the exhibits at the First International Trade Fair in the United States in Chicago, Illinois, August 7 to 20, 1950, that the exhibitors not only filled the four miles of booths at the Navy Pier in that city but overflowed into the International Amphitheatre building at the Union Stock Yards. This overcrowding necessitated two groupings of exhibits, those of consumer goods at the Navy Pier and the industrial machines and equipment at the International Amphitheatre building.

Every important country in the world was represented by one or more interesting exhibits by artists, craftsmen, artisans, technicians and industrialists. They attracted thousands of visitors during the two weeks of the trade fair and orders for goods amounting to millions of dollars were placed by U. S. and foreign buyers.

Italy alone had exhibits covering 10,000 square feet by over 400 firms, ranging from dolls to powerful Ferrari racing cars. These exhibits enabled American buyers to see and examine the Italian products, and those

of other nations, too, at home and to compare them with similar products without having to tour the world.

Of particular interest to the many macaroni-noodle manufacturers who attended the trade fair was the large and attractive exhibit of machinery and equipment by the Braibante firm of Milano, Italy. Their exhibit was in the International Amphitheatre and was among the largest shown. It included one large automatic continuous macaroni press, a smaller press of the same type, a Bologna-style machine, a noodle cutter, a short-goods and a long-goods drying cabinet.

The exhibit was under the direct supervision of Joseph Santi, U. S. representative of the firm, and I. Kalfus, U. S. Distributor.

An idea of the size and scope of the First International Trade Fair in our country is gained by a study of the 400 Italian exhibits at both show places, which were organized by the "Istituto Nazionale per il Commercio Estero," (Italian Institute for Foreign Trade) an agency of the Italian Government that planned and set up the exhibits. Besides the heavy industrial exhibits and cars, the Italian showing included handicraft, ceramics, wrought-iron, costume jewelry, leather goods, printed fabrics, silk lingerie, hosiery, embroidery, woodwork, marble, mosaics, glassware, straw and wicker work, dolls and toys, belts, re-

ligious articles, ivory and tortoise-shell works, gloves, shoes, musical instruments, pharmaceuticals, sponges, tobacco, confectionery, cheese, wines, fruits, preserved and canned foods, cameras, bicycles, sewing machines, farm and business machines, oils and numerous other items.

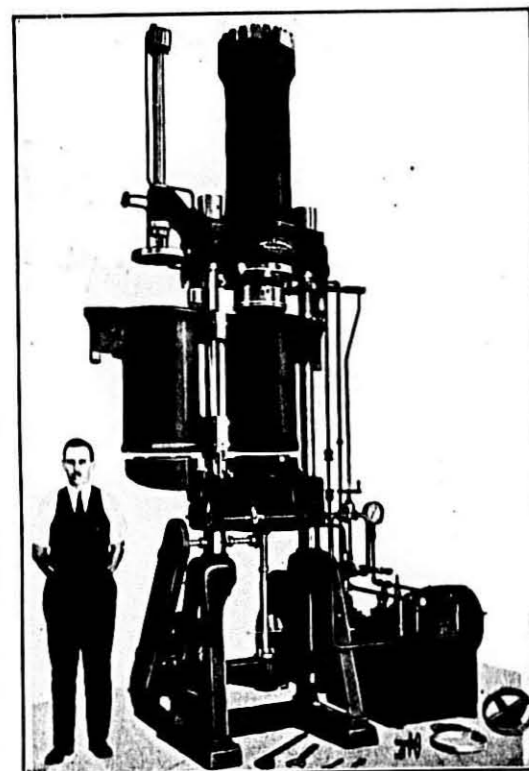
The planners hope to make the trade fair an annual event, and work is already under way for a repetition of it in 1951.

Enthusiastic Regional Meetings

During the month of August, Robert M. Green, director of public relations for the National Macaroni Institute, has been busy visiting manufacturers in various parts of the country at regional meetings for the purpose of keeping in closer touch with the membership of the National Association and supporters of the institute and with the latter's plans to promote an increase consumer acceptance of macaroni products.

