

**THE
MACARONI
JOURNAL**

**Volume XXXII
Number 6**

October, 1950

OCTOBER, 1950

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Taglierini Espresso

Hundreds of thousands of Americans who toured Italy during the present Holy Year learned what a waiter means when he promises to prepare his favorite macaroni products dish "Espresso." Literally, he means to the diner's order and taste.

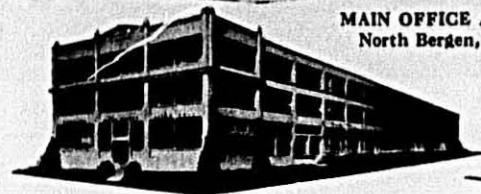
In a country famed for its fine, flavory foods, chefs are rated by their ability to properly prepare "Pasta," or Macaroni, Spaghetti, Egg Noodle dishes (never paste or pastes).

The travelers report that seldom is a menu submitted in any public restaurant or hotel in Italy that does not contain "Pasta" in some form or combination. "Taglierini," a favorite of most visitors, are a specie of "Pasta" better known here as Egg Noodles.

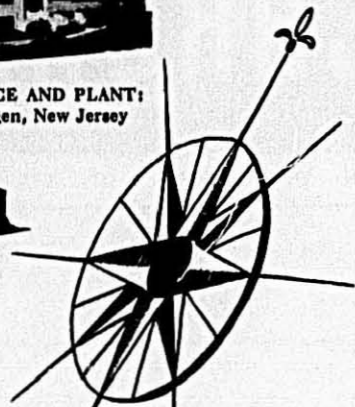
Noteworthy is the fact that on their return, they demand that their favorite macaroni products dishes be prepared "Espresso" by hotel and restaurant chefs—doing likewise in their own homes—a practice favorable to increased consumption of this fine food.



MAIN OFFICE AND PLANT:
North Bergen, New Jersey



WEST COAST PLANT:
San Francisco, California



north, east, south or west

**.... ROSSOTTI Specialized
Packaging Consultants are
available**

Rossotti is proud of the role it has played in the growth of the macaroni industry through the introduction of new techniques in *merchandising through packaging*. Our knowledge of the macaroni industry and the merchandising "know-how" gathered from our 51 years of experience in the packaging field is available to every manufacturer. There is a Rossotti packaging consultant strategically located to offer you our services.

The next time you are in the vicinity of any of our sales offices or two modern plants, drop in and see us. Whether you want to redesign your old package, or introduce a new product, Rossotti specialized designers can create a practical, sales-inducing package that will **SHOW** and help **SELL** your product.

Rossotti

packaging consultants and manufacturers since 1898.

Rossotti Lithograph Corporation, North Bergen, New Jersey
Rossotti California Lithograph Corp., San Francisco, California

Sales Offices: Boston, Rochester, Chicago, Los Angeles, New York, Cincinnati, Milwaukee, Tampa, San Francisco and Philadelphia.



**YOU'VE HEARD
THIS BEFORE**

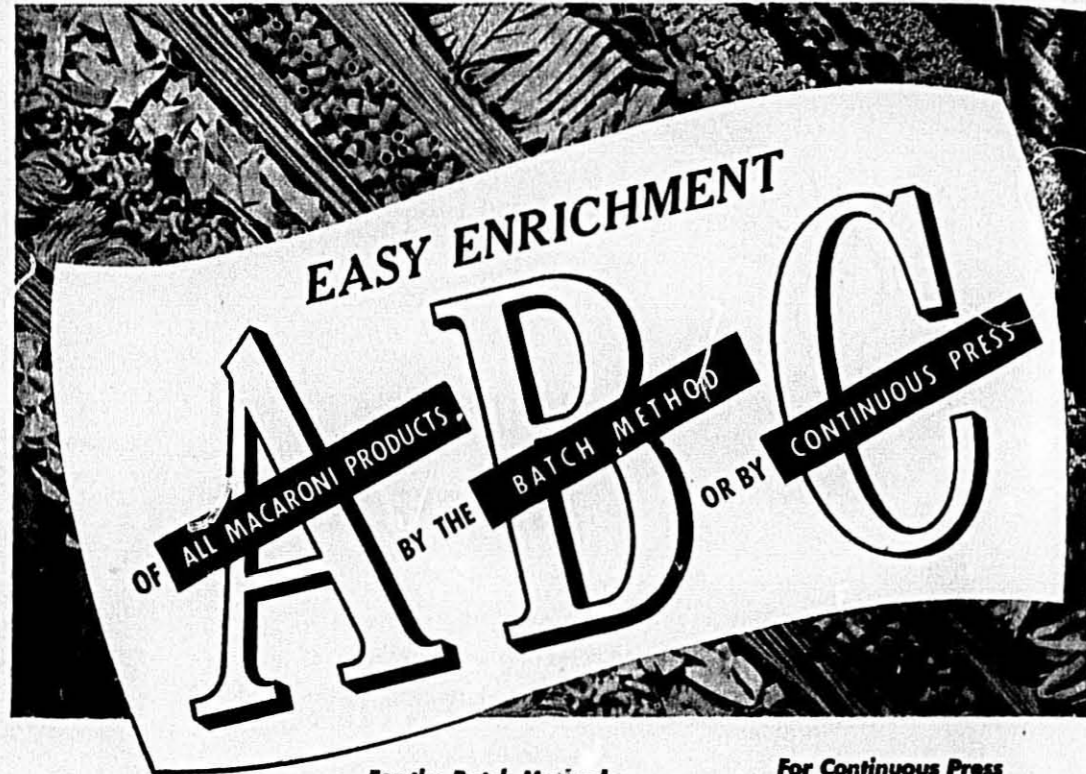
You can better control the uniformity, superior quality and color of your macaroni products when you always use uniform, top quality Semolina.

Amber's No. 1 Semolina is always uniform in color, quality and freshness. Amber Milling buys only the finest Durums available to assure this uniformity.

*When you order Semolina, always
specify Amber's No. 1 Semolina.*



AMBER MILLING DIVISION
FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. • General Offices, St. Paul 8, Minn.



For the Batch Method

B-E-T-S

The ORIGINAL Enrichment Tablets

For Continuous Press



U. S. Patent No. 2,444,318
ENRICHMENT MIXTURE

Accurately... Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.

The original starch base carrier—free flowing—better feeding—better dispersion.

Economically No need for measuring—no danger of wasting precious enrichment ingredients.

Minimum vitamin potency loss due to Vextram's pH control.

Easily Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

Keep your macaroni and noodle products in step with the growing national demand for enriched cereal products. And give your brand added sales appeal by enriching with Sterwin vitamin concentrates, the choice of manufacturers of leading national brands.

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

Sterwin Chemicals, Inc.

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

Pioneers in Food Enrichment

Prompt delivery from strategically located stock depots: Rensselaer (N. Y.), Chicago, St. Louis, Kansas City (Mo.), Minneapolis, Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

Distributor of the product, formerly sold by Special Markets-Industrial Division of Winthrop-Stearns Inc., and Vanillin Division of General Drug Company

The MACARONI JOURNAL

Volume XXXII

October, 1950

Number 6

Something For Nothing

Realizing the present state of our national economy, with too many looking for handouts and with so much agitation for legislation instituting controls over manufacture and all free enterprises, the following article from the Fort Lauderdale, Florida, *Daily News*, is timely and interesting.

"We wonder if there isn't something of a moral for the American people in the story of what is happening to the sea gulls in St. Augustine now that the shrimp fleet has left that area for Key West.

"It seems the sea gulls up that way have forgotten how to catch fish for themselves. For many years they have been depending for their food on the scraps and waste thrown overboard from the shrimping fleet. It was a sort of super welfare state for the birds, and the free dinners made it unnecessary for the gulls to depend on their own talents to secure food.

"But suddenly the shrimp fleet went away. New and more productive grounds were located off Key West and the shrimp boats deserted St. Augustine. The sea gulls haven't been able to adjust themselves to the new situation. According to INS reports, the reefs and the shores around St. Augustine are lined with long silent rows of gulls with their dark eyes turned prayerfully out to sea—waiting for the shrimp fleet and the free meals that won't return.

"Nature has played the sea gulls a dirty trick. As generation after generation of gulls learned to depend on the shrimp fleet instead of their own resources to obtain food, parent gulls apparently forgot to teach their little ones their age-old methods of catching fish. So today the gulls are starving. They are no different in physical makeup than the sea gulls of Ft. Lauderdale. But whereas our gulls can exist through their own efforts, the gulls of St. Augustine are starving by the hundreds because their welfare state suddenly disappeared and with it went their ability to fend for themselves.

"The people of St. Augustine are trying desperately to save the gulls that are left. A city-wide effort is being made to round up table scraps and movie popcorn to tide the birds over until they can once more learn to feed themselves.

"But naturalists aren't too sure what will happen. They are puzzled over the apparent complete loss of the sea gulls' natural fishing instincts. Some believe the cycle will be completed without the gulls recovering their natural fishing ability.

"It's a strange paradox that Nature thus gives us. Here we have some of the most independent creatures of the Universe, who were given marvelous talents to take care of themselves, victimized because they succumbed to the 'something for nothing' lure. They became dependent on unnatural conditions to such an extent that parents apparently forgot to teach their offspring how to get along otherwise. Now with the free food gone, the offspring of these indolent parents are paying the penalty.

"We wonder if people aren't a great deal like the sea gulls of St. Augustine. We wonder how many Americans have swallowed the idea of the welfare state to the point where they think it is no longer necessary to teach their offspring that the day of government handouts and security for all may sometime draw to a close. And we wonder then how many Americans may be left like the gulls—puzzled and bewildered because their sustenance has disappeared and they have no resources of their own to fall back on.

"Americans don't have to look far to see the sea gull story translated over into human behavior. We have in England a living example of a 'something for nothing' theory gobbled up by the people. Like the sea gulls of St. Augustine, the people of Great Britain have accepted unnatural conditions as a substitute for depending upon themselves. The English government is the 'shrimp fleet' which provides the people of Britain with food, clothing and shelter. As long as this government is firm and strong and as long as there are shrimp (meaning taxes) enough to keep it in business, the people will be safe.

"But let the shrimp be exhausted, as is now happening, then the government must seek new beds. It must of necessity move on and leave in its wake a mass of miserable people totally unaccustomed to using their own God-given talents." (For moral of this editorial, see page 11.)

MACARONI WEEK MOST SUCCESSFUL

A YEAR of intensive planning and hard work culminated during the week of October 5 to 14 with the celebration of National Macaroni Week, a nationwide promotion to boost the sales of macaroni, spaghetti and egg noodles.

Sponsored by the National Macaroni Institute, Macaroni Week provided the greatest advertising, merchandising and publicity support for macaroni products in the history of the industry. Approximately 200 macaroni manufacturers and more than 50 manufacturers of foods which commonly are served with macaroni, spaghetti and egg noodles participated in the concentrated sales drive.

Plans for Macaroni Week were started a year ago by the Macaroni Institute with the selection of the October 5 to 14 dates. The 10-day period was chosen to take advantage of two week-end shopping periods. The October timing was decided upon to coincide with Cheese Month and National Wine Week, two products which are associated with macaroni, spaghetti and egg noodles.

The response to the Macaroni Week promotion from within the macaroni industry was immediate and enthusiastic, according to Robert M. Green, secretary of the Macaroni Institute.

"Macaroni manufacturers in all sections of the country were quick to recognize the advantages of a Macaroni Week promotion," Green said. "Their wholehearted co-operation is one of the chief reasons we are confident that the Week will result in greater future sales for everyone in the industry and for thousands of grocers from coast to coast."

Manufacturers of food products which combine well with macaroni, spaghetti and egg noodles also appreciated the promotional possibilities of Macaroni Week, Green said. Invited to participate in the campaign, they responded with national advertising placements in top consumer magazines, local newspaper advertising and radio and television tie-ins with the Macaroni Week drive. In addition, several leading food producers conducted their own merchandising efforts, tying in their branded items with the various macaroni products.

The job of building a sound publicity background for Macaroni Week started last March to insure a heavy volume of news and food column comment on macaroni products in the nation's newspaper and consumer magazines during the October 5 to 14 period. Story, recipe and picture place-

ments with magazines were made during the spring for appearance in the October issues of the publications.

Newspaper syndicate and general newspaper publicity placements were carried on throughout the summer months. Special material for radio and television food programs and commentators was distributed during August and September to provide blanket coverage of the country through these media.

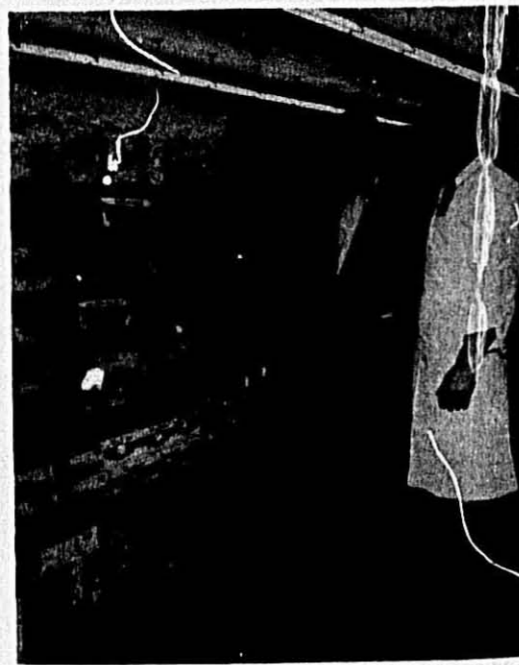
"The tremendous newspaper, magazine, radio and television publicity support made sure that homemakers in every section of the country knew about National Macaroni Week," Green said. "Attractive photographs and appetite-appealing recipes in magazines and newspapers, plus the selling forces of radio and television, created a demand for macaroni products unequalled in the history of the industry."

"For grocers, Macaroni Week presented a golden opportunity to cash in on the public's stimulated taste for macaroni products. A high profit

earner in itself, macaroni sales also gave the retailer a chance to push the sales of all those foods which go so well with macaroni, spaghetti and egg noodles.

"By making full use of the promotional effort behind the macaroni products, the grocer boosted his sales to new records in such items as canned tomatoes, cheese, canned meats, canned soups and scores of other foods. Advertising and publicity created the demand for the macaroni products and the smart grocer used all the merchandising tricks to take advantage of that demand."

To enable grocers to participate in the Macaroni Week promotion, the National Macaroni Institute, through its member companies, distributed 200,000 four-colored Macaroni Week posters. In addition, several other food manufacturers supplied retailers with special store selling aids for use with combination displays of their own products and the various macaroni items.



Robert M. Green, secretary of the National Macaroni Institute, showed Ray Harnes, Palatine, Illinois, grocer, how to make use of National Macaroni Week shelf talkers with displays of macaroni, spaghetti and egg noodles. The shelf talkers were part of the merchandising material supplied grocers throughout the nation by macaroni-noodle manufacturers for use during National Macaroni Week, October 5 to 14, 1950.

Suppliers Support Macaroni Week

Several of the durum milling firms, machinery and equipment manufacturers and suppliers gave helpful support to the promotion of National Macaroni Week, October 5-14. The co-operation was in the nature of releases to the press and announcements in radio broadcasts. Notice of the co-operative action came too late to be brought to the notice of the macaroni noodle manufacturers, but the helpful effect of the free-will co-operation was noticeable to all parties concerned.

King Midas Flour Mills of Minneapolis reported on September 28 that it was contributing radio time from its regular schedule to announcements over each radio station where it carries schedules, which include the states of Minnesota, Wisconsin, Michigan and Pennsylvania. Sample announcement: "Add variety to your meals, keep food costs down by serving more macaroni, spaghetti and noodles, not only during Macaroni Week, but throughout the year! For amazing low cost and high energy value, you can't beat the macaroni family! For the best in quality, look for the words 'made from durum wheat' or 'made from durum semolina' on the package!"

Pillsbury Mills, Inc., Minneapolis, reported that it was co-operating with the National Macaroni Institute and the entire industry in the observance of Macaroni Week, by spot and more lengthy announcements on the Cedric Adams nationwide broadcast, Thursday, October 5, over 150 Columbia Broadcasting Company stations. The broadcasts were nearly all on the company's afternoon program, with one in the evening.

General Mills, Inc., Minneapolis, announced on September 29, that, "during National Macaroni Week, General Mills Durum salesmen will present to each manufacturer a special presentation edition of the new Betty Crocker Picture Book, which contains 11 pages of illustrated information devoted to macaroni, spaghetti, noodles and sauces. In it are 34 different recipes, interesting historical sketches about this fine wheat food, and a series of how-to-do photographs."

The informative and finely illustrated book of 448 pages is offered to the public and it is expected that at least 10,000,000 copies will be sold.

Several other suppliers of ingredients, machines and accessories aided in different, but unreported ways, in calling the public's attention to Macaroni Week, thus contributing much to the success of the industry's public relations promotion.

NW Conference On New Durum Wheat Rust

The macaroni industry has been requested to send representatives to a special one-day conference at Grand Forks, N. D., set for November 6 by the Chamber of Commerce in that city that is seriously concerned over the heavy damage to durum, other wheats and grains by a new rust, typed as 13B, which made its appearance for the first time this summer in most of the northwestern states. Maurice L. Ryan, vice president of the National Macaroni Manufacturers Association, will head the delegation of macaroni men to the conference.

A special article by Alfred D. Stedman, staff writer for the *St. Paul Pioneer Press*, October 6, gives the following information of the plans for the conference. It reads, in part, as follows:

Steps to mobilize Northwest forces of science, agriculture and public opinion for a fight against new and virulent varieties of grain rust are to be taken at a regional conference at Grand Forks, N. D., Nov. 6.

Invitations to take part were in the hands Thursday of leading authorities



Maurice L. Ryan

of St. Paul, chief of the division of plant pathology and botany of the University of Minnesota. Another will be Don G. Fletcher of Minneapolis, executive secretary of the Rust Prevention association. A third will be Dr. K. S. Quisenberry, Washington agronomist and research official at the federal government's research center at Beltsville, Md.

Stealing a march on grain region elements that had tended to gloss over or play down the new rust danger, the Grand Forks Chamber of Commerce has called the one-day rust research conference that is sure to attract widespread attention and participation. M. M. Oppgaard, editor of the *Grand Forks Herald*, is chairman of the program committee and a prime mover in the conference.

The purposes are to be educational and exploratory. Participants are to come from both Dakotas, Montana and Manitoba as well as Minnesota. Wider public understanding is to be sought of the threat to the northwest grain industry through the appearance this year of new and deadly varieties of rust diseases affecting both wheat and oats. Problems of financing expansion of research, step-up of the breeding of rust-resistant grains, and eradication of the common barberry, the host plant, are to be explored.

Among those invited to participate in a panel discussion on controlling the rust menace are Dr. Harold Macy, director of the Minnesota Agricultural Experiment station and Maurice L. Ryan, vice president of the National Macaroni Manufacturers Association, both of St. Paul; F. P. Heffelfinger, vice president of F. H. Peavey & Co., Minneapolis; and Sen. Young of North Dakota. Ron Kennedy, secretary of the Minneapolis Grain Exchange, will preside over the panel.

20,000,000 BUSHELS

W. F. Sebens, field representative of the Greater North Dakota Association, Fargo, N. D., is rather pessimistic about the 1950 durum crop, which he says will be small and much of it low in quality. In a letter October 6 to M. L. Ryan, chairman of the Durum Growers Relations Committee of the National Macaroni Manufacturers Association, he says:

"It is very hard to tell just what the durum crop will be. One field looks pretty good and the next will hardly be worth harvesting. It seems that a difference of a week or ten days at the time of seeding made a tremendous difference in the quality and the amount of rust damage."

"I look for the new Federal estimate to be down at least 20 to 30 per cent from their September figures. Then, a great deal of the late crop, if they get it harvested, (4 to 6 inches of snow October 2) will be of poor quality and probably weigh less than 52 pounds per bushel, which would be poor milling quality."

"My present guess is that the crop will be less than 20 million bushels of early good quality durum on the market. The remainder will go into feed."

on rust at Minnesota University Farm in St. Paul, and in the grain industries of both the Twin Cities.

One of the leading figures in the conference is to be Dr. E. C. Stakman

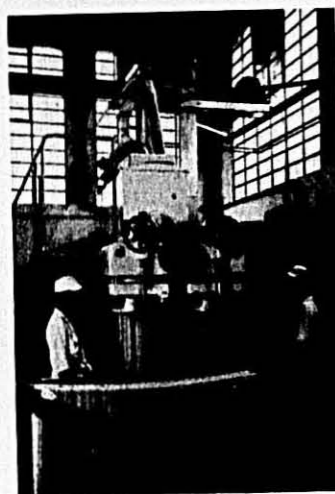
Macaroni... The Chile Way

Annual Production
Approximately 60 Million
Pounds—Made from Chile
Hard Wheats



View of the Entrance to the most modern plant in Chile.

CHILE, a South American republic, one of the three most progressive in South America, located in the southwestern part of that continent, extends from the Torrid Zone through the South Temperate Zone and almost into



One of the continuous automatic presses—1,600 pounds per hour.

the Antarctic Zone. Because of this it includes people of varied characteristics and different food requirements.

