

**THE
MACARONI
JOURNAL**

**Volume XXXII
Number 8**

December, 1950

DECEMBER, 1950

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Salute to New Orleans



Skyline view of the commercial and trading center of the southland from the Mississippi River, whose waters annually carry many millions of dollars of valuable imports and exports that give this Gulf port a position of great importance in world trade.

Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXII
NUMBER 8

Appreciation

The Christmas Season is one of the greatest things that can happen in business. It gives us a little precious time to meditate and appreciate ourselves as human beings.

And we are thankful that the spirit of "Peace on Earth - Good Will Toward Men", descends upon all of us at least once a year.

We take this opportunity to greet our many good friends in the Macaroni Industry who strive with us to retain the Spirit throughout the year.

Alfred Rossotti Charles P. Fournier

Rossotti*

LITHOGRAPHING COMPANY, INC.
231 Tonnelle Avenue North Bergen, N. J.



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FOR THE AMERICAN PEOPLE

The human values of the Enrichment Program have been established in findings of fact: in terms of higher health levels, and improved mental and physical vigor.

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If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear-cut indications provide tangible evidence. They afford a challenge to every manufacturer of Macaroni and Noodle Products. You have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

Merck Enrichment Products

Many Macaroni and Noodle manufacturers, to benefit their customers, have standardized on Merck Enrichment Products.

These products include two forms, specifically designed for ease and economy—(1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

Merck's 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.

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The Durum Shows

To most of the growers of the best durum in the natural durum-raising area in North Dakota, the grain from which quality semolina is milled for processing into high grade macaroni-noodle products, the annual durum shows are events to which they hopefully look forward. They provide a welcome opportunity to display samples of their fine grain in competition with each other, and a chance to do a little celebrating while talking shop and getting invaluable information on what they can best do to get even better durum crops.

Organized in 1937, just when the durum growers were emerging from years of discouraging production and low prices, the North Dakota State Durum Show, through competitive exhibits and friendly exchange of experiences at the shows at Langdon, N. D., has engendered in the minds of the farmers in the area most adapted to durum production, a realization of their importance in a certain phase of the economy of their country.

These shows, the thirteenth successive one of which was held in the durum center on November 10 and 11, 1950, and the contacts made at them by the individuals and groups interested in the welfare of the durum growers, have convinced the latter group that the 250 or more macaroni-noodle manufacturers who constitute the macaroni industry of the United States, the chief users of durum, are their constant good friends, always anxious to see that the growers get top prices for durum that has shown a welcome improvement in quality since the shows' objectives are being attained.

Fortunately for the macaroni industry, there has been an organized group of manufacturers and appreciative millers who realized early the need to work more closely with the growers to bring about increased production of higher grade durum most suitable for the industry's raw material requirements. The National Macaroni Manufacturers Association rightfully reserves the fullest credit for its sustained interest in the welfare of the durum

growers, the improvement of their crop through study and research.

The National Association's participation in the durum improvement program, especially since the short durum crop-year of 1945 and the resultant spurt in durum production in the years that followed, is indicative of the good that comes out of thoughtful co-operation. Durum growers have cleaned up their fields, with the result that the durum offered buyers is not only improved in quality, but is most free of other grains that reduce the quality rating. Since the growers realize the concern of the macaroni makers in their welfare and their willingness to pay good prices for cleaner and better durums, this type of wheat has commanded a premium over other wheats in the markets, bringing the durum growers greater returns on their crops.

Unfortunately, there are some macaroni-noodle manufacturers, too many in fact, who have failed so far to give even this important organized activity the support it so well deserves. As it was true in the small durum crop year of 1945, it is from this non-co-operating group that the greatest howl would emanate were the durum growers and the macaroni industry faced with another short crop, of which there is a grave possibility in 1951 because of the fear among many durum farmers that the stem rust disease which greatly reduced yields in 1950 might be worse next year with the result that too many growers may switch to bread wheats next spring, greatly reducing the durum acreage next season.

Annually at the durum shows, the National Macaroni Manufacturers Association and its active Durum Growers Relations Committee crown the year's Durum King, presenting him with a suitable golden plaque. May the durum shows continue to solidify growers' support, and the continued interest and support of the grain buyers, the semolina millers and the processors of durum into appetizing, nourishing and economical macaroni-noodle products.