The national plan to celebrate National Macaroni Week during October 5-14 was made clear by discussions and the showing of the posters and other promotional materials prepared for that purpose.

Indication of the interest shown by the manufacturers is the following listing of manufacturers who attended



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
New York City



THE HOMEMAKER IS SELECTIVE
IN THE BRAND OF
MACARONI SHE BUYS

Capital durum products are laboratory controlled to assure you of color-perfect macaroni, spaghetti or noodles with real sales appeal. The dependable uniformity of Capital products means macaroni with improved cooking qualities and superior flavor.

Remember, the market's there . . . waiting for you. Your Capital representative wants to help you capture your full share. He's a mighty good man to know.

CAPITAL FLOUR MILLS

SAINT PAUL MINN. BALDWINVILLE N. Y.
DIVISION OF
INTERNATIONAL MILLING COMPANY GENERAL OFFICES
MINNEAPOLIS 1 MINN.

SERVING YOU FROM TWO CONVENIENT LOCATIONS



the three sectional meetings along the Pacific Coast:

Seattle Meeting—July 31, 1950

Joseph Merlino—*Mission Macaroni*
Armand Favro—*Favro Macaroni*
Ivan A. Latsfeldt—*Rossotti Calif. Litho. Corp.*
John Demigi—*Mission Mac. Co.*
Harry Greenleaf—*Mission Mac. Co.*
F. DeFelice—*U. S. Macaroni Co.*
V. DeFelice—*U. S. Macaroni Co.*
G. P. Merlino—*Mission Macaroni Co.*
P. DeDomenico—*Golden Grain Mac. Co.*

San Francisco Meeting—August 2, 1950

Mario Muzzio—*Calif. Paste Co.*
Chas. Solari—*Calif. Paste Co.*
A. Baigalupi—*Calif. Macaroni Co.*
Frank D'Acquiro—*Calif. Macaroni Co.*
R. J. Bobba—*Calif. Macaroni Co.*
M. Moffa—*Italian American Paste Co.*
J. M. Loughan—*Capital Flour Mills*
G. Ferrogianni—*Rossotti Lithograph*
R. W. Olson—*General Mills, Inc.*
T. R. Brown—*Commander Larabee Milling Co.*

F. Cafferata—*Roma Macaroni*
Philip Papan—*Rossotti Calif. Litho. Corp.*
L. DeDomenico—*Golden Grain Macaroni*
V. DeDomenico—*Golden Grain Macaroni*
V. C. Cotanch—*Kelso Norman Advertising*

Los Angeles Meeting—August 4, 1950

Robert William—*Robert William Foods, Inc.*
Harry S. Beigelman—*Weber Egg Noodle Co.*
Maurice M. Dorsk—*Weber Egg Noodle Co.*
Sam Fields—*Free List*

Angelo L. Guido—*Anthony Macaroni Co.*
W. Goodell—*Globe Mills*
John T. Jones—*Globe Mills*
Duke Burgess—*Theodore Sills & Co.*
A. W. Lake—*Globe Mills*
E. Spadafino—*Superior Macaroni*
R. E. Prochome—*Guest of Superior Macaroni*

Hawthorne Van Stuyter—*Rossotti Lithograph*
Allan Haynes—*Rossotti Litho.*
Hans Schreiber—*Milprint, Inc.*
Harry Saidine—*Carmen-Weber Noodle Co.*

Peter F. Vagnino—*American Beauty Mac. Co.*
A. N. Ellston—*American Beauty Mac. Co.*
Ben J. Greer—*Globe Mills*
R. C. Fogel—*Globe Mills*
Fred Spadafora—*Superior Mac. Co.*
Lester Pezner—*Budget Pack*
Wm. Spaulding—*Budget Pack*
Owen P. Lee—*Budget Pack*

Oppose Proposed Freight Reclassification

Special Committee Appointed to Study Proposal to Increase Freight Charges of Macaroni Products

President C. Frederick Mueller of the National Macaroni Manufacturers Association has named a special committee to study the proposal to change the classification of macaroni products with the result that, if adopted, freight rates on macaroni, spaghetti and egg noodles would be sharply increased. The committee is headed by Francis R. Yantz, traffic manager of the C. F.