Those residing in the northern or Torrid Zone area demand foods that are the natural diet in those areas—fruits, vegetables, fish and such. Those living in the Temperate Zone want about the same foods that satisfy the appetites of those who reside in the North Temperate Zone. North or south Chile, like Argentina and other countries in southern South America, is peopled by many whose ancestry is either Italian or Spanish, the immigrants bringing with them their natural Latin food likes. It is not strange, then, that macaroni products happen to be a favorite food of Chileans.

As it was in the case of the U. S.

until World War II, the macaroni market in Chile was for years dominated by Italian-made macaroni spaghetti, Fedeos and noodles. About the turn of the century, macaroni making in Chile began in a small way to compete with macaroni products imported from Italy and Spain.

The operators of the small plants in the early days had to overcome many serious problems, among them a sufficient source of suitable wheat for milling into semolina. They had to import their semolina from Italy, and while the pioneer manufacturers produced good "Fedeos," they were at a disadvantage in competing with Italian-made macaroni products because of the added cost of production which had to include the semolina import charges.

According to the best information available, the macaroni or "Fedeos" industry in Chile, as of October, 1950, comprises 71 different establishments, many of them quite small. The combined administrative personnel of these plants totals 110, of whom 81 are men and 29 are women.



Officials on inspection tour (left to right) Secretary to mayor of the suburb of Santiago, Chile, where the modern plant is located; directing manager of the plant; mayor of the suburb; general plant manager; mayor's assistant.

The industry employs 1,365 workers, 969 men and 396 women, who produce an annual output of between 50,000,000 and 60,000,000 pounds of many different shapes and sizes of macaroni products.

Indicative of the progress of the industry in Chile during the first half of 1950 is the story of the development of the Molinos Y Fideos Licchetti, S. A. plant in Santiago, Chile's capital city. Senor Juan Dagnino Traverso, general manager of this modern factory, writes as follows:

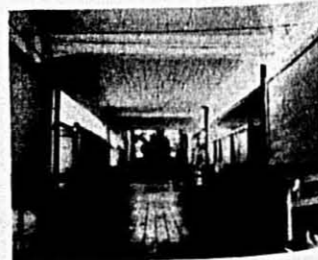
"As regards the fabrication of macaroni in Chile, we can say that the industry has developed on a large scale, comparatively, with automatic continuous presses and the latest development in drying already in use in the most modern factories.

"In Chile, macaroni is made from a semolina milled from a hard wheat which is most adequate and is grown in this country," reports Senor Traverso. "The type of the most suitable wheat is called 'CAPELLI.' Macaroni made from this type of hard wheat has a more appetizing flavor and greater consistency when cooked than that manufactured from other domestic types.

"The Licchetti factory produces about 12,000,000 pounds of varied types and shapes of macaroni. It employs 45 administrative employees and 268 workers. Macaroni sells at \$13.00—Chilean pesos per kilo.

"The actual 'Molinos Y Fideos Licchetti, S. A.' was started in 1904 by Senor Antonio Traverso, who had emigrated to Chile from Italy for the express purpose of establishing in Santiago, the country's capital a factory for macaroni-making, based on the

(Continued on Page 40)



Long goods driers.

DURUM WHEAT SAMPLES ARE MADE INTO ACTUAL MACARONI



General Mills
Durum Products are
Press-Tested*
for Performance

• You judge the quality of durum semolina or granular by the quality of the macaroni products it produces. So do we! Before a single bin of durum "mill mix" is run to any one of our mills, it is *pre-tested* by being made into macaroni in a Products Control Department Durum laboratory.

The test batch of macaroni produced must be rich amber in color and give outstanding results in cooked products. When, and only when, the macaroni meets these rigid specifications the durum wheat is released to our mills.

Press-testing is your guarantee that General Mills Durum Products will produce top quality macaroni products in your plant. It's one of many "wheatfield to sack" safe-guards employed by our Products Control Department to make certain that General Mills produces *only the finest Durum Products.*

*Press-Tested is a registered trade-mark of General Mills.

General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



Why let them quit at 45?

I HAVE a very high ideal for business. I believe American business has been more conscious of its responsibilities than the business of any other country in the world. I believe American business has been more progressive, and it has been progressiveness and social responsibility that have enabled American to make the strides in recent years.

Today, with all the unpleasantness at my command, I want to discuss a problem with you. I'd like to suggest that we—the private employers of America—are sweeping a serious problem under the bed. It is the problem of the middle-aged worker who finds himself out of a job, the man of 45 and up who is trying to find employment.

It is not easy for him to get a job. Maybe he is a man who is accustomed to hourly wages; maybe he is a salesman who has never considered that hours were a part of his schedule. Perhaps he is a man who wears overalls. Perhaps he is a junior executive. But whether it is a man who wears a blue shirt or a white shirt, the results are just the same. Too often for the good of our economy we find that the middle-aged worker who gets the lay-off slip is assigned more or less permanently to that wickedly wasteful human scrap pile of the unemployed.

We find that the white-collar worker has a tougher job latching on to a job than does his industrial brother. Too young to retire and too old to find a job, the middle-aged unemployed is the real DP, displaced person, in America. This is truly the American tragedy.

The Separating Wall Is Thin

By the Grace of God, by virtue of our own talents, perhaps by a lucky throw of the dice somewhere up and down the line, most of us feel reasonably secure in our snug little lives. But the wall that separates the fortunate from the unfortunate is very thin indeed. Through it we hear the bitter complaints of the people of middle age who find themselves thrown on the neatly labeled dump of the jobless middle aged.

Why shouldn't they be bitter? They are assigned to utter uselessness for the rest of their lives. I know of no form of frustration as corroding and devastating as that. The mental hazard of feeling old and unwanted at 40-odd haunts them all the rest of the years of their lives. As a matter of fact, it is a contributing factor to their uselessness. I think it is frightful irony in these

days when science is prolonging the life span of man that we find there are many whose working life is foreshortened.

There is probably no age where it is tougher to lose a job than the forties or the fifties, for then a man is probably at the height of his obligations. He has installments to make; perhaps his house is not paid for. He has kids in college and he wants to send them through college so that they can compete in the world outside; and those are the most expensive years of educational life.

It is usually much easier when a man is over sixty-five because probably those things have been taken care of. Probably his house is paid for; his children have been graduated from college, maybe they can even help him in his problems. He has ransomed his hostages to fortune.

The middle-aged worker problem is a problem within the greater one of large-scale unemployment in a 60-million job economy. But for human reasons it must be considered separately. It is something that we ought to meet head on. Simple justice demands that we ought to try to solve it before it reaches the proportions of a national social scandal. We ought to take the men and women willing and able to work and help them wrench themselves free from this degrading and devastating sense of inutilty. We ought to try to get them back so that they are citizens again in the full sense of the word and have the opportunity to be useful in our society.

I am no do-gooder about this proposition. To me it is a matter of economic sagacity. It is a matter of foresight. It is a matter of understanding the problem. We all are concerned about our natural resources. We want to save our forests, our minerals, our topsoils. We do not want them to erode away. But what about the problem of human erosion? What about the problem of the man or woman in middle age, the man or woman who is thrown on the human dump heap and cannot get a job?

By
ERIC JOHNSTON
President,
Motion Picture Association
of America, Inc.

I do not think we ought to try to kid ourselves about this. I do not think we ought to try to turn our face the other way, because I can assure you that if this problem continues to multiply, it will be fare for the political rabble rouser and he will know how to use it. He keeps his ear to the ground; he knows what is going on. He can make use of the emotions of the middle-aged unemployed to his own advantage.

What do you think would happen then?

Let us never forget that the layoff notice does not disqualify a citizen from voting. He may be crossed off the employment list but he can still make his cross on the ballot in the polling booth. It seems to me that it ought to be evident to all of us that this is not something that I am just dreaming up. This is something that affects all private business and when a thing of this kind occurs, private business enterprise is going to be the whipping boy of the demagogue, just as it has been in the past on important occasions.

No, I am not dreaming this up. If you think I am, let me remind you that we already have state Fair Employment Practice laws that specify a job applicant can't be turned down because of race, color, or religion—and he shouldn't be. Well, how would you like to have state laws or a federal law making it a misdemeanor or an unfair labor practice to discriminate against a man because of his age? How many snoopers do you think it would take to enforce that type of legislation?

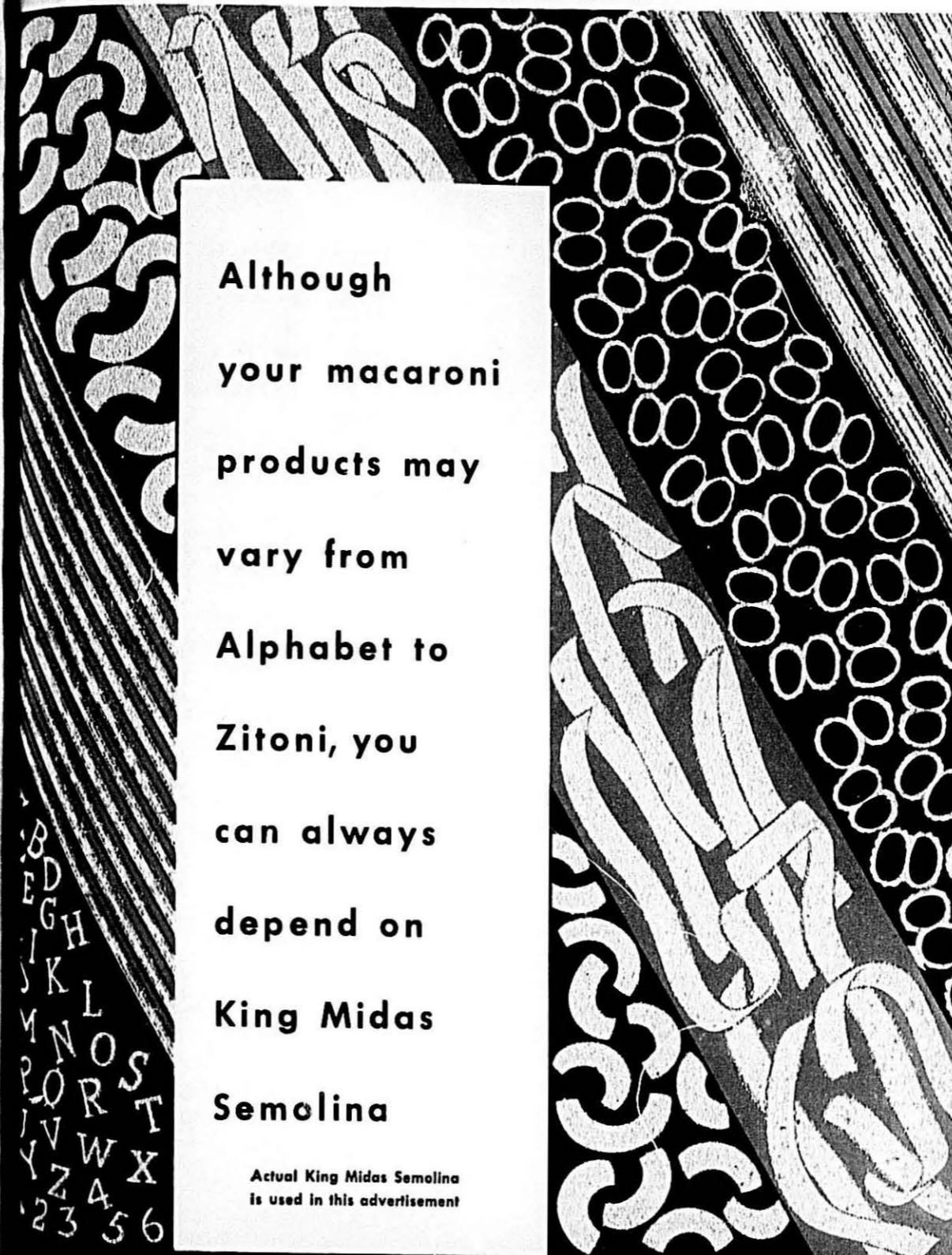
The Hazards of Political Action

We in business have the opportunity ourselves of curing this problem. If we are really interested, we can cure it. We are still free agents.

Government can nibble around the edges of the problem with unemployment compensation systems and social security. Government can mail out checks for \$20 for 26 weeks, or any other determined amount and set time, but what good does that do to the sense of desperation of the man who gets them? Nothing, absolutely nothing. It may stave off famine but doesn't stave off torment—the despair that is down deep in his heart. Government can make work under certain circumstances in emergencies, but government in the long run can't provide jobs except at the expense of our industries—and at the expense of the workers who create our taxable wealth.

If any of you think I'm exaggerating the danger of political action in this country, let me call your attention

(Continued on Page 11)



Although
your macaroni
products may
vary from
Alphabet to
Zitoni, you
can always
depend on
King Midas
Semolina

Actual King Midas Semolina
is used in this advertisement

KING MIDAS FLOUR MILLS
MINNEAPOLIS MINNESOTA

If I Were A Grocer, This Is How I'd

PROMOTE MACARONI

By
H. E. Minard

Mr. Minard is sales manager of C. F. Mueller Co., Jersey City, manufacturers of macaroni, spaghetti, and egg noodles. He has filled this position for the last 27 years.



H. E. Minard

Reprint, by permission, from July 10, 1950, issue of FOOD TOPICS.

Editor's Note: Who knows how to sell a particular type of product better than the man who spends a lifetime with it? Food Topics has invited specialists among manufacturing companies to tell what they would do—if they were grocers—with the goods they know best. Here are one expert's ideas.

If I were a grocer, I would promote macaroni products every day in the year because of the high markup on such items and the tremendous possibilities for selling related food products.

Surveys show that 76 per cent of all macaroni products sales result in the sale of at least one or more of over 50 different other items.

With an eye toward building overall store volume, I'd make a special effort to boost my macaroni sales through the following merchandising techniques:

(1) I would display macaroni products where customers could see them easily.

(2) I would set up attractive, appetite-appealing displays of macaroni products and other food items which

are commonly used with them.

(3) I would maintain a complete assortment of the various macaroni products which sell best—elbow, macaroni, spaghetti, and egg noodles.

(4) I would carry both of the popular sizes of macaroni packages—eight ounces and 16 ounces—in order to meet the requirements of small as well as large families.

(5) I would stress the following themes in my advertising of macaroni products: Economy of macaroni dishes; appetite appeal; nutritional advantages; ease of preparation; the fact that various macaroni dishes can be prepared beforehand and reheated for quick serving.

(6) I would emphasize that macaroni, spaghetti and egg noodles should be included in children's lunches because of the nutritional quality of the items and the ease with which they can be prepared.

(7) I would take advantage of the various seasonal factors which lend themselves to the promotion of macaroni sales. For example, the Lenten season and summer salad days—when

people want to eat lightly—are "naturals" for macaroni sales promotion.

If I were a grocer I would make it a point to ask my macaroni salesman for new ideas on merchandising the product. Through his contacts, the salesman always is uncovering new methods of pushing the sale of macaroni products. By using his experience, I would be able to work out the best way of merchandising macaroni products for the type of customers I serve.

And last but not least, I would instruct my clerks to remember, at all times, that macaroni items are high volume, high profit products. A suggestion from a sales-minded clerk often can persuade the customer to put a macaroni package in her shopping basket.

(Mr. Executive and/or Sales Manager: What is your thinking? What would you do? Send immediately to THE MACARONI JOURNAL a brief note or a little item for publication. Together, let's discuss this vital matter fully. . . . The Editor.)

a moderate oven (350°) 30 minutes. Sprinkle a little of the remaining cheese over top of each casserole. Bake five minutes longer, or until cheese melts. Just before serving, garnish each casserole with a sprig of parsley and a strip of pimento.

Festive Fall Meals with Italian Flavor

Borrow a few seasoning tricks from Italian cooks for "Festive Fall Meals." That is what Foods and Equipment Editor Myrna Johnston suggested in the lead food article in the September issue of *Better Homes and Gardens*. The article is illustrated with a color spread and recipes are given for dishes that will "taste like those at famous Italian restaurants."

3 quarts boiling water
8 ounces egg noodles
1 small onion, grated
½ pound sharp cheese, grated
2 eggs
1 cup milk
½ teaspoon salt
Dash of pepper
2 tablespoons butter or margarine

Add one tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine noodles with grated onion and three-fourths of the cheese. Place noodle mixture in four greased individual casseroles. Beat eggs, add milk, ½ teaspoon salt and pepper. Pour about ¼ cup of the mixture over noodles in each of the casseroles. Dot top of each casserole with pat of butter. Bake in

Cheese Noodle Casserole

(A Macaroni Institution Suggestion)

When time is short or guests are unexpected, there's no better choice for a luncheon or supper menu than Cheese Noodle Casseroles. This recipe can be mixed together in a matter of minutes and it calls for staples which most homemakers always have on hand—packaged egg noodles, cheese, milk and seasonings.

For meals planned in advance, you may want to prepare the casseroles for baking early in the day. Simply cover each tightly with waxed paper and keep them in the refrigerator until it's time to slip them into the oven.

Cheese Noodle Casseroles
(Makes 4 servings)

1 tablespoon salt

October, 1950

THE MACARONI JOURNAL

11

(Continued from Page 10)

to some things that are going on. I don't believe that the most bitter opponent of the present administration would call J. Howard McGrath, the Attorney General of the United States, a rabble rouser. But last year, when he was a Senator from Rhode Island and the chairman of the Democratic National Committee, he said: "We must end arbitrary idleness for competent middle-aged workers. The problem is real and will grow in importance unless we act promptly. I am confident that unless effective voluntary measures are put into effect and prove their usefulness, the Democratic Party will not hesitate to come up with suitable legislation to meet this problem."

There are other straws in the wind. In Massachusetts and New York, strong voices have been raised for laws forbidding any employer to discriminate against a worker on account of age. In New Jersey, some labor leaders have told their members that accident insurance companies are forcing employers to turn away older workers by increasing their coverage rate.

And here's another straw. The International Association of Machinists has urged Congress to find a remedy for the problem. This powerful, independent labor union has suggested lowering the eligibility age for old-age pensions or making it an unfair labor

practice to refuse to hire a man because of his age.

I would like to go a little further with my premise of politics and the jobless problem. I do not think it is too hard to foresee the time when there will be a running political battle between the aged, or the mature citizens, and the young people of this country. Age clamoring for more pensions and more allowances, and youth refusing to share the burden because of the added costs.

This is the kind of contest we must avoid at all costs. We cannot blind ourselves to the numerical strength of the mature citizens.

A Solid, Impressive Political Bloc

Do you realize that in the election this fall, the Congressional election, twelve per cent of the registered voters will be over sixty-five years of age? And if you add to that number the people in the fifties and late forties—everybody who is beginning to think about retirement—you can begin to see that this is a solid, impressive, political bloc.

This group could impose unsound insurance programs upon the rest of the American people. The aged would win a paper victory but in the process it would destroy all of us, including the aged themselves.

When I say this I am not indicting a whole group or the judgment of any group. All I am trying to say in the simplest way I can is that despair knows few limitations. All I am trying to say is that the problem of the middle-aged unemployed has far-reaching implications and ramifications. The trend is anything but reassuring. The graph is a very gloomy one.

In June, 1949, 23 per cent of all the jobless unemployed were over 45 years of age. Presently, it is 30 per cent and the figure is growing. This group of middle-aged unemployed is the hard core that can become the statistical lump in our census figures. It can be a malignant tumor eating into our body politic. If we are going to remove this tumor by remedial surgery, it seems to me we ought to understand how the problem developed in the first place. I think we should start by the realization that every employer must think in terms of production first of all. If he did not, he would not stay in business very long in this competitive age. The employer cannot employ people out of sympathy. He is not running an eleemosynary institution. If he is going to try to do so, the sheriff will be at his door very quickly.

Society, on the other hand, must consider the lifetime production of a worker. Society must understand that the worker who is not employed during his productive years is a drain upon the whole community. Society has a right to insist that every worker who is able to work continue to produce until he has earned for himself the chance to

sit on the bench or in his own backyard in his later years. Society has a right to try to narrow this gap between the worker's potential and his actual productive life.

The Pension Plan Is New Obstacle

Unfortunately, from the cost-sheet standpoint, the older employe is a relative liability in many jobs, particularly those jobs that require agile hands and quick minds and a great deal of strength. We all know that you cannot slow down the assembly line to take care of slower hands and it is one of the tragedies of our industrial economy that as the hands grow slower, the assembly line speeds up and grows faster. Age has always been a barrier to the jobless oldster since the dawn of our industrial era. But now the oldster finds a new hurdle at the hiring gate that he has to get over and this new hurdle is the pension.

Pensions have solved many of the problems in America but they have brought other problems in their wake. Have you ever heard about a bad pension risk? It is becoming more and more used in the American language today. I think you know what I mean. It is the man in his fifties or perhaps in his forties. He finds a hard time getting a job in a company which has a pension program. Perhaps he is too old. He upsets the entire actuarial setup. He throws it out of balance, out of kilter; and so the result is he is not employed. Nor is it any easier, in many instances, to get a job where companies have no pension plan, because these companies perhaps are thinking of a new pension program and they do not want to put oldsters on the payroll so they will have to pay high premiums for them.

What are we going to do about the problem? What is the answer? What can we do to mitigate the perils in the danger zone in our working lives—the spread of years from 45 on?