PROGRAM OF WINTER MEETING



National Macaroni Manufacturers Association

Hotel Flamingo, Miami Beach, Fla. • January 23, 24, 25, 1951

Monday, January 22

- 1:30 Board of Directors Meeting
4:00 Millers-Directors Meeting.

Tuesday, January 23

- 9:00 Registration and Assembly
10:00 Call to order—President Mueller presiding; Vice President Ryan conducting.
The President's Message—C. Frederick Mueller.
Adoption of Constitution Amendments.
10:30 "The Rust Problem and Durum in 1951"—Maurice L. Ryan.
11:00 "Institute Progress and Plans"—Theodore R. Sills.
11:45 "Work of Wheat Flour Institute"—Paul M. Peterson.
12:15 "Easy 3, Some Lenten promotion"—Harry I. Bailey.
12:30 Discussion Period.
Announcements
Adjournment (Afternoon Recreation at your pleasure)
3:00 January 23, 24 and 25—Yachting Party on *Anstan III*. Host: Empire Box Corp.

Evening—

Spaghetti Buffet Supper, Open Air Terrace. Host: Rossotti Lithograph Corp.

Wednesday, January 24

Round-Table Marketing Conference
Open Forum Discussions
President Mueller presiding,
Vice president Skinner conducting.

Topics for Discussion

- 10:00—*Store Display Material*
What size and type is acceptable and usable in self-service

stores—other stores—what is new in this field.

10:30—*Distributors Stocks*

Is there a trend among some distributors to narrow their stock lines to a few leading brands . . . What are some reasons for this . . . What can a macaroni manufacturer do about it.

11:00—*Advertised Brands*

What is their present standing . . . with the distributors . . . with the public.

11:30—*Private Brands*

What is the present situation of private brands as related to advertised brands . . . What is the trend of private brands for macaroni and noodles.

12:00—*Advertising Agencies*

What services do advertising agencies now provide to merchandise your advertising . . . What additional service could they provide which manufacturers would be justified in requesting.

12:30—*Announcements*

Adjournment (Afternoon recreation at your pleasure)

8:00—*Social Party at Miami Kennel Club.*

Thursday, January 25

Round Table Marketing Conference
Open Forum Discussions
President Mueller presiding
Vice-president LaRosa conducting

Topics for Discussion

- 10:00—*Distributors*
What services do macaroni and noodle manufacturers ex-

pect from the jobbers . . . from the retailers.

10:30—*Wagon Jobbers*

What part do wagon jobbers play in present-day distribution . . . How effective are they and what services can they provide manufacturers which regular jobbers cannot . . . Are wagon jobbers paid for performance of extra services . . . Is this type of distribution growing.

11:00—*Selling Through Brokers*

How can a manufacturer get best results from working with brokers . . . What new services, if any, are brokers providing manufacturers . . . What does the manufacturer pay for these services.

11:30—*Sales Expenses*

The salesman's auto allowance . . . personal use of car . . . hotel and meal expense.

12:00—*Premiums*

"Self-liquidating" . . . "Package Coupons" . . . "Free attached packages."

12:30—*Announcements*

Adjournment (Afternoon recreation at your pleasure).

Evening—

National Macaroni Manufacturers Association's Complimentary Dinner Party, Open Air Terrace.

Convention Entertainment

Supply firms desirous of entertaining generally the Conventioners and their ladies have been asked to arrange for such social functions through M. J. Donna, Secretary Emeritus, who is in charge of such affairs.

"QUALITY" IN YOUR MACARONI BEGINS WITH THE WHEAT



• Like a giant sieve, the General Mills wheat survey crew screens the annual durum harvest. Car after car of durum wheat is sampled and tested by technicians from the General Mills Products Control Department. County by county they test the entire durum producing area. This straight-from-the-field information acts as a guide for our wheat buyers.

General Mills wheat buyers never guess—they know!

Scientific wheat selection, expert milling assures you of top quality when you buy General Mills durum products.