Mueller Co., Jersey City, N. J. Other members are Lloyd E. Skinner, Skinner Mfg. Co., Omaha; Virgil C. Hathaway of Quaker Oats Co., Chicago, and Ben V. Greer, Globe A-1, Los Angeles.

The first act of the committee will be to present a strong plea for the macaroni industry, protesting the changes proposed. The Motor Carriers Association is attempting to change the classification of macaroni and egg noodle products by an increase in classification ratings, thereby increasing freight charges on these products. The protective action by the Association is but another service rendered the Industry through its organized facilities.

The Interstate Commerce Commission in 1945 (Docket #28310) required that all railroads submit a Consolidated Freight Classification. The railroads furnished a proposed classification, and during the public hearings held in New York City, January 10 to 14, 1949, the C. F. Mueller Company appeared and protested the ratings which were to be 65% classification rating of 1st class for less carload freight and 35% classification rating of 1st class for carload freight with a carload minimum weight of 36,000 pounds. The ratings presently are 50% of 1st class for less carload and 35% for carload.

The protest was successful in that

the proposed ratings were reduced to 55% classification rating of 1st class and 27 1/2% classification rating of 1st class for carload freight, the 36,000 pound minimum remaining the same.

Similarly, the motor carriers have attempted to consolidate their classification and in the case of most commodities they have followed the original railroad classification to the letter. They propose a 65% classification rating of 1st class for less truckload freight and a 35% classification rating of 1st class for truckload freight with a minimum of 36,000 pounds. The present ratings are 50% classification rating of 1st class for less truckload freight and 35% classification rating of 1st class for truckload freight.

Nutrition Expert Resigns

Mrs. Clara Gebhard Snyder, long associated with the Wheat Flour Institute in Chicago and founder of the durum wheat division of the institute that is sponsored by the Durum Millers, has resigned and retired to Lincoln, Neb. Her home address is 3848 Dudley St.

For several years she edited *Durum Wheat Notes* as one of the promotion efforts by the durum millers to create increased interest in and use of macaroni products in daily menus. She frequently addressed national and regional meetings of macaroni-noodle manufacturers on what was being done



Mrs. Snyder

by the semolina millers to educate consumers on true value of macaroni, spaghetti and egg noodles made from quality ingredients.

Liquid, Frozen and Dried Egg Production July 1950

The quantity of liquid egg produced during July totaled 58,475,000 pounds, compared with 42,209,000 produced during July last year and 74,247,000

pounds, the 1944-48 average, the Bureau of Agricultural Economics reports. Compared with last year, egg drying operations were on a relatively high basis and accounted for the increase in liquid egg produced.

Dried egg production during July totaled 11,098,000 pounds, compared with 6,401,000 pounds in July last year and the average of 14,320,000 pounds. Production in July consisted of 10,690,000 pounds of whole egg, 240,000 pounds of dried albumen and 168,000 pounds of dried yolk. The government contracted for 78,527,626 pounds of dried whole egg through August 25 for egg price support purposes. Production of dried whole egg for the first seven months of 1950 totaled 74,757,630 pounds, compared with 54,055,000 pounds during the same period last year.

The production of 17,748,000 pounds of frozen eggs was about four per cent less than during July last year and about 35 per cent less than the average production of 27,469,000 pounds. Frozen egg stocks decreased 13 million pounds during July, compared with an increase of two million pounds in 1949 and the average decrease of three million pounds. Production of frozen eggs during the first seven months of 1950 totaled 323,959,000 pounds, compared with 288,474,000 pounds during the same period last year—an increase of 12 per cent.



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Trademarks Subject to Opposition

CLOVER FARM—Serial No. 567,388. Clover Farm Stores Corp., Cleveland, Ohio. For use on macaroni salad and spaghetti sauce. Filed October 21, 1948, and published July 25, 1950. Claims use since 1882.