No Pat Answer to the Problem

Even in the best of times there are always pools of unemployment. You always have the ebb and flow of business. Concerns go broke. Whole industries are supplanted. Skills are replaced by other skills or by new inventions. This ebb and flow of business is natural in a dynamic economy. An economy that is always making new opportunities, and we want that kind of an economy in America. But this ebb and flow of business inevitably casts its middle-aged workers, those forty-five and over, on the beach as driftwood.

I have posed the problem but I am very frank to say to you that I have no pat answer to it. But I believe that it can be solved if we have the will and the determination to solve it. There are some firms which are tackling the

(Continued on Page 40)

Sea Gulls Story Moral

There is the moral in the story of the sea gulls of St. Augustine, the main editorial in this issue. It's a pungent moral and one that every voting American should well consider. Nature has a way of exacting a heavy toll from those who look upon her gifts as unnecessary. As a nation, we in America have been singularly blessed with a tremendous capacity for using our skills and our ingenuities to ever improve our way of living. But we have earned our keep by wresting it out of the ground, the sea and the air, through the exercise of our own talents.

We will keep those talents only by continuing to use them. The minute we cast them aside as no longer necessary, we will forfeit them as surely as the sea gulls of St. Augustine forfeited their talent to provide themselves with food.

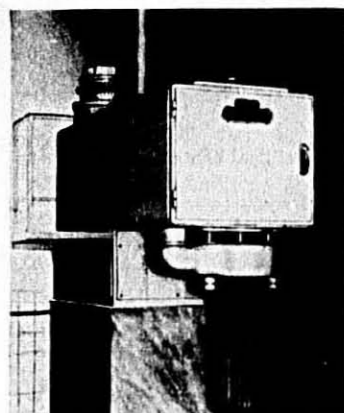
Let's not be that foolish. Let's remember what happened to the sea gulls whenever we are tempted by the Washington "shrimpers" to leave our own board and dine at the government scrap table of false security.

Old Dame Nature is a wise though sometimes cruel teacher. She might have used the sea gulls of St. Augustine as a red flag of warning to the American people. Let's heed it while we still have time.

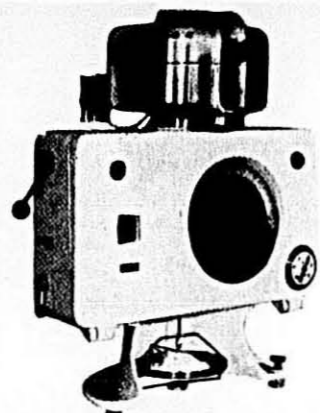
BUHLER



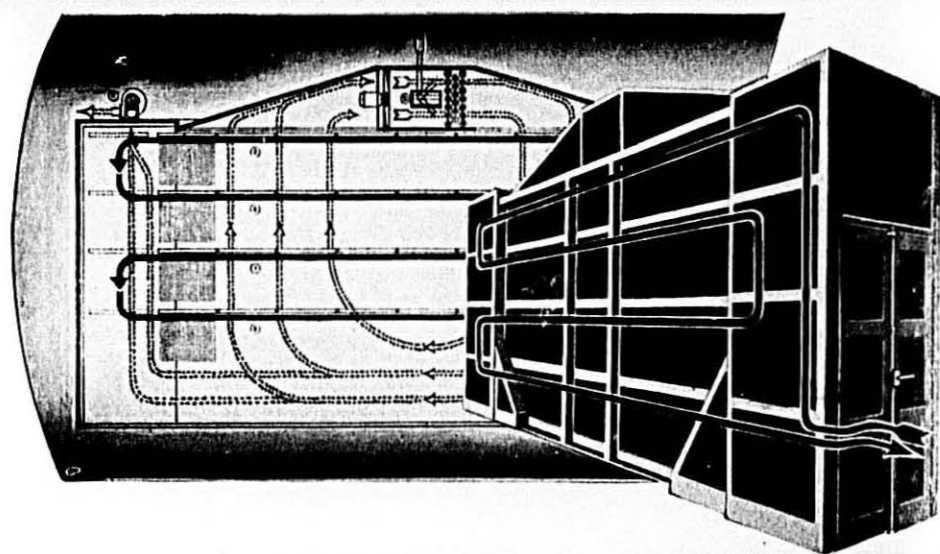
SMALL CONTINUOUS-PRODUCTION PRESS • NEW HUMIDITY INDICATOR



Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product humidity. Gives readings of micrometer-accuracy in 3 to 6 minutes with greater operating convenience.

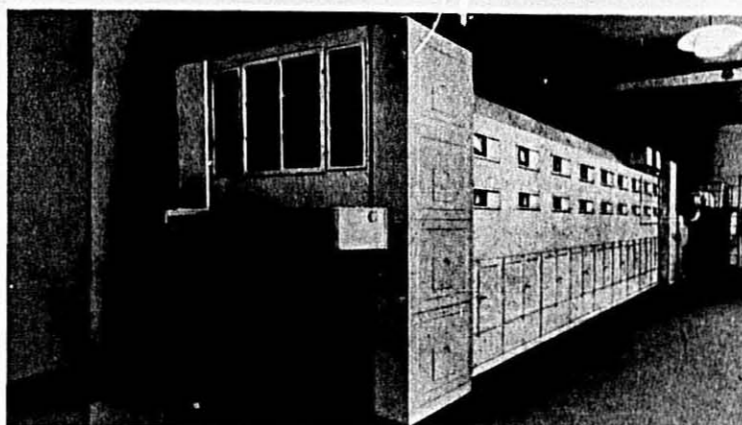


— Circulation of Goods.
..... Circulation of Air.



ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

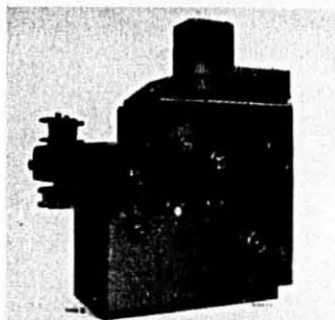
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



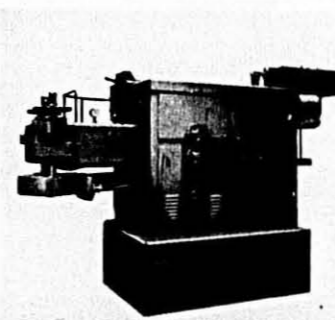
In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs. per hour



MODEL TP1 Capacity 1000 lbs. per hour

Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

The Buhler Thermal Torsion Balance gives visual humidity-percentage readings in 3 to 6 minutes. New—rapid—accurate—continuous checking. Extremely simple to use. Full details immediately on request.

BUHLER BROTHERS, INC.

611 WEST 43rd STREET NEW YORK 18, NEW YORK

VITAMINS by the ton

By Paul J. Cardinal, Vice President in Charge of Vitamin Division, Hoffmann-LaRoche, Inc., Nutley, N. J.

PEOPLE to whom vitamins still are something of a mystery usually voice surprise when informed that weekly production in the United States over the past two years has averaged close to two tons of vitamin B₁, ten tons of vitamin C, and eleven tons of niacin. Production is reported by the U. S. Tariff Commission. Vitamin A, which until recently has been manufactured principally from fish liver and fish liver oils, required the importation of an estimated 800 tons of the latter per week and the maintenance of extensive fishing fleets.

These figures for manufactured vitamins obviously show general distrust of the old admonition, "Eat a balanced diet and you'll get all the vitamins you need." That distrust was finally shared by the government itself when it included in the wartime educational campaign on behalf of eating "The Basic Seven," mention of flour and bread enriched with vitamins B₁ (thiamine), B₂ (riboflavin), niacin and iron. And that distrust grew to the point where War Food Order No. 1, effective January 18, 1943, required such enrichment of all white bread until October 18, 1946. Since that time 26 states, Hawaii and Puerto Rico have laws requiring enrichment of both commercial white bread and family white flour. Five southern states require enrichment of degerminated corn meals and grits. Heeding evidence presented at government hearings also, the Federal Food and Drug Administration has established standards for enriched macaroni and noodle products, for evaporated milk with increased vitamin D content and for oleomargarine with added vitamin A.

The foundation for vitamin enrichment of foods is laid upon firm ground and industry was well embarked on programs long before governments acted. Two decades of accumulating evidence had convinced leading millers, bakers and breakfast cereal manufacturers that modern highly developed milling and processing methods had taken nutritional value from their products. To put back what was then called vitamin B, cereal companies first added wheat germ or dried yeast, but after vitamin B₁ had been identified and made commercially available in 1936, the vitamin was preferred because it did not affect appearance, flavor or baking properties.

Programs then centered around "vitamin B, bread" and flour, and in December, 1938, a joint committee of the American Medical Association's Council on Foods and Nutrition and Council

on Pharmacy and Chemistry endorsed the principle of vitamin restoration. Scientific studies and of eating habits proved the need for vitamin addition. Eventually the National Research Council's Food and Nutrition Board issued tables showing the amounts of vitamins and minerals considered adequate for maintenance of good health according to age, sex, and activity. The American Public Health Association endorsed the principle of vitamin addition, and after the government had become actively interested, the Federal Security Agency issued a statement of policy in July, 1943, saying "un-enriched foods of the kinds and in the quantities necessary for adequate nutrition are not now available to substantial parts of the population," so that appropriate enrichment of some foods "will contribute substantially to the nutritional welfare of consumers and to meeting their expectations of benefits."

One can spend many delightful hours studying the fascinating evolution of the modern concept of nutrition. If wheat berries, for instance, were ever eaten raw by early man, learning to cook brought desire for changes. Milling of grains is one of the oldest trades. The first bread, cakes and pies must have been as sensational as the atomic bomb is to us today. Milling is old but the degree of milling has undergone continuous development. People sometimes ask if today's white and beautifully fine wheat flour isn't an over-refinement. They do not realize its superior baking properties, or how much better it stands up in modern market distribution than the former products which went rancid and made poor bread. They would have a different picture if they had been among the soldiers in the French Army, whose complaints led military pharmacist Parmentier, back around 1770, to conclude that "only bad economy can provoke us to include bran in our bread" and to promote introduction of white bread and its adoption by the

French Army. Today's enriched white bread, to quote a May 15 editorial in *Bakers Weekly*, "has provided a direct and unequivocal refutation of the vicious slanders of the food faddists who too long had been permitted to monopolize public attention."

The word "vitamine," spelled at the time with a final "e," was coined in 1912 by Casimir Funk, after various research investigations had proved that this group of food elements was essential to good health and physiologic function. Says the American Medical Association's Council on Pharmacy and Chemistry in the 1949 *New and Non-official Remedies*, "The absence of any one of the vitamins from a diet which is satisfactory in other respects leads to the development of a typical syndrome which is called a 'deficiency disease.' These diseases may be as striking in their manifestations as are the direct result of underfeeding (caloric deficiency) or deprivation of essential inorganic elements such as iodine, iron, calcium or phosphorus. A striking illustration of a 'deficiency disease' is presented by scurvy. This can be entirely averted or effectively cured by the inclusion of foods which contain vitamin C (ascorbic acid) in the diet."

The vitamin theory was conceived and developed to a great degree from studies of the "antiberiberi factor" which eventually was established as vitamin B₁ (thiamine). If further proof of the validity of the theory was needed, it has now been furnished by a mass experiment involving some 90,000 inhabitants of the Philippines, conducted over a period of 20 months. Milled white rice, the principal food consumed there, is deficient in thiamine; so the vitamin was restored to all the rice consumed by one segment of the population, while comparative records were kept on a control group in an adjacent area. A medical report about to be published shows a very large decline in incidence of beriberi among those who got the vitaminized rice.

Addition of vitamins to foods takes

Although vitamins are used by individuals in very small quantities, the production of a number of these dietary requisites by chemical synthesis is big business. Just how big you will understand more clearly after reading this interesting and timely article.

Large percentages of the nation's total production of vitamins A, B₁, B₂, B₆, C, E, biotin, and panthenol come from Roche Park, where the commercial scale production of synthetic Vitamin A has recently been started.

Here is an up-to-the-minute discussion of the synthetic vitamin situation of particular interest to macaroni manufacturers who are or contemplate enriching their products as now permitted by Federal Regulations. It contains valuable information not readily available elsewhere.

on Pharmacy and Chemistry endorsed the principle of vitamin restoration. Scientific studies and of eating habits proved the need for vitamin addition. Eventually the National Research Council's Food and Nutrition Board issued tables showing the amounts of vitamins and minerals considered adequate for maintenance of good health according to age, sex, and activity. The American Public Health Association endorsed the principle of vitamin addition, and after the government had become actively interested, the Federal Security Agency issued a statement of policy in July, 1943, saying "un-enriched foods of the kinds and in the quantities necessary for adequate nutrition are not now available to substantial parts of the population," so that appropriate enrichment of some foods "will contribute substantially to the nutritional welfare of consumers and to meeting their expectations of benefits."

One can spend many delightful hours studying the fascinating evolution of the modern concept of nutrition. If wheat berries, for instance, were ever eaten raw by early man, learning to cook brought desire for changes. Milling of grains is one of the oldest trades. The first bread, cakes and pies must have been as sensational as the atomic bomb is to us today. Milling is old but the degree of milling has undergone continuous development. People sometimes ask if today's white and beautifully fine wheat flour isn't an over-refinement. They do not realize its superior baking properties, or how much better it stands up in modern market distribution than the former products which went rancid and made poor bread. They would have a different picture if they had been among the soldiers in the French Army, whose complaints led military pharmacist Parmentier, back around 1770, to conclude that "only bad economy can provoke us to include bran in our bread" and to promote introduction of white bread and its adoption by the

French Army. Today's enriched white bread, to quote a May 15 editorial in *Bakers Weekly*, "has provided a direct and unequivocal refutation of the vicious slanders of the food faddists who too long had been permitted to monopolize public attention."

Many successful bakers
are following these guideposts
to increased profit!

SUBSTANTIAL PAYMENTS
RECEIVED REGULARLY

FIRM SALVAGE PRICES
FOR MONTHS AHEAD

RELIABLE DEALER
NEAR YOU

Hundreds of successful bakers, the country over, are profiting from the use of cotton bags. They're stronger (the only type used for export). They're easier to handle, stack, and store! They have high resale value to reliable Bag Buyers the country over—and, if you are a retail baker, to housewives . . . across the counter and door-to-door. Check today with your mill supplier for details on nation-wide Cotton Bag Salvage Plan.

TEXTILE BAG MANUFACTURERS ASSOCIATION

611 Davis Street

Evanston, Illinois



one part of all the vitamin^s manufactured. A second great part is needed by pharmaceutical manufacturers who supply the capsules, tablets, elixirs, solutions for injection, and other vehicles needed by the medical profession in treating disease. Complete vitamin deficiencies, such as scurvy and beriberi, are not often encountered now in the United States, but medical knowledge has connected partial deficiencies of various vitamins with various conditions. To aid general practitioners in detecting these partial deficiencies the National Research Council's Food and Nutrition Board has sponsored a special new guidebook, *Clinical Nutrition*, just released, and the American Medical Association's Council on Foods and Nutrition will soon issue a revised edition of its own *Handbook of Nutrition*.

Doctors write many special prescriptions, depending upon the vitamin or group of vitamins needed. Pediatricians, who make sure that vitamin D is in the infant feeding formula to prevent rickets, often prescribe other vitamins for babies and for growing children. People not in perfect health cannot eat everything they want, or need, or are served, and certain diseases increase the amounts of vitamins the body requires.

One of the most salutary and interesting applications of vitamin therapy is the use of vitamin K to prevent hemorrhage in the new-born baby, which can be accomplished either by giving the mother an injection during labor, or the baby one immediately after birth. In some instances both measures are taken. B₁₂ is promising an increasing number of applications in the hands of the physician. Clinical research is checking reported effectiveness of vitamin B₆ (pyridoxine) in nausea of pregnancy and radiation sickness. Widespread experimental use of vitamin E continues.

Therapeutic use by physicians in treating these known conditions, and in clinical experimentation along a never ending series of new avenues, involves dosages naturally much higher than the minute amounts of vitamins thought of in connection with foods. And so this bulk vitamin market is really huge.

Now let's take a look at the manufacturing of bulk vitamins. Visitors at Roche Park sometimes are surprised to find out it is something quite different from the theoretically simple extraction from a food source. And when they hear the term "synthetic," they ask if a synthetic vitamin is different from a natural one. They unconsciously are recalling differences between natural and synthetic rubber, or an association of several decades ago between "synthetic," "ersatz" and "imitation." The term "synthetic vitamin" is really a misnomer unless the adjective "synthetic" is understood to

describe the method by which the vitamin was manufactured. For a vitamin itself is a chemical entity, having definite identifying chemical structure and characteristics.

Vitamin C, for instance, is ascorbic acid, its composition is C₆H₈O₆, its crystals have a definite shape, and it has a specific melting point. Similarly, vitamin B₂ is riboflavin, whether you extract it from milk or tea leaves, or produce it by fermentation or by straight chemical synthesis. This question has been disposed of repeatedly and amply.

Depending upon selling price, it may be economically possible to take your vitamin from some natural source, as has been the case of vitamin A from fish liver oils. Some of the early quantities of pure vitamin C offered commercially were from paprika. The efficiency of these methods, however, is usually limited so that even with high yields they are not able to compete with the refinements that develop in large-scale commercial synthesis. For instance, in the large quantities in which vitamin B₁ is sold to food and pharmaceutical manufacturers, a gram, which in 1940 commanded a price of \$1.40, today is quoted at 16 cents.

This is better understood by remembering that a food which is said to be rich in a vitamin may actually contain it in the proportion of, say, one part per one hundred thousand. If your process for getting the vitamin B₁ out of raw peanuts was 100 per cent efficient, you would have to handle 100 tons of peanuts to get one kilo of vitamin. To get a kilo of vitamin C, you might have to process 30,000 oranges, and your manufacturing periods would be limited to the crop seasons. You can also figure how you would come out costwise by considering that your manufacturer customers now pay in the neighborhood of \$25 for that kilo made synthetically!

How is it all done, this commercial scale production of pure vitamins by synthetic methods? Again using vitamin C as an example, because it probably involves the fewest number of steps of any current vitamin synthesis, the manufacturing laboratories start with ordinary corn sugar. This is reduced by catalytic hydrogenation to sorbitol. The latter is then converted to sorbose by a fermentation process. The sorbose in turn, through several intermediate steps involving other compounds, eventually yields ascorbic acid.

Technical men as well as laymen are astonished at the size and extent of the equipment used in commercial synthesis. At Roche Park, where large percentages of the nation's total production are turned out, the vitamin C installation fills a building which would cover an entire large city block and is six stories high. The mechanical equipment, pumps, condensers, stills and

centrifuges, and the elaborateness of piping never cease to amaze even those of us who are accustomed to seeing them every day.

Undoubtedly crowning everything previous is the new installation for manufacture of synthetic vitamin A. The main building, again of city block size, is of ultra-modern interior design, with mezzanine floors laid around a great center rectangular space so as to provide ready accessibility to parts of the equipment which are several stories high, and to make for easy transportation of materials into and through processing. The synthesis consists of twelve steps. The starting raw material is citral, principal present source of which is lemon grass imported from India and several other parts of the globe. The process involves condensation, isomerization, glycidation, hydrogenation, a Grignard reaction, esterification, selective hydrogenation, molecular rearrangement, dehydration and other basic chemical procedures. In somewhat less technical terminology, the synthesis takes a C₁₀ compound (citral) and builds it up to a C₂₀ structure.

No discussion of vitamins, particularly one dealing with manufacture and control, would be complete without mention of the almost incredible array of apparatus and delicate instruments in constant use to insure a uniform and precisely standardized product. Each manufacturing unit has its own laboratory which never relaxes its watchful eye over the processes going on. The finished products must undergo no end of testing. There are chemical tests, physicochemical tests, microbiological tests, and laboratory animals must check the results by these newer and quicker methods, for the units in which potency is expressed are based upon biological activity. Production batches are compared with standard reference materials distributed by the U. S. Pharmacopoeial Revision Committee. Each production batch must also meet a long list of rigid specifications placing limits upon such factors as moisture content, ash, metals, optical rotation, color of material, solubility, color of solutions and, in the case of solids, range of particle size.

These multiple details of manufacturing and control are multiplied by the need for offering some of the vitamins in more than one commercial form. Vitamin C, for instance, is marketed as a fine powder and in several granular types, plus still another so-called "ampul" type for the pharmaceutical manufacturer making injectable solutions for physicians. Vitamin B₁ is offered in two types, regular and ampul. Vitamin A is offered as a palmitate and as an acetate.

Distribution of the bulk vitamins in
(Continued on Page 40)



The most amazing "60-minute" football player of all time, was Frank Hinkey of Yale. He roamed the college gridirons of the land, shortly before the turn of the century. His is the strangest football story ever told.

Frank Hinkey came out for the Yale team when only a freshman. He made it—as an end. And so, for four straight years, Frank Hinkey was acclaimed not only the most brilliant end in the game, but the most feared football player of all. The "Tonowanda Terror" they nicknamed him, and two-hundred-plus-pound giants often complained to the referee that Frank Hinkey played too rough.

For four years, Frank Hinkey played on the Yale football team, and never once missed a single minute of play in a game. And for four straight years, Frank Hinkey was picked All-American—by none other than Walter Camp, the inventor of the All-American team!