General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



A SALUTE TO NEW ORLEANS

Southern Metropolis Is
Heavy Production And
Consumption Center

by P. J. Rinderle
New Orleans Chamber of Commerce

NEW ORLEANS, the commercial and trading center of the South, has been compared to many places. Some travelers, strolling through its world-famous Vieux Carre or French Quarter, have detected similarities to Havana and Madrid. Others, reflecting on the history of the metropolis, have seen in it the quaint and cosmopolitan beauty of Paris.

But there are probably few—natives and tourists alike—who know that, because of a resemblance to still another foreign locality, New Orleans today is the scene of a three million dollar macaroni industry.

During the early days of macaroni-manufacturing in the city, it was decided that the New Orleans climate closely resembled that of Italy, and because of the sunny, balmy weather, it would make an ideal spot for location. A good deal of success in the manufacture of the product depended upon the cure, or drying process, and because of the consistently good weather in the Southern city, curing could be carried out for a good portion of the year.

And, while the advent of machinery for the manufacture of the product has de-emphasized the importance of the weather, the industry still thrives. Up-to-date figures show that upwards of 325 persons work in nine modern factories whose combined production is in excess of 30 million pounds per year, valued at an estimated three and one-half million dollars. These workers receive over \$700,000 per year for their efforts.

Nor has the food lost any of its popularity for the New Orleans market. Comparative figures for the years 1950 and 1950 show that in the former year, 20 million pounds were produced in the city, of which over two million pounds were exported. In 1950, the 30 million pounds produced were almost entirely consumed in New Orleans or its surrounding area.

The dish, which local manufacturers like to refer to as "the most natural food in existence," is still found in abundance on the tables of a people which is famous for its culinary tastes. Spaghetti, alfabetti and rigatoni are words which hold no mystery for New Orleans householders. And while "bouillabaisse," "pompano en papillote" and "oysters Rockefeller" are words which intrigue tourists, macaroni remains a consistent favorite on the menus of the inhabitants.

Macaroni, as a manufacturing industry, must take its place alongside some 400-odd products produced in the Crescent City. From its earliest days the advantages of New Orleans as a production center has not gone unnoticed. The town was founded in 1718 by Jean Baptiste le Moyne, Sieur de Bienville, as a French colony. The explorer visualized the site, a sprawling crescent along the mighty Mississippi,

as an excellent location for a thriving city.

And today the city stands as the gateway to the rich markets of the Mississippi Valley and as the second U. S. port in value of foreign commerce. Within its 363.5 square-mile area is contained almost 700,000 people. It is a leading southern industrial and financial center and is the hub of business in the South.