Mark is the name in fancy lettering.
SKINNERS—Serial No. 575,788. Skinner Manufacturing Co., Omaha, Neb. For macaroni. Filed March 21, 1949, and published July 25, 1950. Claims use since February 10, 1949.

Mark consists of a rectangular drawing lined for the color red.

QUICKIES—Serial No. 581,076. Minnesota Macaroni Co., St. Paul, Minn. Filed July 8, 1949, published July 25, 1950. For macaroni. Claims use since March 7, 1938.

Mark consists of the name in italics.
EVERBEST—Serial No. 542,915. Glaser, Crandell Co., Chicago. For noodles and other products. Filed December 2, 1947, published August 1, 1950. Claims use since July 1, 1942.

Mark is name in heavy type.
(A FANCIFUL PORTRAIT) Serial No. 581,140. Minnesota Macaroni Co., St. Paul, Minn. For macaroni,

spaghetti, noodles and dehydrated soup mixes. Filed June 27, 1949, published August 1, 1950. Claims use since April 21, 1948.

Mark consists of a fanciful portrait of a maid handling a steaming casserole.

(A FANCIFUL OUTLINE, WITH SHADINGS) Serial No. 581,454. The Table Mills, Inc., Lincoln, Neb. For noodles, spaghetti, macaroni and spaghetti sauce. Filed July 1, 1949, published August 1, 1950. Claims use since March 30, 1946.

The mark shows two ladies at tea. "The lining is for shading purposes only."

NABCO—Serial No. 552,667. Knobel Mercantile Co., Denver, Colo. For alimentary paste products, et cetera. Filed March 22, 1948, published August 8, 1950. Claims use since April 4, 1947.

Mark is name in outlined letters.
UNION MADE—Serial No. 536,036. Bakery and Confectionery Workers' International Union of America, Chicago, Ill. For macaroni and spaghetti, and other foods. Filed September 29, 1947, published August

15, 1950. Claims use since 1886. Mark is fanciful.

CASTEL-HAVEN—Serial No. 548,833. Phillips Packing Co., Inc., Cambridge Md. For canned spaghetti, et cetera. Filed September 14, 1949, published August 15, 1950. Claims use since 1905.

Mark is name in heavy type.

Stem Rust

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

Wheat growers faced the old problem of stem rust again this year. Over 200 parasitic races of stem rust have been found throughout the world. Only a few of them, races 17, 19, 38, 56 and 59, have been common in North America and commercial varieties of wheat durum are resistant to the above races.

A new virulent race of stem rust was reported in the northwest by Dr. E. C. Stakeman at the University of Minnesota. It has been identified as Race 15B. All commercially grown varieties of bread wheat and durum are susceptible to this race (15B) of stem rust.

This race was found twelve years ago in near barberry bushes in isolated areas, according to Dr. Stakeman. In 1948, race 15 was found near barberry

bushes in Pennsylvania, Virginia, Ohio, Michigan and Illinois, indicating this race was beginning to spread. Ninety-five per cent or more of the barberry bushes have been eradicated in the Dakotas, Montana, western Minnesota, Nebraska, Colorado and Wyoming. All barberry bushes must be eradicated in order to save our crops in the future.

Macaroni processors should urge members of their state legislatures in eastern and middle western states to provide the necessary funds for barberry eradication in their respective states. Stem rust hybridizes on the common barberry. Destruction of it assists in eliminating new virulent races of stem rust, such as race 15B. We should insure future durum and bread wheat crops against new races of stem rust through complete eradication of barberry bushes.

The 1950 season is latest on record, which gives stem rust ample time to increase on the durum. Some localities will be seriously damaged. However (as of Sept. 8, 1950) the full extent of the damage remains to be determined because some of the crop is still green and only a portion of it has been combined. Surveys indicate test weight will range from 50 to 64 pounds per bushel. The lighter weight durums will be unsuitable for milling because of low yields of semolina and flour.