However, the most incredible part of the story of this amazing "60-minute" football player—is not that he

was probably the greatest end of all time—not that he was the only football player in history to be picked All-American for four straight years—and not that he played four years in every game without once taking time out. But that Frank Hinkey, who did all that, was just a little scrawny runt of a man, weighing less than 140 pounds, and suffering from tuberculosis, a dread disease which finally snuffed out his life after his days of gridiron glory were done.

You won't find many "no time out" players left in football today. Not so in the macaroni foods business. The battle for customers goes on day after day, all through the year. To stay in the game you've got to sell goods of the same top quality day after day, all through the year. To wise manufacturers that means using a semolina, a granular or a durum flour they can count on to deliver the same uniform results every day, in any season. There is a precision-milled Commander-Larabee Product to suit your every material need. Try it . . . you'll like the results.



PERFORMANCE COUNTS . . .

Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

A New Stem Rust Menace

DURUM CROP SPOTTY

The authoritative statement by Dr. E. C. Stakman of the University of Minnesota, prepared for publication in THE MACARONI JOURNAL by Donald G. Fletcher, should be of special interest to all semolina millers and processors.

The 1950 durum crop is very spotty. Light weight durum will probably be placed under loan and the heavier durum marketed. The test weight of Northern durum is better than expected. The protein is generally lower; hence chalky durum is more common this year.

Henry O. Putnam,
Executive Secretary
Northwest Crop Improvement Association

STEM rust of wheat has again become a menace in Minnesota and neighboring states after it had been under practical control for more than ten years. The eradication of rust-susceptible barberry bushes and the use of rust-resistant varieties reduced the rust menace so greatly that there has been no major epidemic in the spring wheat region since 1937.

In 1950, however, hitherto rust-resistant varieties of durums and bread wheats have become heavily rusted in some areas because parasitic race 15B of wheat stem rust, the most virulent race ever found in North America, has become widespread and prevalent. Prior to 1950, this race, first found about 12 years ago, has been isolated occasionally on or near barberry bushes, principally in eastern states where barberries were so numerous that only a small percentage of them have been eradicated. In 1948, race 15 was found on or near barberries in Pennsylvania, Virginia, Ohio, Michigan and Illinois, indicating that it was beginning to spread.

During the present growing season, the extremely virulent race 15B has been definitely identified from rusted wheat in ten states, extending from Texas to Minnesota and North Dakota, and from South Dakota to Illinois. There is conclusive circumstantial evidence that it is even more widespread, although there has not yet been time to make final identifications in the greenhouse of the hundreds of collections of rusted wheat still to be identified.

Race 15B is causing severe damage to many fields of such hitherto rust-resistant varieties of durum as Stewart and Carleton, and it is ruining some of them. The aggregate damage to bread wheat varieties, such as Mida, Rival, Newhatch, Lee and others, is not so great, principally because the bread wheats generally ripened earlier than the durums in those areas of northern Minnesota and North Da-

kota where rust is most abundant and destructive. It is evident, however, that rust race 15B can cause severe damage to the best bread wheats now grown if it appears early enough in the season and if weather is favorable for rust development.

Race 15B already has caused deplorable losses to the durum crop this year. Even though weather during much of the summer has not been particularly favorable for rust development, the extreme lateness of the crop in the north gave the rust an unusually long time to multiply and spread. Unfortunate as are this year's losses, the greatest danger is in the future.

The future of race 15B cannot be predicted with certainty. The danger, however, is great. There now are countless billions of rust spores on late wheats and on wild barley. These spores are almost sure to be blown southward by "northers," may cause

Sawfly Cuts Down Wheat Yield

Even before homesteaders broke the virgin sod of the northern Great Plains, some of the native grasses were the favorite home of what is now called the wheat stem sawfly. The worm stage of the sawfly tunnels in the stalks of these grasses. When incoming settlers began to grow wheat in abundance, the sawfly soon found better picking in the new crop. So succeeding sawfly generations gradually became more abundant in wheat than in wild grasses.

The insect became such a general nuisance in the spring to wheat crops of Montana and North Dakota that it became known as the "wheat stem sawfly." Yet it was just the same old pest with new ideas. It continued to grow one brood each year in four stages—adult, egg, larva and pupa. It winters in the full-grown larval or worm stage inside the stubs of wheat or grass stems. The black wasplike insects with yellow bands emerge in June from the previous year's wheat stubble and from native grasses. With its sawlike egg-laying organ, the adult sawfly places its eggs inside stems of the grasses and wheat where the worms hatch.

Damage is done by the worms tunneling into the hollow stems of the plants, and by girdling from within so that wind breaks off the stalks when grain makes the heads heavy.

Ordinary insecticides are not practical for wheat stem sawfly control. Entomologists and agronomists of the U. S. Department of Agriculture advise such controls as early harvesting,

rotation of wheat with crops such as barley, oats, flax, corn and mustard that the sawfly does not attack; also by deep plowing to killing the sawfly larvae by burying them deep, or shallow cultivation to keep stubble on the surface so worms will dry out and die. But in some areas, growers find that deep-plowing helps the wireworms in the soil almost as much it harms the sawfly. One variety of wheat, Rescue, is resistant to the sawfly and is widely used in Montana. Rescue is susceptible to rust, however, and its use is not recommended in North Dakota, where the rust is the more serious problem.* Control of the wheat stem sawfly, as seen by U. S. Department of Agriculture entomologists, consists in attacking the problem on a community basis, using all the methods of control available.

*The extent of the damage by the new rust-15B—that developed in the 1950 durum crop could not be determined at the time of this release—September 24, 1950.

Advertising Agencies

Bozell & Jacobs

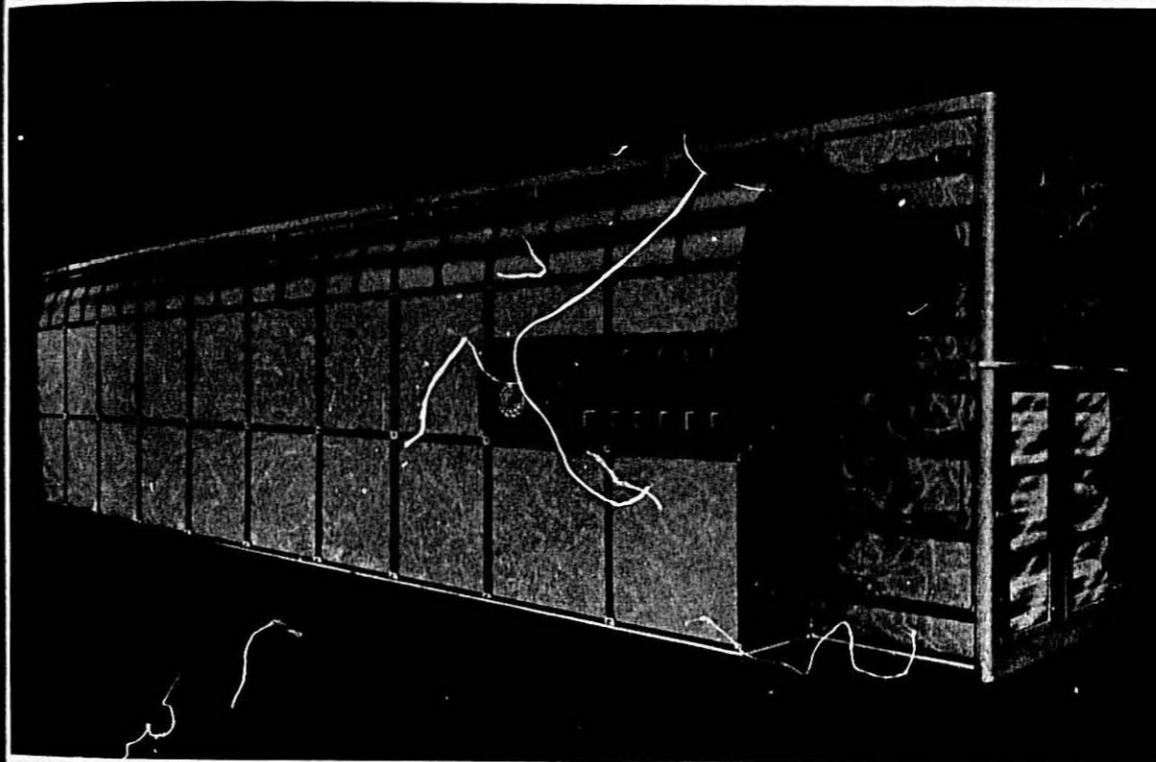
Skinner Mfg. Co., Omaha, producer of macaroni products and breakfast foods, has named Bozell & Jacobs, Omaha, to handle its advertising.

Shelhamer

The Seattle office of Golden Grain Macaroni has named Vance Shelhamer Advertising Agency, Seattle, to handle its advertising. Newspapers will be used primarily. Wanda Zuckovich, formerly news editor of the *West Seattle Herald*, has been appointed to handle publicity at Shelhamer.

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, haphazard 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 cham-

ber 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

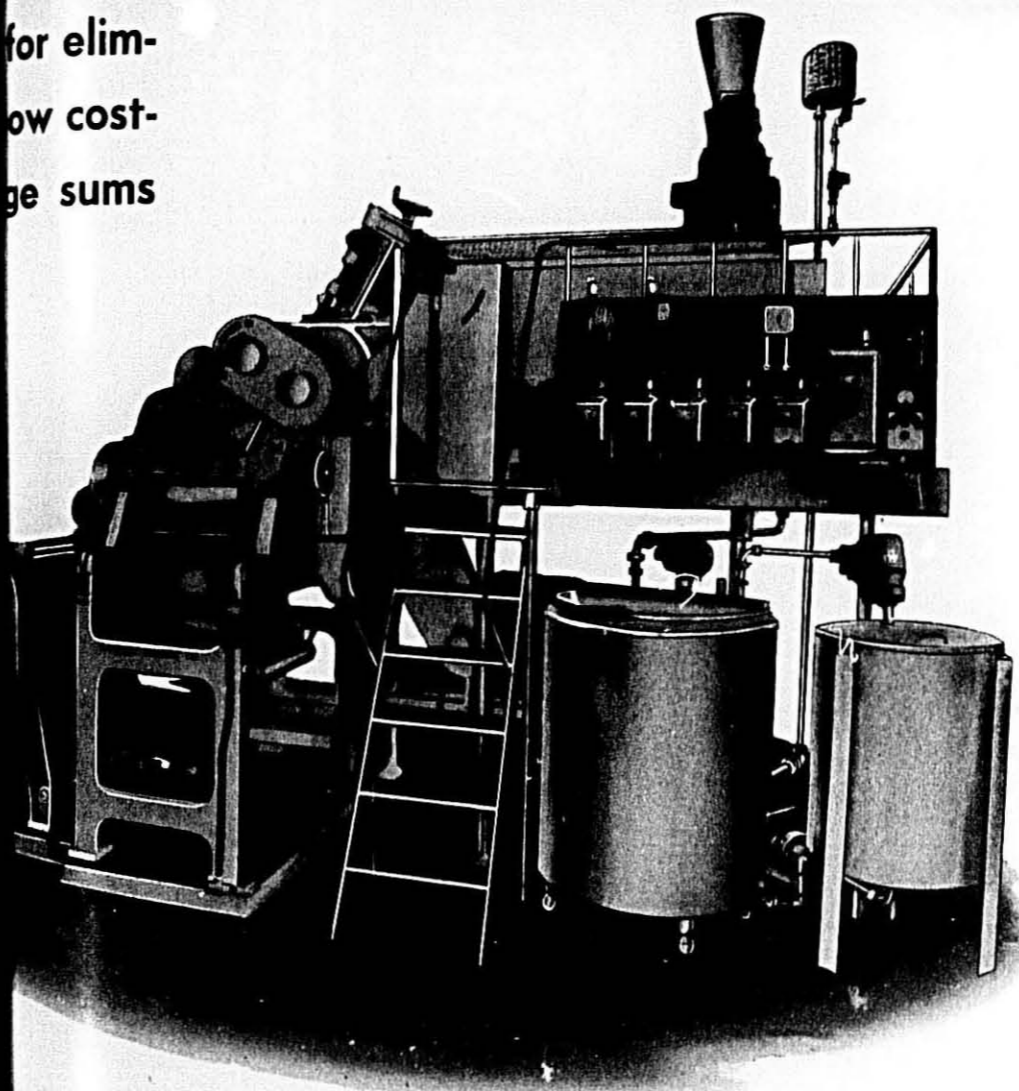
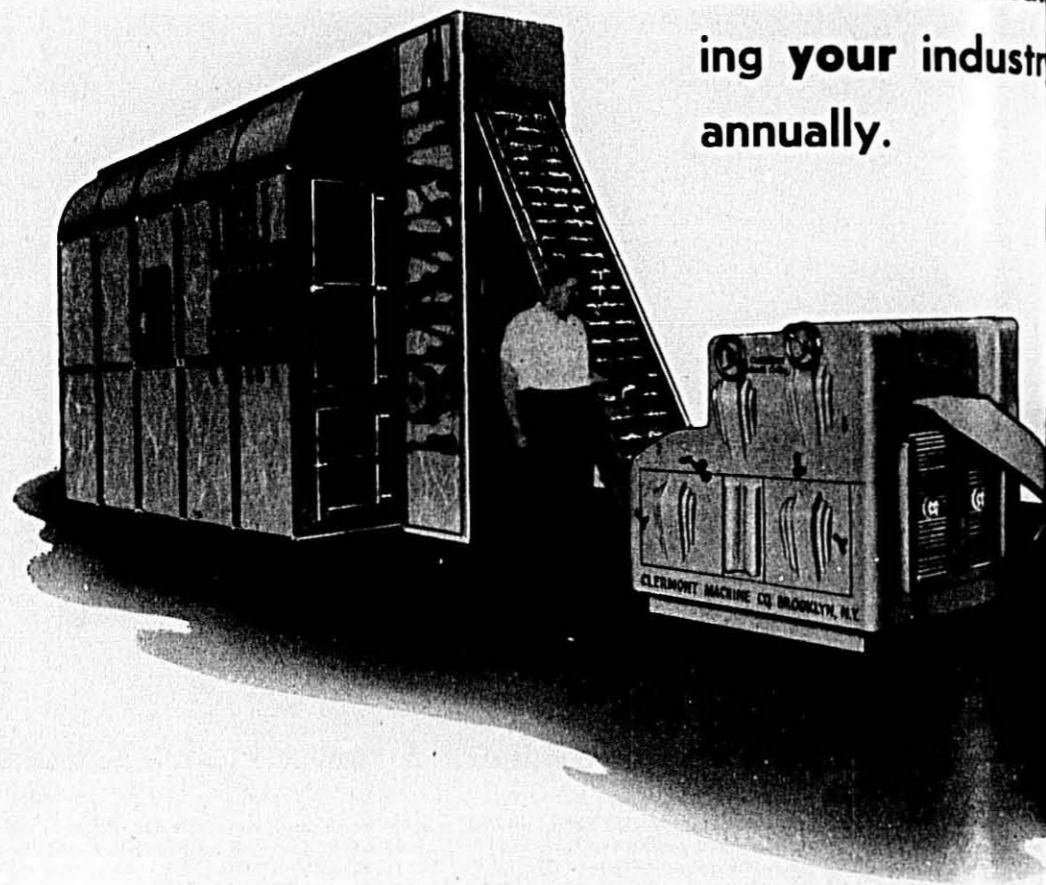
CLERMONT MACHINE COMPANY, INC.

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

Tel: Evergreen 7-7540

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

Buy the machines designed to afford sanitary conditions for elimination of infestation, low cost—ing 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 MAN DOES THE JOB!

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

minated; simplified mechanism; stainless steel rollers afford 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. Variespeed rotary knife with cutting range from 1/4" to 6". ECONOMIC: 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 furnish particulars

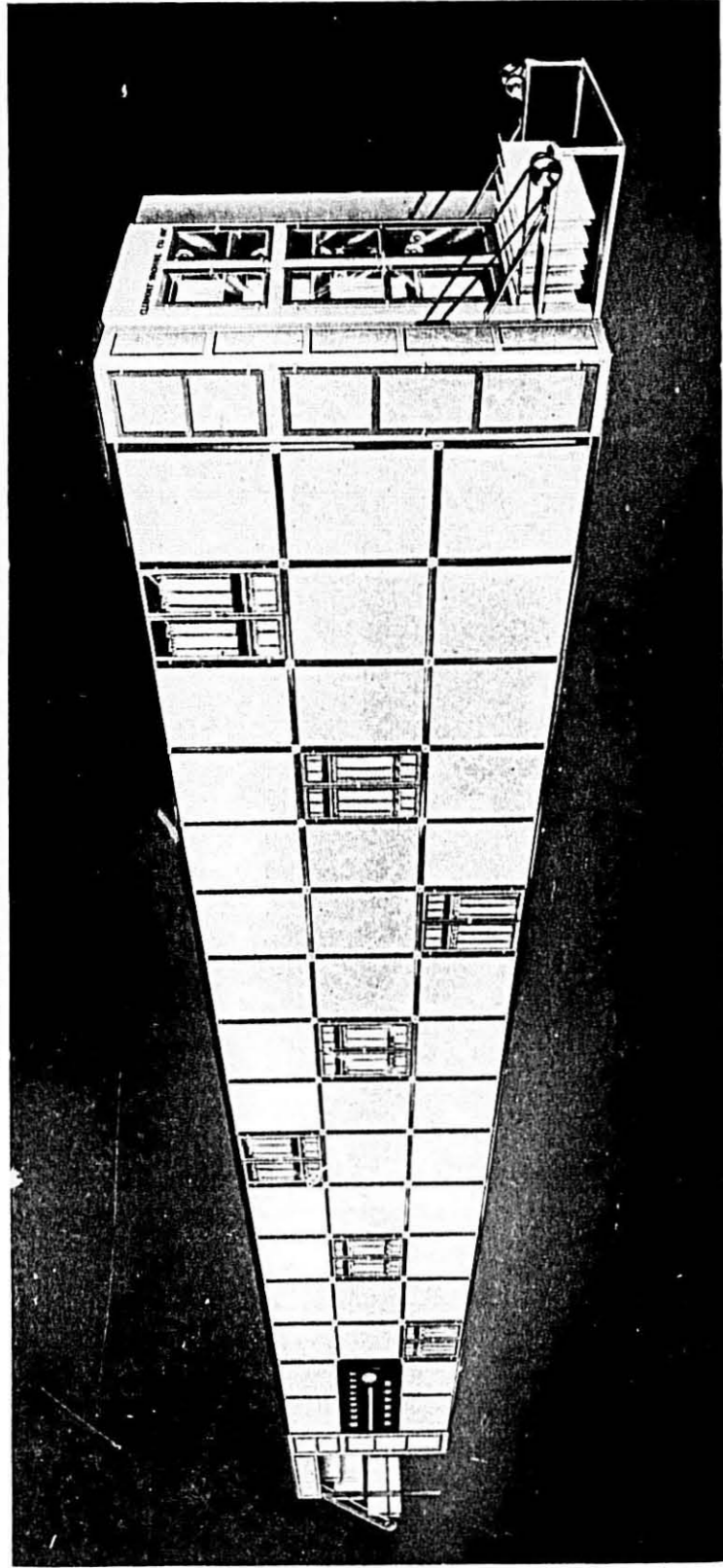
CLERMONT MACHINE COMPANY, INC.

76 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 radiation, sealing and drying correctly proportioned.

PRECISE MECHANISM: Stack from certain apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick precisely on successive or 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 expense incident when control is dependent on the human element. Atmospheric conditions are controlled by automatic means.

CONSTRUCTION: Engineered and designed to afford maximum efficiency, cleanability, ease of maintenance and long life. Constructed of steel structure with aluminum trim.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists 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 type of long goods drying equipment. Also, the dryer has an automatic preliminary dryer of any type and size which can be adapted to work with any type of long goods dryer.

THE DRYER PICTURED ABOVE IS ONE OF THE THREE UNITS EMBEDDED IN THE COMPLETE CLEMMONT LACCA (Gocals) Dryer which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

Liquid, Frozen and Dried Egg Production August 1950

The quantity of liquid egg produced during August totaled 32,261,000 pounds, compared with 21,814,000 pounds during August last year and the 1944-48 average of 50,977,000 pounds, the Bureau of Agricultural Economics reported. It was the largest production for the month since August, 1946. The quantities of liquid

eggs used for immediate consumption, drying and freezing were all larger than during August last year.

Dried egg production during August totaled 5,095,000 pounds, compared with 3,951,000 pounds in August last year and the average of 12,082,000 pounds. Production consisted of 4,595,000 pounds of dried whole egg, 373,000 pounds of dried albumen and 127,000 pounds of dried yolk. The government contracted for 80,977,950 pounds of dried whole egg through

September 15 for egg price support purposes. Production of dried whole egg during the first eight months of 1950 totaled 79,352,000 pounds, compared with 57,815,000 pounds during the same period last year.

The production of frozen eggs during August was on a comparatively high level for the month. The quantity produced totaled 13,416,000 pounds compared with 7,666,000 pounds during August last year and the average production of 13,845,000 pounds. Production of frozen eggs during the first eight months of 1950 totaled 337,375,000 pounds, compared with 296,140,000 pounds during the same period last year an increase of 14 per cent. Frozen egg stocks decreased 19 million pounds during August, compared with a decrease of 22 million pounds in August last year and the average August decrease of 21 million pounds.