Durum from southeastern North Dakota and northeastern South Dakota

has been of good quality. Durum from the western part of the durum area, west and northwest of Devils Lake, should be of good quality. The full extent of the damage in the central and northern part of the durum area cannot be correctly estimated at this time.

Stem rust was severe in 1935, while there was none in 1936. It may not be a problem in 1951. If the season is normal or early, the crop might mature ahead of a possible rust epidemic.

Our plant breeders have been working for several years, testing various members of the wheat family, to find resistance to 15B and other less common races of stem rust. Khopli (emmer) has resistance to 15B and will be used in developing a wheat suitable for crossing with approved varieties of bread wheat and durum. It usually requires nine to twelve years to produce a new variety. With the aid of greenhouse facilities and sending seed to California or Arizona for winter increases, the time may be shortened in an emergency.

Bill Sebens, Field Representative of Greater North Dakota Association Says:

In recent weeks the new type of B-15 rust has been spreading rapidly. However, a great deal of the durum was pretty well made before it hit, and the late fields are going to suffer the most damage.

I have estimated that this rust will cut the durum crop about 20%, and some of the boys agree with me; others figure it will be much higher than that and some less, so you can take your choice. At this stage of the game it is pretty hard to tell. Some of the early fields in the southern part have been cut and are threshing out well, a good 60 to 64 pound durum. Others are quite disappointed with their yield and test weight.

Robert T. Beatty Dies

Robert T. Beatty, former editor of *The North Western Miller* and for years reporter at the conventions of the National Macaroni Manufacturers Association, passed away in Minneapolis on August 3 after a lengthy illness. He was well known in every branch of the flour trade, having assisted in the formation of several baking organizations and long serving as advertising manager and editor of the *Miller Publications*.

Following a serious illness in 1948, he retired and for a time resided in Winter Park, Florida. He attended the winter meetings of the Macaroni Association at Miami Beach, Florida, in January, 1949 and 1950.

On August 5, he was buried in Acacia Park Cemetery, St. Paul. He is survived by his widow and one daughter.

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But—looking forward to the time when more materials are available—our Creative Packaging Specialists are still at work on designs for the future. So, if you have thoughts of improving your packages, let us serve you in that respect, and thus enable you to be ready for production at the moment materials are available. Your inquiries for whatever services we can supply will, as always, be heartily welcomed and promptly handled.

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GENOA

(Continued from Page 16)

The real "Pandolce or Panettone" was born in Genoa, although for many years other Italian cities have endeavored to imitate it. It is a big cake made of wheat flour, butter and sugar, and stuffed with glazed fruits, red raisins, peanuts.

With a slice of it you can finish your meal.

A succession of so many tasty dishes should be accompanied with the proper wines. In Italy—the country of grapes and wines—the only trouble you have is choosing the wine you like better. And similarly in Liguria—although because of its limited production they are not renowned—there are some wines which can satisfy even the most exacting connoisseur.

Coronata or Valpocvera, both white and dry, are the best with hors-d'oeuvre and fish. The Rossese ("the wine of Napoleon") is suitable with meat. With the dessert, a few drinks (not too many) of Vino delle Cinque Terre—something like Malaga—will make you feel fine.

Pre-Fried Eggs?

From the Produce Packer "In Line"
by Mrs. J. M. Earley

Food wonders are coming so fast these days, it's hard to keep up with the parade. But one thing I'm looking

forward to is that pre-fried, frozen chicken that has been making headline news. Never yet have I learned how to fry a chicken successfully, to make it taste like mouth-watering fowl instead of burnt dried shavings. All I draw is derisive wisecracks from disgusted critics. Now it's my turn to laugh. Thanks to the pre-cooking freezers, my future chicken dinners will be beyond reproach . . . done to a turn and served with a crisp, cool mixed green salad.

I'm hoping, too, that pre-fried eggs will soon be available in my favorite food market. They're my other dismal cooking failure. Boiled eggs, scrambled, baked or shirred, that's me all over, Mabel. But what price glory when your folks insist on having their eggs any old way as long as they're fried sunnyside up? Give me a few more years, though, and the technologists are almost certainly to vindicate my culinary prowess completely. Ah, happy day!

Welcome! New Members

The National Macaroni Manufacturers Association welcomes into its rank of members two Louisiana firms, namely:

Gend Wah Macaroni Co., New Orleans, La.

Shreveport Macaroni Mfg. Co., Shreveport, La.

MACARONI DAY

(Continued from Page 8)

ciation, L. A. Jensen of the North Dakota Agricultural College, and Glenn S. Smith of the U. S. Department of Agriculture, spoke for the agronomists. A very interesting and enlightening panel discussion was carried on and many of the macaroni manufacturers, for the first time, saw durum wheat and learned of the process and problem of developing varieties of durum which are most suited to the manufacture of macaroni products. Likewise, the growers and agronomists were made acquainted with the qualities which the manufacturers were desirous of obtaining in raw materials. Since that time, the National Macaroni Manufacturers Association has been working very closely with the people interested in perfecting durum varieties. The growers have been made acquainted with the fact that over a period of years, the best money crop in small grains, in north-central and northeastern North Dakota, is durum wheat. Durum acreage has been rising from year to year and is entirely adequate, with the exception of this year, of course, when many growers were forced to put in other crops in view of the lateness of the season.

We appreciate the fact that people who are engaged in the growing of raw materials are naturally interested in the steadiness of demand for the

products they are producing. I would therefore like to tell you briefly what the macaroni industry is doing to insure a higher per-capita consumption of macaroni products in this country. In the twenty-eight years in which I have been in the business, I have seen the production of the industry grow from 400,000,000 pounds per year until, in 1948, our 270 plants in the United States manufactured 1,115,000,000 pounds. Before World War II, the per-capita consumption was approximately 4½ pounds in the United States. During the war, when many foods were unobtainable and people desired to stretch out their meat supply, macaroni products were consumed at the rate of about 8½ pounds per person. This naturally dropped off some after the war, but we are now consuming about 6½ pounds per person in this country. This compares with 60 pounds per person in Italy and approximately 40 pounds per capita in continental Europe. Realizing the tremendous potential which exists if a good publicity and educational program were to be carried on, the leading macaroni producing companies of the country, two years ago, banded together under the National Macaroni Institute and agreed to contribute monthly toward a fund to bring favorable publicity to our products. Un-

der the guidance of Theodore R. Sills & Company, a nationally known and highly regarded publicity organization, the results have been very gratifying to us thus far. During the past several months you have perhaps noticed a greatly increased number of articles devoted to macaroni, spaghetti and noodles, in national magazines, newspapers and radio program. The first ten months that the Institute was in operation in 1949, some 5 million lines of publicity about macaroni products appeared in newspapers in the forty-eight states. Major magazines, bought by 37,350,000 subscribers, told the public about macaroni products. Radio carried macaroni's selling message to 400,000,000 listeners. Television showed macaroni to 1,500,000 viewers. This medium, especially, is due for greatly expanded use this year. None of this has been paid space or time, but has been obtained by newsy, interesting angles made available to editors and radio program managers by the Macaroni Institute. We have a tremendous amount of material going out constantly to home economic teachers and thought leaders all over the country.

This year, with more money at our disposal, we are going ahead with a much broader program. Our efforts right now are pointing up to October

5 to 14, when National Macaroni Week will be celebrated. There will be a tremendous amount of aid given to us by manufacturers of other food products which are used in the preparation of macaroni recipes. For instance, the tomato paste people, the cheese industry, meat and the wine producers, breweries, manufacturers of soups, tabasco sauce, ketchup, canned milk, dehydrated vegetables, and a score of other interested people will devote publicity and merchandising energy to make Macaroni Week an outstanding promotion to distributors and consumers across the country. Naturally we expect the momentum to gather from year to year in this endeavor.