Improved Glue Handling Operations

How to clean up that messy glue room and keep it looking clean is one of the most troublesome problems of the average glue user. A practical approach to this problem has been made by Williamson Adhesives, Inc., Chicago. A simple and inexpensive system has been worked out whereby the adhesive is shipped in plugged drums, and used directly from these dispenser drums through a special glue gate valve.

This method of improved glue handling is being used at a number of prominent packaging plants for those applications where adhesives are normally transferred from open-head 55-gallon steel drums to glue pots on sealing or labeling machines. Formerly, it was the custom to remove head of drum, then dip the adhesive out with result that floor around drum was always sticky, foreign matter often fell into the open drum, solvents (from emulsion type adhesives) could readily escape, and a certain amount of glue was lost because it crusted over and dried on side of drum.

Customers now specify that all adhesives be shipped in drums having a vent opening in side and a screw plug in the head. When drum is to be used, an employee inserts a two-inch gate valve in the screw plug, then tips drum onto a portable rocker frame. With drum in a horizontal position and with vent opening up, he uses a bung wrench having a universal head to open two-inch vent. When gate valve is opened, adhesive flows out like water from a faucet, thus eliminating the "back-breaking" job of dipping it out with pails or ladles.

Glue can be caught in a two-gallon can, water added, and the mixture agitated with a paddle having a perforated metal blade that increases mixing efficiency. Can is equipped with a 1½ inch flexible nozzle that makes it easy for machine operators to fill glue pots in hard-to-reach parts of sealing or labeling machines. No extra charge is made for plugged head drums by Williamson Adhesives, which developed the method.



FOR YOUR PARTNER TO BETTER LONG GOODS DRYING, CONTACT THE CLEMMONT LACCA MACHINE COMPANY, INC.

The Story of Cellophane

Better things for better living . . . through chemistry

E. I. DuPont De Nemours & Company, Wilmington, Delaware

THE history of cellophane typifies the spreading benefits of United States industrial enterprise. A quarter-century ago, cellophane was unknown to all but a handful of U. S. citizens. Today it is a household institution, as familiar, and as American, as the paper match. Behind the discovery and development of cellophane, however, is a story of further significance. This is the widespread benefit the film has brought to consumers, workers, investors, small business men and many others who have been affected by this prodigy of American industrial enterprise.

Cellophane's influence on the economics and the customs of the U. S. public has been profound. Today, there are few American homes that have not, in some way, been affected by the transparent film that sparkles. A scientific curiosity that cost \$2.65 a pound and was found only on luxury goods in 1924, it now sells for less than 50 cents a pound and packages some 5,000 different items familiar in America's stores.

In the course of this advance, the film created 5,000 new jobs in Du Pont alone. It put in business over 300 cellophane processors. It helped revolutionize food packaging, distribution and merchandising, with mass savings to U. S. shoppers. It provides new opportunities for the many investors, suppliers and customers.

A measure of cellophane's impact was its "depression" experience. Film consumption in 1932 was five times greater than in 1929. Two large new plants came into production in that period. Quality was improved measurably. Prices were cut in half. The number employed in the cellophane industry increased fourfold.

Cellophane is barely 25 years old in America. Rights for its manufacture in the United States were acquired from a French firm in 1923. Du Pont made only a half million pounds of film in 1924. In 1949, total U. S. consumption, not all of which was made by Du Pont, had jumped to more than 200 million pounds—which was equivalent to about one and one-half pounds for every person and enough to circle the globe eighty times in a glittering ribbon one yard wide.

How Cellophane Is Really Made

It is true that sufficient cellophane to wrap a dozen sandwiches might be made by a housewife in her kitchen. In this improbable event, the wrapping would cost ten times as much as the sandwiches and its effectiveness would

be about as questionable as that of a home-made glass jar.

To make cellophane in large quantities at low cost, Du Pont veterans combine costly and complex equipment with skilled operating procedures. Du Pont production schedules are geared to a continuous, round-the-clock operation. Raw materials are processed and blended carefully, then forced as a viscous liquid through a narrow slit on a casting machine. Acid turns the liquid into film.

Cellophane Packaging Helps Lower Family Food Bill

The biggest benefits from cellophane, like those from every important product developed by U. S. industry, go to the consumers—to family purchasing agents.

Housewives are traditionally careful shoppers. They prefer to see what they buy. Yet they want their purchases to be clean, and, particularly in food, fresh. As a transparent, moistureproof wrapping material, cellophane helps the nation's shopkeepers to meet their customers' exacting demands.

Too, cellophane pares the shopper's budget. It reduces waste and spoilage in groceries. It helps make self-service effective, lowering food distribution costs. It keeps staples fresh longer, allowing quantity buying with all of its benefits.

Cellophane sparkles just as much today as it did in 1924. But in a quarter century it has expanded from a strict-

ly luxury item that the public knew little about into a highly useful material that has become commonplace to every consumer in America.

Waste and Spoilage Are Reduced, Distribution Costs Are Pared

Cellophane has made its greatest contribution to the U. S. consumer in the field of food packaging. The story goes back a half century, to the cracker barrel era, when sugar, flour, coffee, crackers, macaroni, and many other foods were sold from barrels, boxes or other kinds of bulk containers.

Those were the years before modern methods of preserving, packaging and transporting foods. A half of the nation's perishable foods, it is estimated, spoiled en route to American kitchens—a dreadful waste and a heavy drag on U. S. productive effort.

There was further waste in the old type methods with which grocers handled perishable foods. That was before self-service. Every sale was handmade. Most items were individually weighed and packaged by the local merchant. Original quality was lost, spoilage was rampant, and labor costs ran high.

Beginning about 1910, improvements were made. Food processors began packaging their products individually, using cardboard cartons, tin cans, cloth and paper bags. Distribution of food was improved and speeded by refrigerated trains and trucks and, later, by air transport.

(Continued on Page 40)

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	802,647	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. 30, 1950 2,638,798
 July 1, 1949 to Oct. 1, 1949 2,366,462

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



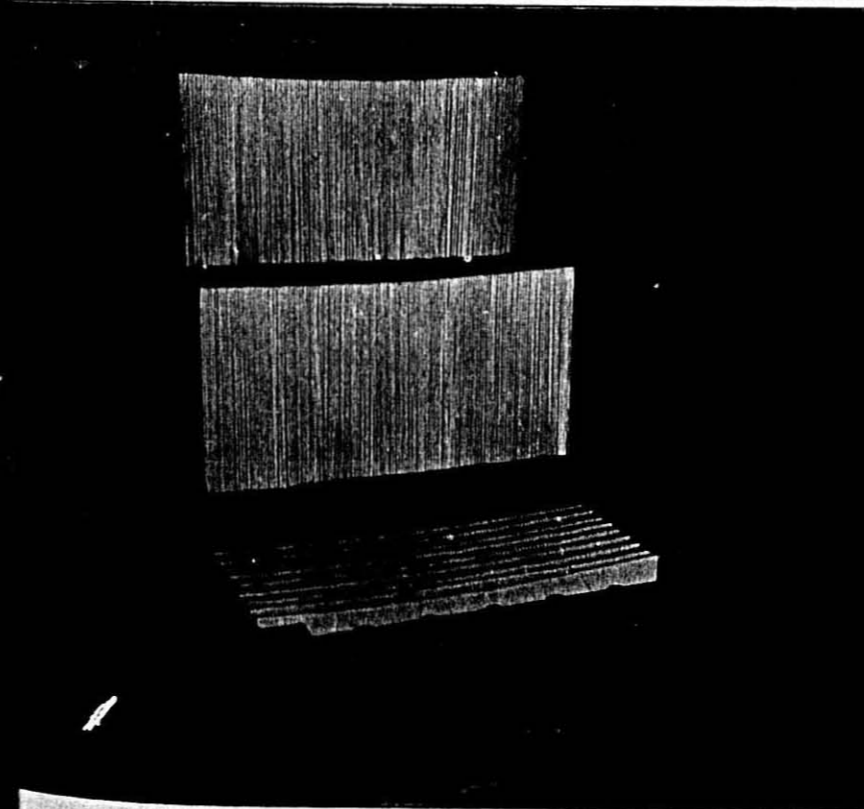
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

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

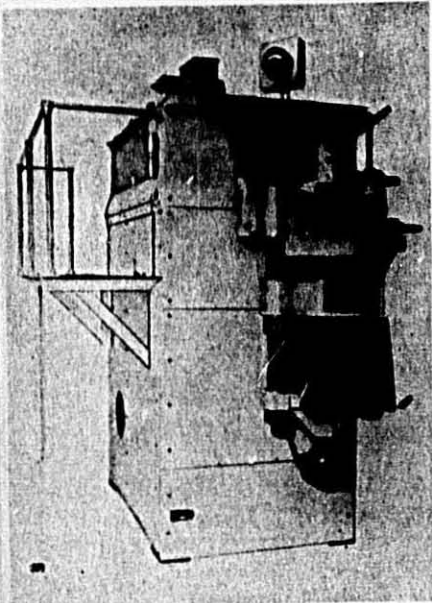
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

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.

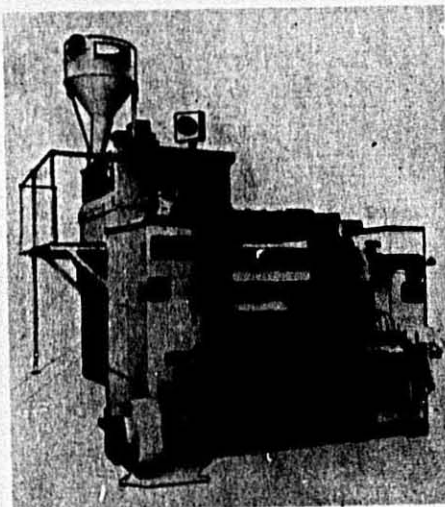
DURABLE—ECONOMICAL—BEST FOR QUALITY



Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.
Patented Model SAFS— 600 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



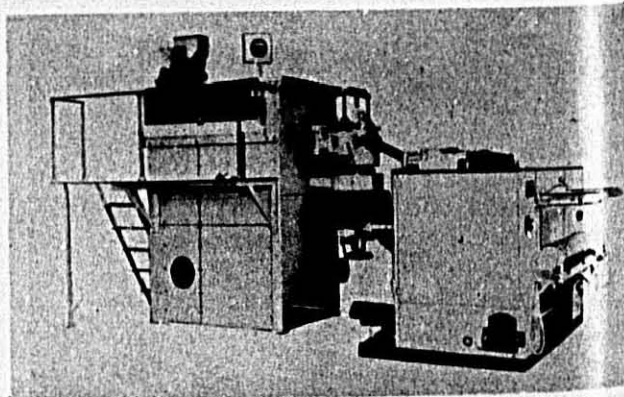
Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 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

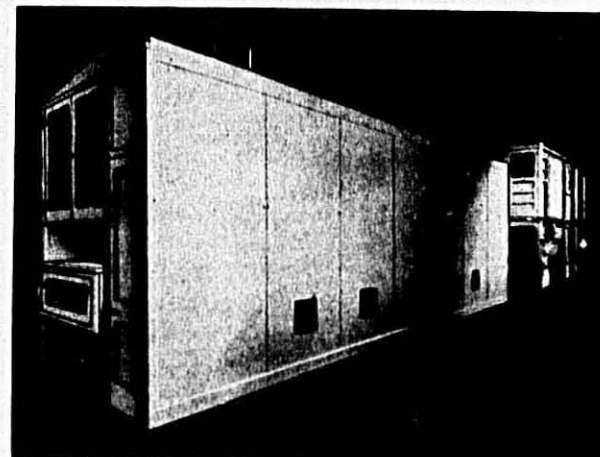
Hygienic Efficient

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

Our Italian Department WORLD CONSUMPTION OF MACARONI PRODUCTS

From L'Italia e i Cereali, Rome,
Italy

Being unqualified, we attempt no translation into English. A kilogram is equivalent to 2.2046 pounds avoirdupois. —The Editor.

CONSUMO DELLE PASTE NEI VARI PAESI DEL MONDO

In un precedente articolo abbiamo avuto l'occasione di occuparci della situazione della nostra industria di paste alimentari nei rapporti di esportazione verso i Paesi dell'Europa. Ora vogliamo invece dare un quadro di quello che è il consumo di paste alimentari in genere in vari paesi del mondo.

I dati che riportiamo formano oggetto di una rilevazione pubblicata nell'Annuario 1949 edito dalla Rassegna di statistiche del lavoro. La rilevazione dei dati stessi si riferisce ad anni diversi a seconda quali Stati essa riguarda ed anche se per alcuni di essi non è eccessivamente recente l'eccezione di periodi di normale consumo. Poiché le condizioni ambientali dei vari paesi sono sempre le stesse e data che, pure se il ritmo della produzione non ha ancora ripreso normalmente in tutti i paesi del mondo, è però verace se è normalizzato il consumo dei generi alimentari; possiamo considerare i dati qui appresso riportati come rispecchianti la situazione odierna.

Quantità di consumo annuo in kg. di paste alimentari per unità di consumo (uomo adulto) in vari Paesi del mondo.

Austria (1934)	1,5
Bulgaria (1927-28)	1,3
Cecoslovacchia (1931-32)	0,2
Finlandia (1928)	0,6
Germania (1937)	2,8
Norvegia (1922-28)	0,2
Paesi Bassi (1935-36)	1,0
Polonia (1929)	0,5
Portogallo (1938)	8,7
Svizzera (1936-37)	9,6
Ungheria (1929)	0,5
Argentina (1943)	18,5
Colombia (1943)	1,3
Messico (1934)	8,3
Stati Uniti (1934-36)	5,7
Venezuela (1939)	21,3

N.B.—Gli anni tra parentesi sono quelli di rilevazione.

Dall'immediato esame delle cifre si rileva come punte massime, anche se molto lontane da quella relativa al normale consumo annuo per uomo italiano adulto, si riscontrano nei Paesi dell'America Latina quali la Venezuela e l'Argentina, mentre nell'Europa i maggiori consumatori di paste risultano gli Svizzeri e i Portoghesi. Tutte le altre nazioni fanno uso molto limitato del prodotto in parola.

All'inizio di questa esposizione abbiamo fatto riferimento ad un prece-

dente articolo il quale non era altro che la risultanza di una indagine da noi svolta per appurare dove e come era possibile riprendere contatti per esportare paste alimentari italiane in paesi stranieri. E' ovvio che per indirizzare un determinato prodotto verso l'esportazione uno dei fattori importanti che deve essere considerato è il consumo che di quella determinata merce si fa in un determinato paese. Escludendo i paesi dell'America i quali hanno una fortissima produzione di paste, proprio da quella indagine risultò che Svizzera e Portogallo erano i due Stati che auspicavano una ripresa commerciale con il nostro paese nei riguardi del prodotto in parola. Qui dunque dovrebbe fermarsi lo sguardo di coloro che dovrebbero avere interesse a che tale ripresa avvenga; specialmente oggi che la nostra esportazione anteguerra è stata sostituita da quella Nord-americana e Canadese.

Non sarebbe neanche male tenere presente che i dati qui riportati sul consumo sono stati logicamente calcolati sulla base delle sole popolazioni indigene mentre noi dovremmo tenere anche conto delle varie ed in alcuni casi numerose colonie italiane costituite in paesi stranieri dove le paste nord-americane non sono importate quasi affatto e dove la produzione locale non soddisfa i nostri compatrioti.

S. J.

Macaroni Industry Experiencing Big Building Boom

The macaroni manufacturing industry is experiencing what is perhaps the biggest expansion boom in its history. Never since its introduction after the Civil War have there been under construction so many large modern plants and expansions.

Announcements have been made of construction of four new plants; two in New Jersey, one in Colorado and one in California. In addition, a Minnesota firm has begun the construction of an annex of enormous proportions.

Among the new factories under construction are:

A Zerega's Sons, Inc., at Fair Lawn, New Jersey. This firm has operated a plant in Brooklyn for nearly 75 years, and is the oldest one in continuous operation in the country. It is expected that the new plant will be ready for opening late this year.

Buitoni Macaroni Corp., in South Hackensack, N. J. This firm has been operating a plant in Jersey City, N. J., with offices at 99 Hudson St. According to announcement by the engineer in charge, the plant is to cost about \$750,000 and it is expected to be ready for occupancy about March 1, 1951.

American Beauty Macaroni Co., Denver, Colo., has a new plant under construction at Lipan Street and West 45th St. which is expected to be ready

for occupancy about January 1, 1951. The *Denver (Colo.) Post* quotes Anthony S. Vagnino, president and general manager, as saying: "The planned structure will cost more than \$300,000, with an additional \$200,000 expended immediately for new equipment. It is expected that we will have one million dollars invested when the new factory is finally completed."

Golden Grain Macaroni Co., San Francisco, is reported to be building the "largest macaroni factory in the West" at San Leandro, California. According to the artist's view, appearing in hundreds of newspapers throughout the country, the plant is to be streamlined inside and out and will be completed about December 1.

The Creamette Co., Minneapolis, Minn., has announced through its president, James T. Williams, Sr., that construction has begun on a new \$250,000 addition adjoining its present plant at 428 North First Street. The new addition will house the offices and the receiving and shipping departments, with additional warehouse space for raw materials and finished goods. The annex is expected to be ready for occupancy early in November.

Towels from Flour Sacks

A set of standards to insure uniformity of quality and size in tea towels made from cotton flour bags has been presented to the National Bureau of Standards, the Textile Bag Manufacturers Association reports.

Under the cotton bag salvaging program, large converting companies are buying emptied flour bags and are processing them into kitchen towels for resale to groceries and department stores.

The growing popularity of this product with homemakers is attributed to its conveniently large size, absorbency, and durability. The proposed TBMA standards are intended to guarantee these qualities.

The application submitted to the Bureau of Standards for flour bag tea towels include the following requirements:

1. Cotton flour bag towels shall be produced from emptied bags made of cotton sheeting which shall have carried only once, either 100 pounds or more of flour, feed, sugar, or similar commodity.
2. Except for needle points, the material shall carry no holes or imperfections which may affect the appearance or serviceability of the towels.
3. All flour bag towels shall have been washed, bleached, and ironed prior to their sale as towels.
4. All flour bag towels shall be no smaller than 30 inches by 17 inches.



Enriched Foods are
Preferred Foods

That's why it's important
to select the
RIGHT enrichment products

The widespread efforts to build an improved national diet are greatly benefited by the macaroni manufacturers who enrich their products.

Many of these manufacturers have standardized on Merck Vitamin Products for Macaroni and Noodle Enrichment because they know that these products are specifically designed for ease and economy. Two forms are available: (1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

Merck Enrichment Products were designed for macaroni application by the same Merck organization that pioneered in the research and large-scale production of thiamine, riboflavin, niacin, and other important vitamins.

The Merck Technical Staff and Laboratories are available to aid you in the application of enrichment.

Merck **KNOWS** Vitamins!



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

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elkton, Va. • Los Angeles, Calif.
In Canada: MERCK & CO. Limited, Montreal • Toronto • Valleyfield

MERCK ENRICHMENT PRODUCTS

The Maldaris in Europe

A card received from Mr. and Mrs. Donato Maldari from Rome, Italy, tells of their enjoyable trip through the land of their childhood. Mr. Maldari is the chief executive of D. Maldari & Sons, 180 Grand St., New York City, and has for nearly a generation supplied the macaroni makers of this country with modern dies. They were in a group received by the Pope in the Holy Year ceremonies. Besides visiting relatives in their native communities, they will visit all the important centers in Italy.

\$25,000 for Hospital Fund

A contribution of \$25,000 by V. LaRosa & Sons, manufacturers of macaroni, spaghetti and egg noodles, to the Wyckoff Heights Hospital's new building fund, has been announced by Queens District Attorney Charles P. Sullivan, general chairman of the campaign. The contribution and others received at the report meeting, held in the auditorium of the nurses' residence, brought the total to \$250,859 in the current drive for \$700,000.

The LaRosa contribution was presented by Peter LaRosa, treasurer of the firm, whose plant is situated at 473 Kent Ave., Brooklyn. Mr. LaRosa, who is a member of the Board of Trustees of Wyckoff Heights Hospital, is also a trustee of the Prudential Savings Bank, of the Italian Board of Guardians and of the National Macaroni Manufacturers Association.

The contribution is in the form of a memorial to the LaRosa family and a plaque suitably inscribed will adorn the lobby of the new wing now under construction at the corner of Stockholm St. and St. Nicholas Ave.

Grateful for the tremendous success they have enjoyed since the business was founded by their father Vincent in 1915, the LaRosa brothers are generous supporters of all worthy causes. Their rise to a place among the leaders in the industry has been on the Horatio Alger style.

The father, who came to America from Italy in 1900, was conducting a small grocery store in Brooklyn, specializing in Italian imports, when the submarine blockade of World War I halted the flow of macaroni products, olive oil, cheese and other foods important in the Italian-American diet. As a consequence, the family began looking around for another business.

To obtain working capital, the family sold olive oil salvaged from its grocery business and with less than \$1,000 set up a small shop in the Ridgewood section and began making spaghetti, macaroni and egg noodles, which it sold in bulk to local outlets. By 1921, LaRosa had outgrown its 2,000 sq. ft. plant and the family took over a 30,000 sq. ft. building, at the same time broad-

ening its markets. Business boomed and in 1928 the LaRosas bought two more plants in Brooklyn, then merged the three into their present 12-story main plant.

By 1926 the father and one brother had died and the present corporate structure was formed with Stefano as president; Peter, treasurer and general sales manager; Pasquale, secretary and production manager; and Philip, vice-president in charge of packaging operations. In 1935, when production was inadequate to meet the demand in New England and the firm built a modern 60,000 sq. ft. plant in Danielson, Conn. Stefano's son Vincent was made assistant secretary and put in charge of this operation.

"While we now do an almost nationwide business," Peter LaRosa declared, "we remember our humble beginning and the encouragement given us. Naturally, we have a warm place in our hearts for the community, and we are happy to do our part toward making the Wyckoff Heights Hospital's new building fund campaign a success. We realize that the erection of the new wing will make possible the hospital's rendering a much needed service to the people of the community."

Long Island Daily Advocate
Ridgewood, N. Y., location of the first LaRosa factory.

NMMA Committees, 1950-1951

To aid in carrying on the work of the National Association, President C. Frederick Mueller of the organization has named the following association members on the different standing and special committees:

Membership

Lloyd E. Skinner, Chairman.
Vincent J. Cuneo.
Vincent DeDomenico.
Bartolo Fillippone.
Joseph Pellegrino.
Emanuele Ronzoni.
Arthur Russo.

Finance and Association Income

J. H. Diamond, Chairman.
Irving Grass.
Raymond Guerrissi.
Guido P. Merlino.
Lloyd E. Skinner.

Standards

Louis S. Vagnino, Chairman.
Thomas A. Cuneo.
Emanuele Ronzoni.

Statistics

Irving Grass, Chairman.
John Laneri.
Vita Viviano.

Labor & Welfare

John P. Zerega, Jr., Chairman.
Bill Freschi.
Joe Giordano.

Supplier Relations

C. L. Norris, Chairman.
Alden Anderson.
Peter J. Viviano.

Durum Growers

Maurice L. Ryan, Chairman.
Walter F. Villaume.
Quartermaster Relations
Harry Diamond.
Arthur Russo.
Peter J. Viviano.

Exports

J. L. Tujague, Chairman.
Glenn G. Hoskins.
Sam Viviano.
C. W. Wolfe.

Traffic

Francis R. Yantz, Chairman.
Ben Greer.
Virgil Hathaway.
Lloyd Skinner.

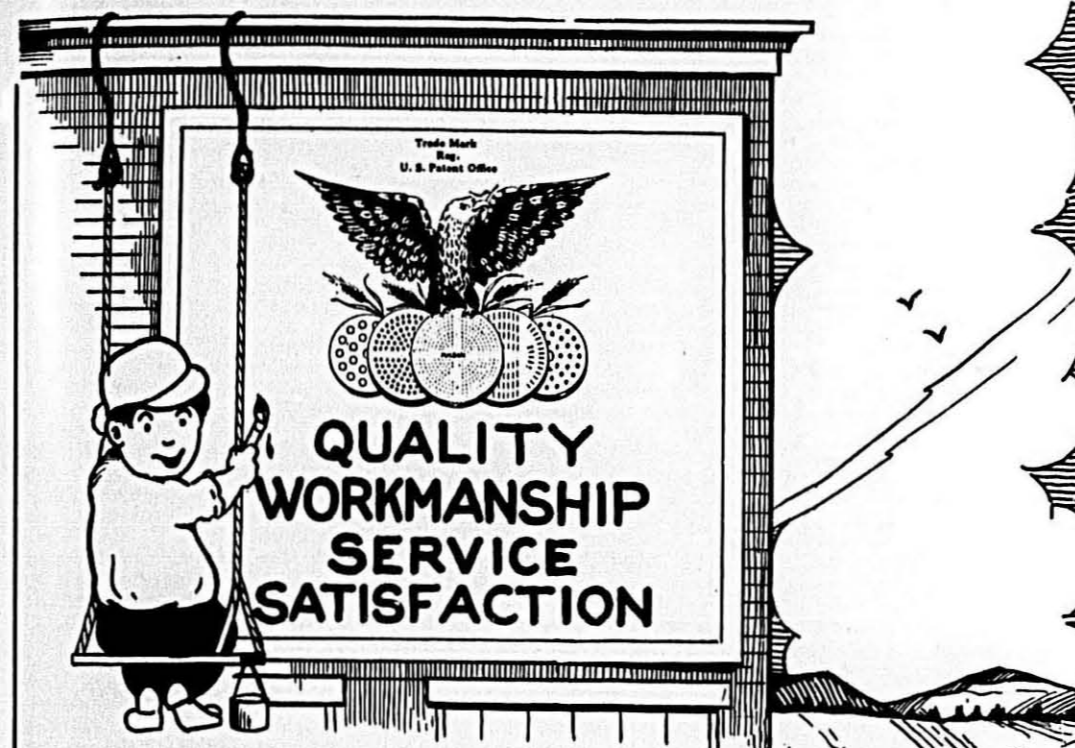
National Macaroni Institute and Publicity

Peter LaRosa, Chairman.
Guido P. Merlino.
C. L. Norris.
Joseph Pellegrino.
Albert J. Ravarino.
Lloyd E. Skinner.
Peter J. Viviano.
S. T. Viviano, Jr.
C. W. Wolfe.
C. Frederick Mueller (ex-officio).

1950 Spring Wheat Prospects

As of September 1, 1950, the Crop Reporting Board of the U. S. Department of Agriculture estimated that the 1950 spring wheat crop would be approximately 271 million bushels, as compared with 244,795,000 bushels last year, and slightly lower than the 10-year average of 272,491,000 bushels.

Durum wheat production was then forecast at 37,269,000 bushels, compared with 38,864,000 bushels in 1949 and the 10-year average of 36,753,000 bushels. These estimates are reported here to enable those interested to compare with the actual harvest, now completed, but not yet officially reported. This report was released October 10, too late for consideration here. The September estimate report continues: Durum wheat production gains are attributed primarily to the very long and cool filling period this season. Weather has been favorable for harvesting and threshing operations in South Dakota. Approximately one-sixth of the durum crop has been harvested in North Dakota, with harvest started in the extreme northern parts of this state and Minnesota. Stem rust developed and caused considerable loss of yields in late planted fields of North Dakota. However, such losses were more than counterbalanced by generally favorable maturing weather throughout the durum wheat-producing area. Yield of durum wheat is indicated at 13.8 bushels per acre—2.8 bushels more than a year ago but 1.0 bushel less than average.



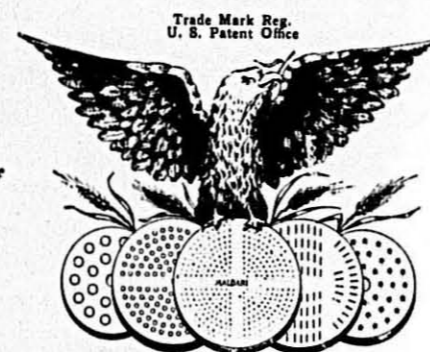
MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys

Stainless Steel

Copper

Makers of



Macaroni Dies

D. MALDARI & SONS

178-180 Grand Street, New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

Course on Chemistry in Food Industries

For the benefit of men and women interested in the food business, New York University's School of Commerce, Accounts and Finance, has developed a new non-technical course which will stress the teaching of the broad principles involved in the chemistry of foods and nutrition, Dean G. Rowland Collins recently announced.

Part of the School of Commerce's program to interpret the technical principles involved in many lines of business so that people with non-technical backgrounds may grasp them, this course, "Chemistry in the Foods Industries," attempts to make the basic fundamentals of food chemistry more easily understandable to men and women associated with the food business.

According to Professor Mary Carolyn Madden, who conducts the course, particular attention is given to the constituents of foods such as minerals, carbohydrates, proteins, fats, enzymes and vitamins, and their effect upon body chemistry. Basic principles of food adulteration and preservation are included, with consideration given to specific food products, certain phases of food economics, government inspection and regulations dealing with foods.

The course is built largely on actual cases in food chemistry laboratories, research in various universities, and practices in the food industry. In an attempt to make it as practical as possible, rather than theoretical, various points are developed through appro-

prate demonstrations and special lecturers.

"The food business is one of the most important in our country," declared Professor Madden, "and the more the technical phases of it can be translated into service to individual consumers, the better the contribution to the public welfare."

Thinking of food in the sense of a fuel which helps to create the energy necessary for the sustenance of life, special consideration is given the potentialities of various foods. This covers the identification of food elements, their classification and their common uses. Simple chemical tests will be outlined and involves, among other things, physical measurements, such as the Foam Test, and methods for estimating the relative purity of food products. Consideration is given to the chemical changes which take place in various foods as they are frozen or cooked.

The course also studies the human body in relation to its food needs by considering the elements of nutrition, such as the value of foods, the positive functions of vitamins and deficiency signs and symptoms. The effect of different types of foods on the body chemistry is related in part to testing methods for determining the public's tastes for foods and for encouraging a commercial selling attitude which recognizes the importance of training the consumer to buy foods on the basis of his ability to meet the individual needs of his family.

Plant Manager Dies

Anton C. Schultheis, 60, plant manager of the Ronzoni Macaroni Company factory at 50-52 Northern Blvd., Long Island City, N. Y., died September 2 after a brief illness. Surviving are his wife, a sister and six brothers.

Arens Visits Rossotti

Egmont Arens, noted packaging consultant and industrial designer, was the guest speaker at a recent sales conference of the Rossotti Lithograph Corp., North Bergen, New Jersey.

Mr. Arens' talk was supplemented by slide pictures, illustrating the steps that have been taken in recent years toward using full-color pictorials of food recipes to stimulate the appetite and increase sales. His ideas parallel the approach that Rossotti has been working on toward making the package a forceful selling tool.

With the use of his slides, Mr. Arens was able to give visual proof of the value, and of the unusual packaging results that can be obtained with full-color recipe pictures.

After his talk, an open discussion was held in which the gathered per-

sonnel took an active part. Questions were asked of Mr. Arens as to the reason behind some of his thinking and the results that he had been able to achieve through appetite appeal in packaging.

Charles Rossotti concluded the meeting by showing how the Rossotti Four Color System can be applied to effec-



Mr. Arens

tively bring appetite appeal to modern packaging. The company benefited a great deal by the crystallization of some of the facts that were brought out through this meeting.

Spaghetti—The Real Kind

By Earl N. Pomeroy
Denver (Colo.) Post

During the late war, you will remember, many thousands of Italian prisoners, most of them picked up in North Africa, were shipped to camps in these U. S. Unlike the krauts, they were most tractable to discipline. But they had one big beef: The spaghetti fed to them was a lousy mess of stringy goop. There were news stories on the subject, if you can remember.

Well, we want now to offer something in way of explanation. Not that we would suggest that the Italian prisoners were not well fed under western civilization's rules of war. They ate well. But however much the well-intentioned Quartermaster Department wanted to buy only good spaghetti, and advertised for bids on a quality basis, the truth is that the GMC was often gipped, and the P. of W. only ate a facsimile of the high grade spaghetti that is made by the better factories. What they got was but a poor sample of which they first put slithering down their gullets when they were bambinos under mamma care.

They probably ate what most American housewives proudly would identify as spaghetti. Truth of matter is, few Americans know what is spaghetti. And how to prepare it. Sure, in groceries you can buy packages of the spaghetti for "instant" home preparation. "Egg-noodle," a lot of this stuff is labeled. Which means one egg to 100 pounds of flour.

Haw! Does your local Italian accept that? Dunt ask. The mamma wants at least four eggs in the flour per the half-pound. . . . (Meaning an omission.)

Moreover, she wants to start her sauce a day in advance. She's got right. You don't make spaghetti in one day. The McCoy, that is.

Italian at cuisine doesn't want hole running through the vermicelli egg-noodle. The tunnel adds nothing to flavor nor to cooking. The smart cooks say: Never, never dunk your noodles in water unless it is coming to a boil with a pinch of salt added.

How long to boil? Mostly no longer than ten minutes. Sample your noodle by breaking it in two. If it shows milk-white substance at ends, it still is not fitten for to be eaten. Next test may show no white. Spaghet is ready. Cook longer, and you have average American housefrau's mess of starchy, clinging strands, which was probably the stuff fed the Italian Connoisseurs of Spaghetti among the Prisoners of War.

Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

Why not put these proven products to work in your plant, too?

N-Richment-A Type 6 in either powdered premix or wafer form for easy, accurate enriching.

N-A Feeders to handle enrichment in continuous presses dependably and economically.

Richmond Sifters for efficient, sanitary sifting with low power requirements and minimum space demands.

W&T Merchen Scale Feeders to feed semolina accurately by weight either manually or in synchronization with other equipment.

To find out how this winning combination can help you, write today for full details.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY



Rubber Stocks Too Low —Prices Too High

In a review of the current rubber situation released at Akron, Ohio, P. W. Litchfield, chairman of the board of the Goodyear Tire & Rubber Co., declared that the nation's supply of raw natural rubber is too low from the standpoint of national security and the price is too high for economic stability. He warned that, statistically, the rubber picture in this country is worse than was the case just prior to Pearl Harbor.

As an effective remedy, the review urged that the government proceed at once to step up production of synthetic

FACE TO FACE

Activities at the progressive-type kindergarten included a rather strenuous program of games and play, so Elizabeth always was ravenously hungry when she got home for dinner.

"I wouldn't eat so much macaroni," advised her mother one evening. "If you eat any more you might see the bogey-man to-night."

Elizabeth stopped eating and thought intently.

"Pass the macaroni, please," she finally said. "I've been wanting to find out how much truth there is in that bogeyman story."

rubber to 50,000 long tons per month, and that it start the creation of a stockpile of 200,000 tons for possible national emergencies.

The nation's state of unpreparedness in the matter of rubber supply is in strange contradiction to other vast moves being made by the government to protect our national security.

The review, which did not anticipate the current Korean situation, warned against further dispersal of government-owned synthetic rubber plants and responsibilities for their operation. It pointed out that disposal of three styrene producing plants, originally components of synthetic rubber producing facilities, had aggravated the present situation in the rubber supply.

"The American synthetic rubber industry," Litchfield said, "is, above all, a weapon of national defense. Our economy and our national security primarily depend upon mobility, and mobility, in turn, depends upon rubber."

In reviewing the developments of the past year, Litchfield said the price of natural rubber had jumped from 16 cents to 35 cents, while GR-S remained pegged at 18½ cents. He pointed out that every increase of one cent per pound in natural rubber means an additional \$15 million per year out of the pockets of American rubber consumers. The demand for rubber has

far exceeded earlier forecasts, due to the continuing boom in the automotive industry and, too, the resumption of buying of natural rubber by the government for stockpiling purposes has tended to boost prices.

Soaring prices and acute shortages of both dry and liquid rubber will tend to stifle prospects for larger use of foamed rubber products, for rubber paving material and in other potential fields, he said. Rubber growers and governments in rubber-growing countries are fully aware of these dangers and prefer to avoid them in the interest of future economic expansion and stability; the growers would be entirely happy with a price of 22 cents or thereabouts.

Co-operation in Investigation

The Jacobs-Winston Laboratories, successor to the Jacobs Cereal Products Laboratory, Inc., 156 Chamber St., New York 7, N. Y., has been authorized to receive and analyze samples of egg noodles that are suspected to be not up to standard requirements. Notice of the arrangement was sent all members of the National Association, but the co-operation has not been up to expectation, according to James J. Winston, director, who says: "Again, we are requesting all manufacturers to continue sending samples if for any reason you believe that the egg noodles in your market may be:

- 1.—Deficient in Egg Solids
- 2.—Artificially colored
- 3.—Adulterated in any other particular.

The samples should be sent as follows:

- 1.—In the original, unbroken con-

tainer

- 2.—Information as to where and when it was purchased
- 3.—Whether it involved an interstate shipment
- 4.—Its selling price, if obtainable.

The laboratory will then advise the sender whether or not the sample complies with the standards and what action will be taken.

Special Soap for Food Handlers

An antiseptic liquid hand soap, containing the new chlorinated diphenyl methane compounds, hexachlorophene, to help reduce bacterial flora on the skin, has been developed by the West Disinfecting Co., Long Island City, N. Y., for the special use of food handlers and industrial workers.

The West company claims the product is among the first soaps containing the anti-bacterial agent hexachlorophene formulated especially for the food-handling and industrial fields. It is the first soap to contain both hexachlorophene and lecithin, an emollient and skin-softener, which helps reduce certain skin irritations caused by frequent hand washing.

Ordinary soap may remove dirt, grease and other foreign matter along with a limited number of micro-organisms, but the new antiseptic soap will do an excellent job of cleaning and will also remove a high percentage of many micro-organisms.

West's new product is particularly important to restaurants, food plants and wherever food is handled because it will help reduce the possibility of respiratory or intestinal infections being carried by the worker's hands to the food.

The Flag of the United Nations



The official flag of the United Nations, now flying with national banners over the U.N. armed forces in action to restore the peace in Korea, is shown in this photograph. The background color of the flag is the light blue associated with U.N. since its early days, while the official United Nations seal in its center is in white.

Simplicity of **CECO**

Registered
Trade Name

Adjustable

CARTON SEALER

Gives you these
important advantages

Lower

FIRST COST

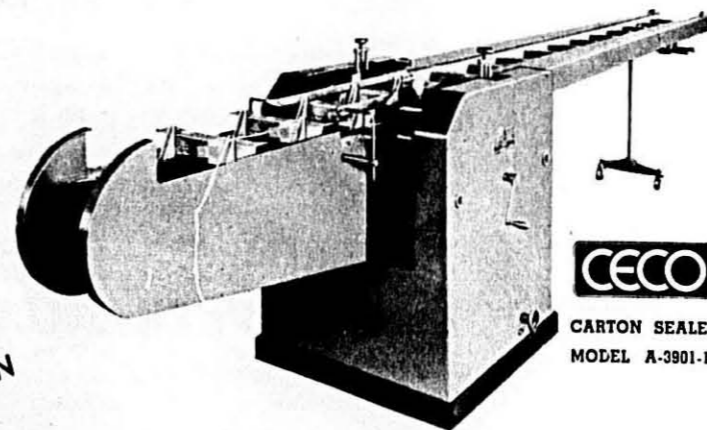
Lower

OPERATING COST

Lower

MAINTENANCE

A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.



CECO

CARTON SEALER
MODEL A-3901-12

Member of Packaging Machinery Manufacturers' Institute

CONTAINER
EQUIPMENT
CORPORATION

Packaging Machinery
Specialists

210 RIVERSIDE AVE. NEWARK 4, N. J.
BALTIMORE • CHICAGO • JACKSON • PITTSBURGH
ROCHESTER • ST. LOUIS • SAN FRANCISCO
SAVANNAH • TORONTO

Economical - Political - Industrial

National Industries Service

FOR THE GOOD OF THE PUBLIC

J. E. Jones

Washington Correspondent

"Public relations" started at scratch. Now it supplements the advertising agencies. These two branches give to the public all kinds of information, from automobiles to vacuum cleaners.

Advertising is old and gray-haired. Every large business organization in the nation now depends upon public relations firms and their own offices to tell the details of its materials.

"Blue-sky publicity" is a dead duck—a reminder that "you can fool some of the people some of the time but you can't fool all the people all the time."

Truthful advertising and truthful public relations are accepted by the American public as dependable. Advertising agencies and public relations managers carry on bureaus of information that publications from home town newspapers to magazines know are "the whole truth and nothing but the truth." The facts and cards are face-up on the table, with truthful statements backed by those who have

goods to sell. The records over the last ten years show that public relations and advertising agencies create most of the sales from warehouses and counters. The buying public buys the goods cheaper, because the public buys more and more goods.

The days of "blue-sky institutional publicity" have been on the slide in recent years. That racket has faded out—because the American public doesn't depend upon white lies. That fictitious stuff has gone with the wind.

Public relations and advertising have won the goal and they are acknowledged everywhere as dependable mediums to direct the public to the right market places.

A Familiar Old Problem

The United States confronts the overhanging threat of inflation. There isn't any question about it—although the worst of it hasn't showed up "just around the corner."

Spectacular increases are continuing in the wholesale prices of strategic commodities. The comprehensive wholesale price index of the Bureau of Labor Statistics is now eight per cent

higher than it was at the outbreak of the Korean War and 10.2 per cent above the 1949 comparable week.

Our readers do not need to be told that there are many increases in the retail prices of many articles. Further increases in retail prices are a certainty because there is a continuous rise in wholesale prices. The pace of the current inflationary price rise may slow down and if that situation arises retail prices will also ultimately be reduced. But don't overlook the fact that wage increases are steadily rising. The reason is that people have to live—and to make a success of that they have to pull more money out of some kind of a political trap.

Farm Income Drops

Farm income for the first seven months of this year is still well below a year ago. Official figures show that from January through July, farmers' cash receipts amounted to 13 billion dollars, seven per cent less than receipts of 14 billion for the same period a year ago. And what are we going to do about it? Nobody seems to have the right answers.