In addition to this co-operative endeavor on the part of the industry, each one of the leading manufacturers is, of course, carrying on an aggressive campaign to bring favorable attention to his particular brand. Millions of dollars are spent by our industry in newspapers, magazines, transit ads, radio, outdoor advertising, et cetera, acquainting housewives with new ways of preparing macaroni products. As you perhaps know, a slump which used to take place in the sale of our products during the summer months has been practically eliminated by acquainting women with the fact that

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Vol. XXXII September, 1950 No. 5



Ollie the Owl

"Free as a bird on the wing," is an old saying that the folks use when they feel as happy as a lark and life is one sweet song. That is because, to the outside world, the birds never seem entrapped with frustrations nor doubled up with stomach ulcers. We come and go where we please, eat when we please, sing what we please, slumber in sweet contentment and are free to pursue happiness where we can dig it up.

One would think that such a life would be so satisfying that the birds would cling to it forever. But birds, like humans, often become dissatisfied

with their lot. An old crochety Bobolink caused a lot of trouble here one time. He claimed that some birds were catching more bugs and worms than others, and he demanded equal rights for all.

The birds fell for his siren song. "Equal rights for all" was their campaign slogan and they elected the Eagle to enforce reform because he was strong enough to get compliance. The Eagle sat in his nest on top of a tall oak shouting orders through a loud speaker. "From now on you'll all have equal rights," he screamed. "No favors will be shown."

So the birds worked when they were told, ate when they were told, flew where they were told, sang the same songs when the orders came from on high. They built their nests according to plan, and paid the Eagle a head-tax for screaming orders through the loud speaker.

Soon the birds found they were worse off than before and a courageous Jay refused to take orders. The Eagle threw him in jail. Then all the birds began to squawk. "You promised us equal rights," they cried, "but you are making slaves of us all."

"Slaves, you are!" screamed the Eagle. "But as slaves you all have equal rights, so what are you kicking about?"

When you demand equal rights,

National Macaroni Manufacturers Association

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Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
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Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.
Jerry Tuljague, National Food Products Co., New Orleans, La.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, O.
Robert S. Williams, Robert Williams Foods, Los Angeles, Cal.
John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y.

make sure that the rights you'll get are equal to the rights you've got.

Very wisely yours,
Ollie The Owl

Bowl Covers as Premiums

Golden Grain Macaroni Co., San Francisco, Calif., is offering six plastic bowl covers for 25 cents and two labels from Golden Grain Macaroni, spaghetti or egg noodles. Newspaper ads include order forms. . . . *Premium Practice.*

CLASSIFIED

WANTED—Experienced man to work in macaroni and noodle factory, Miami, Fla. Must be familiar with operation of Consolidated automatic press and with noodle machinery. Option to buy interest. Guaranteed future. Rare opportunity. Submit full details. Box No. 82, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE—No. 3 Model UX "JAY BEE" MILL (grinder), includes: dust collector—compensator starter—non-electric permanent magnet—30 hp manual starter—30 hp automatic starter. Reasonable. Box 83, Macaroni Journal, Braidwood, Illinois.

Factory for SALE or RENT: Owing to other interests, a complete macaroni plant in continuous operation for 36 years, with approximately 28,000 sq. ft. of floor space, in western Pa. town close to good markets, with good transportation facilities, low overhead. Sale price—\$85,000. Rental price—\$800 per month. Box 84, c/o Macaroni Journal, Braidwood, Ill.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

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

ALL FIGURES ARE IN MILLIGRAMS PER POUND

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

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

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

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

Vitamin B₁ 50%
Vitamin B₂ 15%
Iron 32.5%
Niacin 4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 10.5%
Iron 16.2%
Niacin 3.4 milligrams

for batch mixing 'ROCHE' SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

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



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.

VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

Vitamin Division • Hoffmann-La Roche Inc. • Nutley 10, N. J.

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

ENRICHMENT DATA



Good macaroni products depend
on your skill and experience...
plus semolina and durum flour
of unvarying quality.

PILLSBURY MILLS, Inc.

Pioneers and Pace-Setters in the milling of Quality Durum Products

General offices: Minneapolis 2, Minn.