It's Here and Proven . . .

A COMPLETELY AUTOMATIC COILING MACHINE

4,000 Pounds per 8-hour day — Positively Guaranteed.

Only Labor of 1 Man Necessary

Saves Labor, Increases Production of Uniform "COILED" Goods.

Something Special . . .

In Price of Stainless Steel Dies.

STAINLESS STEEL BRONZE COPPER ALLOY DIES

Guarantees Smoother Products . . .

Eliminates Costly Repairs

Inquiries Invited for Either or Both.

Designed and Manufactured By

LOMBARDI'S MACARONI DIES

805 Yale St.

Los Angeles 12, Calif.

National Cat Week

National Cat Week 1950, the event sponsored annually and copyrighted by The American Feline Society, Inc., New York 3, N. Y., will be observed during the week of November 5-11.

A pioneered by the society, again this year, a duo-colored seal is being issued.

The growth in esteem of the cat as a pet for children and adults alike, has been phenomenal during the past five years. This is due primarily to the tremendous efforts on the part of The American Feline Society, Inc. The animal's utilitarian worth in the store, warehouse, factory and on the farm, as rodent insurance, is of course again being realized. A mass of factual material is now in preparation for National Cat Week 1950 use. May we serve you in this connection?

The Perfect Insecticide

In a laboratory at the edge of Wilmington, Del., scientists raise 1,500,000 flies a year, and about as many aphids, cockroaches and carpet beetles. These insects are hatched to be squirted with liquids, dusted with powders, and otherwise exposed to chemicals being tested as insecticides.

Such studies mean dollars and cents to you. Farmers who raise our food use many chemicals to protect their livestock and crops from insects, and

their success or lack of it affects the price of food.

Any successful pest control compound represents years of research and testing. You might think that scientists would sooner or later develop a "perfect insecticide." Probably there is no such thing. But it is the goal of Du Pont and others—a chemical that will kill more insects, last longer, cost less, and above all, be safer to plants, animals and humans. Each new year finds them closer.

Du Pont "Marlate" methoxychlor insecticide is a good example of this quest. Between a chemist's first flash of inspiration and marketing of the chemical, more than \$1,000,000 was spent in research over a five-year period. Tests were made for killing power, and for toxicity to those handling it. There were still more tests for possible chronic effects that might cause a creeping illness. Finally, before being sold, scores of field trials throughout the land had to prove in practice what had been demonstrated in the laboratory. For every product like "Marlate" that reaches the market, about 2,000 compounds are tried and rejected.

Obviously, then, Du Pont or any other company seeking a new, better and safer pest control chemical, must risk its money and face the chance of losing its investment, whether it be a thousand dollars or a million.

Even if a good product like "Marlate" is found, and a plant built to make it, there's no assurance that a competitor may not soon develop a still better one. The chemical industry gladly accepts that challenge. It's in accord with our system of free enterprise—and it's insurance for you that competitive research will make tomorrow's products better.

DuPont Magazine—August-Sept., 1950

Mobilization Plans Announced

Appointment of an industry mobilization planning committee has been announced by Wallace E. Coughlin, president, Packaging Machinery Manufacturers Institute. Mr. Coughlin is vice president, Pneumatic Scale Corp., Quincy, Mass.

The steering committee will be headed by George A. Fohlman, chairman of the board, Package Machinery Co., East Longmeadow, Mass., and George W. von Hofe, president, New Jersey Machine Corp., Hoboken, N. J.

Plans for industry mobilization were presented to the eighteenth annual meeting of the institute, held September 23-26, at the Homestead, Hot Springs, Va.

Edwin H. Schmitz, general sales manager, Standard-Knapp, was chairman of the program committee for the meeting.

if You Are Modernizing Your Plant with New Equipment for Future Profits

. . . . Our Engineers can be helpful to you

in the planning and placement of equipment to insure maximum production and minimum operating cost.

If you install the new type of automatic press . . . you should consider: (1) revision of your present flour sifting equipment, or (2) installation of a specially designed automatic Champion Flour Sifting Outfit.

This calls for thought and study, as well as raw steel procurement, manufacture and installation. You should take these steps well in advance of any plant change-over date to avoid costly delays in production.

Our experienced service is yours for the asking, and it involves no obligation. Our engineers are qualified to advise you regarding layouts, measurements, capacity requirements and other details.

We invite your inquiries now . . . so as to allow plenty of time for completing the important preliminary details, and thus avoid delays in delivery of coordinating equipment.

CHAMPION MACHINERY CO.

Makers of Fine Equipment for the Macaroni and Noodle Industry.

JOLIET, ILLINOIS

The export committee of the institute reports that approximately 50 per cent of its member companies export their equipment outside of the United States and Canada. The firms which do export business reported that, in 1949, 7 1/2 per cent of their total dollar sales were export. Countries which were the chief export markets in 1949 were South Africa, England, Australia, Mexico, Brazil, Cuba, France and Netherlands.

Campbell's Book—Processing Know-How

The third edition of the well known manual, "Campbell's Book on Canning, Pickling and Preserving," is now off the presses. With the previous edition printed in 1937, it was necessary for two prominent food technologists, Col. R. A. Isker and Dr. W. A. MacLinn, to completely revise the contents in order to include post-war production developments.

New chapters were written on processed meats, poultry products, detailed quality control procedures, baby and junior foods, specialty products and postwar scientific principles on canning and glass packing. Charts, tables and formulas were prepared in order to be used directly in the quality control laboratory. No extra computation or seeking further details from other

sources should be necessary.

In preparing specialty products, details are presented on the type of ingredients used, the quantity necessary for a given end volume and the necessary operations to make the combination of ingredients a high quality pack. Photographs and diagrams which accompany the details show latest equipment in action. Specific information is presented for a product whether it is packed in a metal or glass container, as well as recommended fill for various container sizes.

This one single, complete source of processing know-how was completely revised by Dr. MacLinn, chairman, Food Technology Department, New Jersey Agricultural Experiment Station, Rutgers University, and Col. Isker, U. S. Army (Ret.) secretary, Associates of the Food and Container Institute for the Armed Forces.

Do's and Dont's of V-Belt Operation

Useful information, including do's and don't's for better transmission efficiency and longer belt life, is available in a new 40-page Industrial V-Belt Catalog issued by the Durkee-Atwood Co. The catalog contains engineering data and drive selections for general duty and multiple V-belts in widths from A through E, complete with cal-

culations, comparison charts and correction factors. To obtain best results, observe the following suggestions—

- Do's**
- 1—Always use matched belts on multiple sheaves.
 - 2—Keep sheaves clean; oil, rust and dirt affect the life of V-belts.
 - 3—Make sure sheaves are properly aligned, shafts should be parallel.
 - 4—Loosen motor to install and adjust belt.
 - 5—Allow sufficient air-room for operation. Inclosed drives build up heat with resultant decrease in belt life. Temperatures over 140 degrees F. are very detrimental to rubber.
 - 6—Design Drives Carefully
 - 10% overbelting gives 40% longer life.
 - 20% overbelting gives double life.
 - 10% underbelting reduces life 15%.
 - 20% underbelting reduces life 60%.
 - 7—Store belts in a cool, dry place. Avoid sunlight where possible.
 - 8—Always be safe and consider fully all overload factors.

- Dont's**
- 1—Don't match used V Belts with new ones or belts of different makes.
 - 2—Never force belts over sheaves. Internal breakdown may occur even if outward appearance is not affected.

- 3—Don't design drives using idlers on the tight side of the belts.
- 4—Belt dressing should never be used on V Belts.
- 5—Don't design underbelted drives. It does not pay in the long run.
- 6—Don't be careless with oil and grease around V Belt drives. Rubber belts will swell and fail prematurely.
- 7—Acids will greatly reduce belt life. Avoid use in contact, if possible.
- 8—Designs which require belt speed of less than 1000 ft./min. and those over 5000 ft./min. are not as efficient as those within this range. Designs requiring approximately 4000 ft./min. are most desirable.

To obtain copies of this informative booklet, write Industrial Sales Division, Durkee-Atwood Co., Minneapolis 1, Minn.

Motor Freight Gains Top Other Forms of Transport in Past Decade

Motor freight transportation has gained more in the past decade than any other form of surface transportation, according to E. D. Bransome, president of Mack Trucks, Inc.

A recent report by the Bureau of Transport Economics and Statistics, Interstate Commerce Commission, Mr. Bransome said, shows the following

gains between 1939 and 1949 on the basis of the bureau's weighted index of inter-city ton miles:

Intercity motor carrier ton-miles gained.....	125%
Rail carrier ton-miles gained..	53%
Water carrier ton-miles gained	16%
Pipeline carrier ton-miles gained	97%

Mr. Bransome also quoted the Bureau's report to show that in the decade from 1939 to 1949, "the combined index of transportation rose more than did industrial production."

Rationing Would Mean Higher Prices

Price and rationing controls may mean higher food prices instead of lower ones, according to Tyre Taylor of Washington, D. C. general counsel for the National Association of Retail Grocers.

Under the bill now being considered by Congress, many food prices would have to rise substantially before ceilings could be imposed.

This results, Mr. Taylor says, "from the politically motivated requirement that no price ceiling for an agricultural commodity can be set below its parity price or the highest price received by producers during the month ended June 24 (in the Senate bill the formula is parity or the level of June 15, whichever is higher.)"

Under these formulas, he says, wheat would have to advance 11 per cent before reaching permissible ceiling levels; eggs 50 per cent and oranges 200 per cent, while commodities now selling above parity—such as beef cattle and hogs—would be protected against any price rollbacks.

Mr. Taylor refers to the "Congressional stampede" to give the President more authority for economic controls than he has asked for as "one of the strangest spectacles witnessed here (Wash., D. C.) in many a year."

As late as July 24, according to Mr. Taylor's report, the Commodity Credit Corporation had such "mounting" inventories of dairy products, eggs, potatoes and other commodities as to cause the Secretary of Agriculture to express "serious concern" to the House Committee on Agriculture.

As of that time, the CCC was acquiring butter at the rate of 9,000,000 pounds per week; dried milk at the rate of 45,000,000 pounds per month; cheese at the rate of 23,000,000 pounds per month; eggs at the rate of 15,000,000 pounds per month, and so on.

New "Insect Control" Gadget

There ain't gonna be no flies on you, because after years of intensive laboratory research, Automatic Insect Control—the twentieth century's automatic



THE HOMEMAKER IS SELECTIVE IN THE BRAND OF MACARONI SHE BUYS

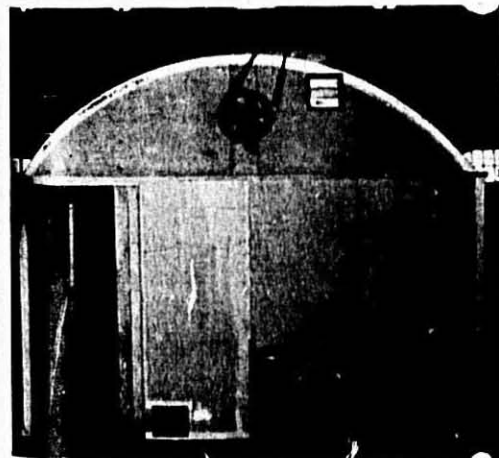
Capital durum products are laboratory controlled to assure you of color-perfect macaroni, spaghetti or noodles with real sales appeal. The dependable uniformity of Capital products means macaroni with improved cooking qualities and superior flavor.

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



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343

Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

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

answer to the age-old problem of controlling flies, mosquitoes, gnats and flying moths indoors—has been perfected by Remington Products Corp., 410 N. Broad St., Elizabeth, N. J.

This newly developed, scientific method of fly control works uninterruptedly—day and night—requires no labor whatsoever—operates simply, swiftly and silently in dealing deaths to flies—is odorless, stainless and does not affect humans, animals or foodstuffs.

Automatic Insect Control is an ingenious, simple mechanism that is thermostatically controlled to work automatically and vaporize a special formula insecticide. It is affixed to the wall three feet below the ceiling and plugs into any standard AC or DC outlet. If doors and windows are closed during the night, the premises will be free of flies in the morning, and flies that enter during the day are killed in short order. This looks like the beginning of a "new" American way of life—at least, of American insect life.

Penicillin Troubles Cheese Makers

Some cheese makers are having penicillin troubles.

Cheese makers have benefited greatly from scientific research in agriculture, but are now encountering difficulties resulting from the application of other

research. This is related to the control of the dairy disease, mastitis, by penicillin.

Scientific cheese-making includes pasteurization of milk brought to the cheese factory. This treatment kills undesirable bacteria. Then the cheese maker adds to the pasteurized milk a culture of selected organisms, commonly called a starter. The starter includes fermenters that have worked well together and produced cheese of superior quality. By guarding the uniformity of the starter, the cheese maker can expect to make uniformly good cheese.

But many starters are not working reliably nowadays.

The background of the present difficulty may be traced to one of the research triumphs of U. S. Department of Agriculture fermentation chemists—the development of the life saving drug, penicillin, from a costly rarity to a low cost medicine widely used. The cost of penicillin is low enough so that veterinarians can afford to use it widely in treating udders of dairy cows affected with mastitis. This is a common disease and many cows are treated. The result is that milk delivered to cheese factories is likely to contain a very slight quantity of penicillin.

This penicillin upsets the carefully balanced working of the organisms in the starter. It is not inactivated by pasteurization, and it probably has

more effect on some of the starter organisms than it does on others. Dairy scientists now have a new problem as to what to do to restore uniform quality in cheese making.

Buitoni to Build New Factory

Plans for construction of a 75,000 foot factory at South Hackensack, N. J., designed to house all American operations of the company, have been announced by Giovanni Buitoni, president of the Buitoni Macaroni Corp.

Hunt Engineering Co., Bergenfield, N. J., is contractor for the brick and glass block plant on Huyler St., near the Teterboro Airport. The Joseph J. Garibaldi New Jersey Industrial Realtors handled the transaction.

Construction plans for the plant, which will be one of the most up-to-date in the macaroni field, are being prepared by Giuseppe Buitoni, general technician for all Buitoni enterprises both here and in Europe, in co-operation with Glenn G. Hoskins, who specializes in plants for the macaroni industry and has served as consultant for several international concerns. His organization is the only one of its type in the world which has designed equipment for France, England, Canada and from coast to coast in the United States.

The \$750,000 plant, built on four acres of ground, will be a one-story truck-level building with fireproof walls. The building itself will occupy nearly two acres; the remainder of the ground will be used for parking space, landscaping, a railroad siding for freight cars, and truck bays.

Offices in the building will be air-conditioned, and recreational rooms and a cafeteria are included in the plans. Refrigerated rooms will be provided for the concern's Perugina candy, and facilities are also being built for frozen food storage.

Also planned are an up-to-date laboratory for nutrition research and a completely dustproof tiled sauce department with special acid-proof floors.

The concern's three present locations, the sauce factory in Brooklyn, the macaroni plant in Jersey City, and the executives offices at 99 Hudson St., will be consolidated in the new plant.

Ground-breaking ceremonies were planned for September 20, 1950. The building will be ready for occupancy about March 1, 1951.

Noodlers!

An eastern university, we read, possesses a macaroni plant. What's so strange about that—isn't it the function of most schools to turn out good noodlers?

—Centerville, Iowa, *Iowegian and Citizen*

Factory Bought

A factory structure at 910-916 Baymiller Street, Cincinnati, Ohio, was recently acquired by Antonio Pallazolo, president of Antonio Pallazolo Co. of Gilbert Ave. in that city. The property was bid in by him at an auction sale. The building is a two-story brick factory, measuring 90 by 92 feet and is being renovated by the purchaser for the needed space it provides the firm.

Serviceable Cheese Packages

Children who like television may learn to like cheese now packaged in plastic replicas of their favorite stage coach or saddle horse, right out of television westerns.

Given enough packages, the children will re-enact the show on the living room rug.

Three wedges of cheese—Gruyere, Swiss or Kummel—are packaged in the eye-catching western package, molded of Lustrex clear styrene plastic, and backed with four color litho prints. Introduced by Zausner Foods, Inc., of Harrison, N. J., the plastic trough-shaped packages are reusable as toys for children; as paper napkin holders, letter holders, card holders or cigarette trays for adults.

Now reaching chain stores, the new

cheese package retails from 19 to 23 cents.

Ronzoni to Sponsor Two TV Shows

The Ronzoni Macaroni Co. will assume the sponsorship of two television shows.

The video programs are "Leave It To Papa," which will be telecast via WPIX, New York, Thursday, 7:30-8:00 P.M., starting September 21st; and "Junior Frolics," WATV, Newark, N. J., Wednesday, 5:00-5:30 P.M., which started September 6.

"Leave it to Papa" is a genial comedy-drama of an Italian-American family, the Lombardis. It is the story of their everyday trials and tribulations, with so realistic a touch that it might happen in your own home.

The series is written and staged by Nicholas Consentino, author of the stage hit, "Moon Over Mulberry Street," soon to be produced as a motion picture. Papa Lombardi is played by Billy Edmonds; others in the cast are Augusta Ciolli, who plays Mrs. Lombardi; and Aristidi Sigismondi, who in real life is the father of Broadway crooner, Alan Dale.

"Junior Frolics" is a series of animated cartoons, with a running commentary by WATV's famous Uncle Fred, a favorite with the children.

In addition to this, Ronzoni will con-

CAVAGNARO

ALL TYPES OF REBUILT MACHINERY for the
Manufacture of Spaghetti, Macaroni, Noodles,
Etc.

Specializing in
Hydraulic Presses, Kneaders and Mixers
for the Export Trade

NEW and REBUILT EQUIPMENT for the
Manufacture of Chinese Noodles

BALING PRESSES for Baling All Types of
Materials

Forty Years Experience in the Designing and Manu-
facture of Hydraulic and Macaroni Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

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

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery
and Supplies

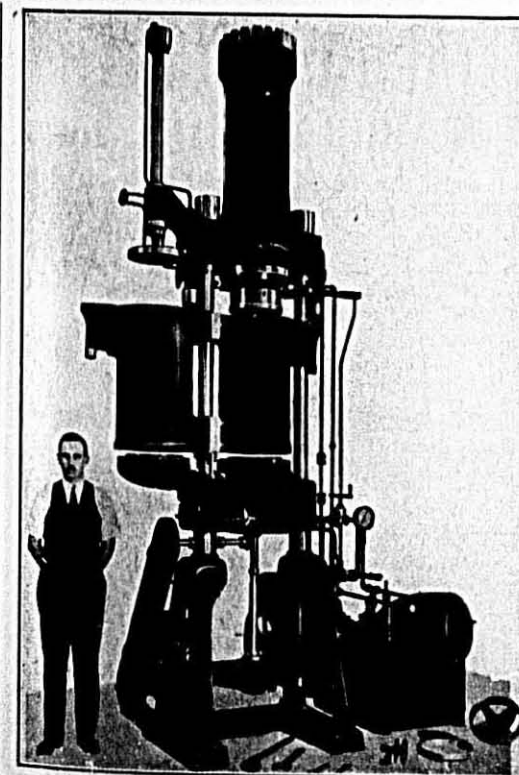
California Representative for

Consolidated Macaroni Machine Corp.

Brooklyn, N. Y.

Fabricators of Ravioli Machines,
Tamale Machines and Cheese Graters

221 Bay St. San Francisco 11, Calif.



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

concentrate heavily on other areas of distribution, notably Philadelphia, Boston, Providence, New Haven and Buffalo, with its heavy schedule in English and Italian radio.

Clayton Generators Feature New Safety Devices

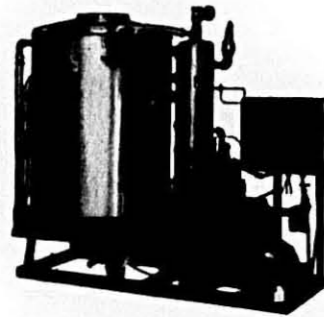
A new electronic safety control for gas burners and an air interlock safety device to automatically control the flow of gas are among the many new features of the 1951 model Clayton package steam generators to be unveiled at the Dairy Industries Exposition at Atlantic City and the American Laundry Institute show at Boston this fall, according to John J. Billman, sales manager, steam generator division of Clayton Manufacturing Co., El Monte, Calif.

These new safety features, which have been developed by Clayton engineers after years of study and testing, provide positive safeguards in steam generator operation.

The new electronic control furnishes electric ignition, proves the flame pilot, energizes the solenoid coil to pass gas to burner, and stops ignition spark after burner is ignited. If there is an interruption or malfunction of any component during the sequence, the control automatically returns to the first step—electric ignition. Safety

shutdown occurs on either ignition failure or loss of flame.

The air interlock is a supplementary control on the main gas valve to prevent the flow of gas to the burner during an off cycle, or in the event of blown electric current, or motor failure. The interlock will not allow the main gas valve to open if there is an excess of gas pressure.



Clayton generators are offered in 10, 15, 30, 50, 75 and 100 h.p. sizes, either gas or oil-fired, or combination of both types. All units are complete and ready to operate after being connected with fuel, water and electric lines. The largest model requires a 4x7 foot space while the small ones need only an area 3x5 feet. All are fully automatic and attain full steam within five minutes from a cold start.

Seymour Merger

The Seymour Packing Co., with headquarters in Topeka, Kan., has announced the merger into its organization of three large poultry and egg firms—the Perry Packing Co. of Kansas, George Ehlenberger & Co., Inc., New York and Mid-Continent Food Products, Chicago. These firms are now divisions of the Seymour company.

The four-way merger was approved recently by stockholders of the newly reorganized and expanded Seymour firm. It brings together four of the top names in the poultry and egg processing industry. Headquarters will be maintained in Topeka, with divisional offices in New York City, Chicago, and Miami, Fla.

The merged organization will have O'Connell, New York City, president of the Ehlenberger firm, James L. Perry of Topeka, formerly associated with the Seymour company, returns as president. Jay G. Odell, owner of Mid-Continent Food Products, is executive vice-president. Other officers, all of Topeka, are Robert F. Steiner, vice-president; David W. Rockwell, treasurer, and Orwin C. Henson, secretary.

Serving with the officers on the board are J. M. Keil, Garnett, Kan., and E. H. McLaughlin, J. C. Archer and Eldon Sloan, all of Topeka. Sloan also is general counsel for the company.

New Pelouze Dietetic Scale Is Time and Work Saver

The new dietetic scale currently being introduced by the Pelouze Mfg. Co. is designed to make the weighing of prepared food simple, quick, and easy.

Known as the Pelouze Dietetic Scale, the new weighing device has a hand-rotated inner dial which shows the individual weight of each food portion; while the outer dial automatically computes the total weight of the meal. This method of showing both weights at one time is an exclusive new feature provided only by the Pelouze Scale. It eliminates the need for computing mentally, or with pad and pencil.

Many additional valuable features are built into the Pelouze Dietetic Scale, such as the one-piece, white plastic housing that makes cleaning simple, and the scale's guaranteed sensitivity down to 1/2 gram. A handy plate is furnished, so there is no loss of capacity on the scale, and the scale's full 500 gram capacity is available for weighing. Another important feature is the strong, one-piece mechanism that cannot be damaged by overloads. When an excess load is placed on the Pelouze Scale, this mechanism merely moves down until the weight of the load rests on the scale bottom, thus preventing damage. Entire weight of the new scale is only 3 lbs.

Further details on the new Pelouze Dietetic Scale may be obtained by writing the manufacturer: Pelouze Mfg. Co., 1218 Chicago Avenue, Evanston, Ill.



Automatically weighs each food portion and computes total weight of meal. Two simple dials do the trick. Inner dial shows weight of each individual portion, outer dial automatically totalizes entire meal. One-piece white plastic housing makes cleaning easy. Scale is sensitive to 1/2 gram. Light-weight plate provided makes full capacity of 500 grams available. Overloads will not damage the Pelouze Scale. For complete information, write the manufacturer.

Cellophane Outlook Not Promising

Manufacturers who use cellophane packaging are naturally concerned about their future supply of this transparent packaging material, and from general reports, need be. These say that DuPont will not enlarge its present manufacturing facilities to meet increasing demands until the government's case against the firm has been decided.

Olin Industries, recently set up to produce and distribute cellophane, is not yet producing and its output would be only a drop in the bucket towards supplying the heavy demand when it does get going. Indications are that deliveries will get worse before that happens.

While three other packaging films are available as a substitute for cellophane, the macaroni-noodle manufacturers seem to prefer the latter, because their machines are set up for that material. Pliofilm is made from a crepe rubber base and costs more than cellophane. Polyethylene is slightly more translucent and somewhat cheaper than pliofilm. Acetate is less moisture-proof, and is glued on special equipment instead of being heat-treated.

The Sylvania division of the American Viscose Corporation has announced a price increase on Sylvania Cellophane of 4c a pound, effective on orders accepted for delivery after September 1, 1950.

STAR
from any angle!

"Star-Dies" are made with over 20 years of "Know-How"—Your assurance of Long Life—Uniform Quality—Skilled Craftsmanship. Specialists in the manufacture of Long Type Dies. Our Engineering Dept. is at your Service—Consult us on your requirements. Send in your worn out Dies for expert repairs—Get our quotations.

MACARONI DIES MFG. CO.
57 GRAND STREET
NEW YORK, N. Y.

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses
- 5—Sanitary Plant Inspections

James J. Winston, Director
Benjamin R. Jacobs, Consultant
156 Chambers Street
New York 7, N. Y.

MACARONI PACKAGING AT ITS BEST

Reduce your packaging costs and increase profits by packaging your macaroni as inexpensively as possible—on PETERS economical set up and closing machines. These machines are doing a big job in many macaroni packaging departments—eliminating hand labor—saving floor space and speeding up production. Send us samples of the cartons you are now using. We will gladly make recommendations for your specific requirements.

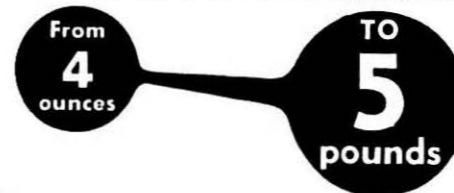


PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. Machine can be made adjustable.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. Can also be made adjustable.

PETERS MACHINERY CO.
4700 Ravenswood Ave. Chicago, Ill.



... that's the range of carton sizes this low cost machine is capable of weighing, filling and sealing!

THIS combination of SA top-and-bottom semi-automatic carton sealer and SH Net Weigher is "tops" for low cost flexible production—only two operators needed. Just the thing for up to 12,000 packages per day output—ideal also for short runs of private brands or sample lines. WRITE for BULLETIN.

TRIANGLE PACKAGE MACHINERY CO.

6633 W. DIVERSEY AVENUE, CHICAGO 38
Offices: New York, San Francisco, Los Angeles, Boston, Jacksonville, Baltimore, Dallas, Portland, Denver

THE CHILE WAY

(Continued from Page 8)

technical experience gained in Italy." Two years later, in 1906, reports Juan Dagnino Traverso, a nephew of the founder, his uncle entered into a partnership with his brother-in-law, Senor Leopoldo Lucchetti, to "exem-



Company executives showing visitors through the packaging department.

plify this growing industry on the Chilean soil." So earnestly and energetically did this partnership enter into the successful operation of the new factory, that the new industry was given his name.

In 1924, the management fell into the hands of its present owners, Lucchetti's nephews, Carlos Dagnino Traverso and Juan Dagnino Traverso. The business, now on a most successful basis, complete with all up-to-date production, drying and packaging equipment, was incorporated into an Anonymous Society.

VITAMINS

(Continued from Page 16)

volves an array of different containers, varying from fibre drums lined with plioform or polyethylene bags to glass bottles and aluminum bottles. Proper packaging is an important point, since single shipments may involve values of many thousands of dollars.

Warehousing is also an important subject. For protection of the trade, the bulk vitamin manufacturer is duty-bound to carry sizable inventories so that continuity of supplies is kept up irrespective of plant breakdowns, shipping tie-ups or other difficulties. Each type of each vitamin must be available for immediate shipment in a variety of standard container sizes. At Roche Park, there is one entire and separate building for bulk warehousing, specially designed to keep each vitamin separate from the others, and allowing control of temperature and moisture within fixed limits.

Manufacture of these vitamins by the ton is a relatively new industry, but it is here to stay. With our own growing population, and the outlook for increased export markets, total output will increase rather than decrease. The industry is vital to national health; indeed its size today is to a great degree the result of the huge demand for military, civilian defense and foreign relief needs during World

War II, during which supplies were controlled and allocated by the War Production Board. A ton of vitamin B₁ represents the adequate daily requirement of our physically active adult population for only two weeks. And if the foods which are our principal sources of vitamin C should have to be withheld from all our civilian population for military or other reasons, synthetic production would have to be stepped up to 12 tons daily!

From The Science Counselor

WHY QUIT AT 45?

(Continued from Page 11)

problem intelligently. There are some firms which have told their personnel managers not to discriminate against a man because of age. There are some firms which have begun to realize, in this new age of medicine and science, that a man need not necessarily be as old as his years; that it is his mentality and his physical ability that really count.

There are others which have discovered that we have placed over-emphasis on youth, that perhaps the middle-aged man has certain attributes in stability and knowledge and experience that offset the advantages of youth.

There is no one solution to the problem. It will vary from industry to industry and vary from business to business. All I want to try to tell you is that we can solve the problem if we want to solve it and here, I believe, is an assignment you men in trade associations can undertake.

I want to suggest that you in your own industry begin to get the facts. You need to find out why the middle aged are unemployed, how many of them there are, what the labor unions can do about it, what can be done to reassign older workers to lighter tasks. We need the facts.

Let me underscore this once more—unless we in private business come to grips with the problem, it will be exploited for selfish political advantage and to the disadvantage of business. In a democracy you cannot long have a mass of people who are sullen and resentful, sullen and resentful because they have forced idleness.

The choice is clear. You will either grapple with it or I can assure you that government will grapple with it, because it is an increasing problem. It is something that you cannot ignore. If you want a lot of snoopers around your plant to try to enforce federal or state legislation, you are going to get them unless you come to grips with this problem.

I think we ought to come to grips with it irrespective of any threatened legislation because it is the human and the decent thing to do, because it is the fair thing to do to take the men and women in middle age and allow them

the opportunity to live out their full productive lives as useful citizens in the community.

CELLOPHANE

(Continued from Page 20)

In 1924, cellophane made its debut. Prior to that time, there had been no transparent material suitable for packaging food. Containers, except for glass jars used for some items, were opaque. Yet it is a fact that most housewives like to be able to see what they are putting into their market baskets. At the same time, they want their purchases to be clean and fresh. Perhaps cellophane could answer this real need.

However, the use of cellophane in 1924 was severely limited by its high cost and the fact that it was not moistureproof. Foods wrapped in plain film quickly dried out. It was not until Du Font came out with a moisture-proof film in 1927 that cellophane was demanded in large quantities.

Even then, intensive market surveys and analyses were necessary to convince food processors and grocers of the value of the transparent, moisture-proof film. Demand grew rapidly and the price dropped. Cellophane started then to make a real contribution to the consumer. It helped eliminate waste, and it helped make food distribution more efficient and economical. All of this has been reflected in lower food costs for the family shopper.

Cellophane, for example, proved ideal for self-service packaging. It is one reason why more than 60 per cent of all food is sold today through self-service channels. Time-consuming weighing and packaging by the merchant—an annoyance to the shopper and an added cost to the shopkeeper—have virtually been eliminated. Now the shopper easily views the grocer's wares, makes her selection quickly, and is assured of a wide variety of fresh foods.

Egg noodles were one of the first foods to benefit from this transparency and to cellophane goes the credit for the increased consumer acceptance for this food in the late twenties, when sales increased several hundred times.

Cellophane did not attain its present role in food packaging overnight. As with any important new industrial development, it was a long and tedious and costly job to perfect the transparent film.

Gradually, through years of intensive work, the new film caught on, and its uses grew. Today, cellophane-wrapped goods are as familiar to every American housewife as were the cracker barrels to her grandmother a half a century ago.

THE
MACARONI
JOURNAL

CARTOON CORNER

BY
ART ROSS



CHICAGO A GROCERY STORE CROOK WAS NABBED WHEN FINGER-PRINT EXPERTS FOUND HIS PRINTS ON NOODLE BOXES!



CONNIE HAS APPEARED OPPOSITE NELSON EDDY, DANNY KAYE AND MANY MORE!

ROME

LOVELY CONSTANCE DOWLING, AMERICAN ACTRESS NOW APPEARING IN MANY ITALIAN FILMS, HAS BECOME A WONDERFUL COOK. SHE CREATES NEW MACARONI DISHES AS A HOBBY!



A GHOST THAT LIKES SPAGHETTI IS THE LEADING CHARACTER IN LEW CHARLES' NEW PLAY, "SPOOK NO EVIL."

Winter Meeting

The Flamingo Hotel, Miami Beach, Florida, Tuesday, Wednesday and Thursday, January 23, 24, 25, 1951

The Board of Directors of the National Macaroni Manufacturers Association have set January 23-25, 1951, as the dates of the winter meeting at the Flamingo Hotel, Miami Beach, Florida. They are pleased with the industry's general reaction to winter

meetings in the southland, and many manufacturers and allied who regularly go South for their winter vacation now plan to arrange for it to coincide with the industry meeting.

The program for the three-day conference is being prepared with the idea that morning sessions will be scheduled, to permit play in the afternoons. It is also planned to have no outside speakers, permitting manufacturers and allied to "talk shop."

The MACARONI JOURNAL

Successor to the OM Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

C. F. Mueller, President
 Peter LaRosa, Vice President
 Maurice L. Ryan, Vice President
 Lloyd E. Skinner, Vice President
 C. L. Norris, Adviser
 M. J. Donna, Managing Editor

SUBSCRIPTION RATES

United States and Poss. \$1.50 per year in advance
 Canada and Mexico \$2.00 per year in advance
 Foreign Countries \$3.00 per year in advance
 Single Copies 15 cents
 Back copies 15 cents

SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
 Want Ads.....75 Cents Per Line

Vol. XXXII October, 1950 No. 8

National Macaroni Manufacturers Association

OFFICERS

1950-1951

C. F. Mueller, President.....C. F. Mueller Co., Jersey City, N. J.
 Peter LaRosa, Vice President.....V. LaRosa & Sons, Brooklyn, N. Y.
 Maurice L. Ryan, Vice President.....Quality Macaroni Co., St. Paul, Minn.
 Lloyd E. Skinner, Vice President.....Skinner Mfg. Co., Omaha, Nebr.
 C. L. Norris, Adviser.....The Creamette Co., Minneapolis, Minn.
 Robert M. Green, Secretary-Treasurer.....139 N. Ashland Ave., Palatine, Ill.
 M. J. Donna, Secretary Emeritus.....P.O. Drawer No. 1, Braidwood, Ill.

DIRECTORS

Region No. 1
 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.
 Region No. 2
 Samuel Arena, V. Arena & Sons, Norristown, Pa.
 Emanuele Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.
 C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.
 Region No. 3
 Alfred E. Rossi, Procinco & Rossi, Inc., Auburn, N. Y.
 Region No. 4
 Carl D'Amico, D'Amico Macaroni Co., Steger, Ill.
 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
 Region No. 5
 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.
 Thomas A. Cuneo, Ronco Foods, Inc., Memphis, Tenn.
 Region No. 6
 J. Harry Diamond, Gooch Food Products Co., Lincoln, Nebr.
 Region No. 7
 Edward D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Cal.
 Region No. 8
 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.
 Region No. 9
 Walter F. Villume, Minnesota Macaroni Co., St. Paul, Minn.
 Region No. 10
 Vincent DeDomenico, Golden Grain Macaroni Co., San Francisco, Cal.
 Region No. 11
 John Laneri, Fort Worth Macaroni Co., Fort Worth, Texas.
At-Large
 Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
 C. F. Mueller, C. F. Mueller Co., Jersey City, N. J.
 Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
 Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.
 Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.
 Terry Tuljager, 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.



Ollie the Owl

I see by the papers that some people are arguing that machinery is a blight on labor, the more machines, the more unemployment, they say.

Well, in Birdland, once upon a time, we thought that way too. In those days, we plowed, planted and picked our birdseed with tractors and mechanical seed-pickers, then trucks would take the load to a warehouse where it would be siphoned out of the carriers with a mechanically operated suction hose into big storage bins to await consumption.

Birdseed was cheap then. In six

months, Birdland stored up enough food to last the population all year and the workers earned enough in those six months to pay for their eats for a year.

Then along came an old wild goose who started to honk loudly about unemployment. "The machines keep the birds out of work half the time," he said. "They'd have all-year-round employment if they'd till the crops without those machines." In time, the birds began to believe the wild goose's tale, they came to the conclusion that if they got rid of the machinery, they would work more and earn more money. So, the Birdland Council sold the machines and gave each bird a little spade and a hoe to plant with, a wheelbarrow to truck the seed to storage, and in place of the mechanical seed-picker they harvested the crop with their bills.

All the birds in Birdland toiled and sweated long hours every day during the year and made twice as much money as they did before. The wild goose honked with glee. "This proves that the machine is labor's worst enemy," he cried. "The birds now have full employment." But when the harvest days were over, and the birds started working in the warehouse sorting and checking and classifying the seeds, they found their supplies were far short of demand and thousands of

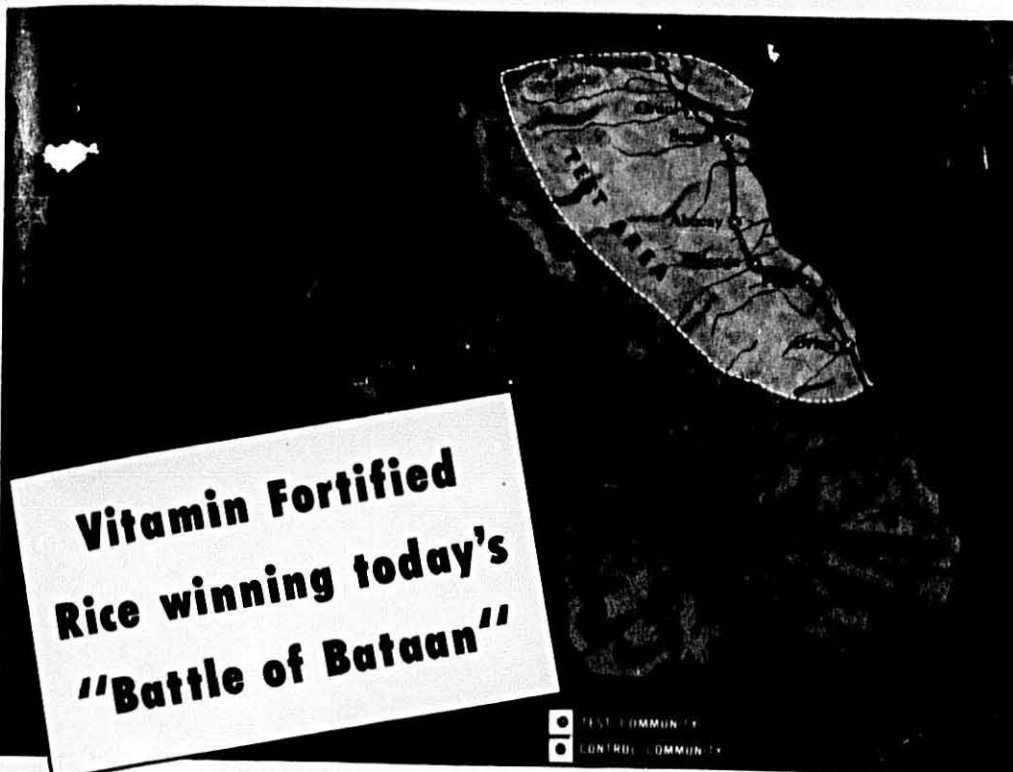
birds died of starvation that year. Came next planting time, and they went back to machinery, determined that no old goose would induce them to change their minds again.

The horn of plenty is a machine-made product.

Very wisely yours,
 Ollie The Owl

"The Secret"

Are you trying to climb where the chosen are,
 Where the feet of men are few?
 Do you long for a job that's worth one's while?
 Well, here's a thought for you.
 The pots of gold at the rainbow's end
 Are sought by the teeming mob,
 But the fairies who guard them choose as friend
 The man who loves his job.
 It isn't the kick, it's not the pull,
 That brings the strong man out,
 But it's long-time work, and it's all-time work,
 And the cheerful heart, and stout.
 Have you faith in yourself? Do you want to win?
 Is your heart to do a throb?
 There's just one thing that can bring you in
 With the winners—LOVE YOUR JOB!
 Kermac News



RESULTS OF TREMENDOUS NUTRITIONAL EXPERIMENT USING VITAMIN ENRICHMENT

★ Symptoms of 2nd most fatal disease reduced **70%**

★ Beriberi deaths steadily falling

In an experiment in the Philippines now involving over 90,000 persons, conducted with the approval of the Philippine government and medical associations, and in which Hoffmann-La Roche is proudly cooperating, remarkable health benefits from rice enrichment have been demonstrated. This is reported by Juan Salcedo, Jr., M.D., M.A., Director of Nutrition, Institute of Nutrition, Manila, P.I.

With rice the principal food, and beriberi the No. 2 cause of death, this new "Battle of Bataan" was planned and waged to determine whether enrichment of rice would reduce the incidence of beriberi. Bataan Province was selected because of its high beriberi mortality and because rice traffic could be readily controlled there. (Early investigation showed enriched rice completely satisfactory in taste, color, odor, palatability and digestibility.)

"There are indications from raw data available from the present clinical beriberi survey that the beriberi incidence has been reduced by 70%."
 Beriberi mortality rates have also steadily dropped in the "enriched rice" area without significant change in the control area.

★ Infantile beriberi virtually eliminated

This dramatic and specific evidence of the benefits of vitamin enrichment should have a vital effect in improving the health of peoples all over the world.

WHAT THIS MEANS TO YOU

While this experiment concerned white rice, it proves the benefits to public health through enriching white bread and rolls, family white flour, and other processed cereals. Any miller of wheat, rice, or corn—any baker—any macaroni and noodle manufacturer, who is not now regularly enriching his products may well ask himself if he can any longer afford to withhold such extensive health benefits from his share of the consuming markets.

*Quotation from latest of published interim medical reports. Write for reprint.

ROCHE

VITAMINS FOR ENRICHMENT

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.



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.