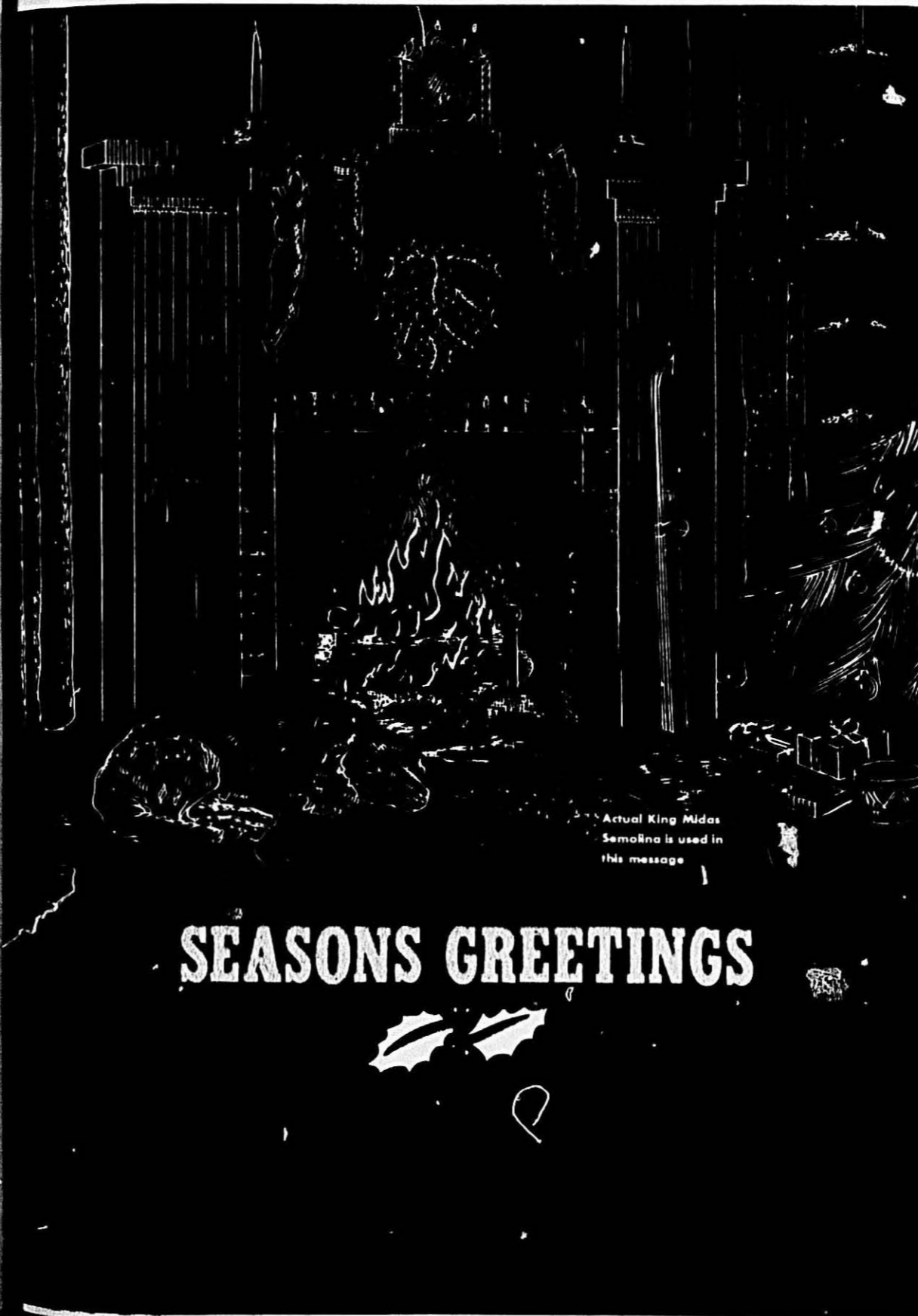
Connected with other points in the U. S. by a vast network of inland waterways, railroads and air routes, and with the remainder of the world by more than 80 steamship lines, it is the logical port to receive and dispatch commodities traveling to and from the U. S. and other world ports. It is the country's first port in banana and sugar exports. It is the second coffee port of the nation, supplying 25 million people a year.

But, for all its commercial and industrial advantages, New Orleans has countless other factors which set it apart from the bulk of North American cities. With its year-round tourist season, it offers the traveler such treats as the Mardi Gras, termed by many as the "Greatest Free Show on Earth," and which attracts 100,000 people to the city each year. It offers year-round golfing and winter racing, at a season when many other sections of the country are blanketed with snow. And it offers a culture and an atmosphere unequalled by any other place in the New World.

The city, as progressive as any in the country, has not forgotten its past. The actual layout of the city attests to this fact. Separated by famed Canal Street, the widest main thoroughfare in the country, are, on one side, the financial and banking heart of the city, and, on the other, the original city as founded by Bienville.

Here in the "Old City," called by natives the Vieux Carre, are narrow, picturesque streets lined with striking examples of French and Spanish architecture. In some instances the encroachment of progress has made its mark on the buildings, but they are, in the main, typical of the construction style of previous eras. The place is replete with history, stories and anecdotes about such figures as Andrew Jackson, Jean Lafitte and other famous characters in New Orleans' past life.

And, for the more materially-inclined, New Orleans food has been highly praised by people from William Makepeace Thackeray to the contemporary columnist Robert Ruark. You can find, within the city limits, creations to make the most jaded gourmet's gastric juices begin working once again. And you'll find the "most natural food" there, too, wrapped in such names as "spaghetti a la milannaise" or "spaghetti oil azzinga with anchovies." Which only goes to show that they do appreciate good food.



SEASONS GREETINGS

Actual King Midas
Semoilino is used in
this message

Let Santa Build Good Will This Christmas

by Ernest W. Fair

Spreading the Holiday Spirit insures better employe and customer relations for months to come. Here's how it was done last year.

EVERY macaroni-products manufacturer plans at length to capitalize on the Christmas season as much as possible. In the rush to build sales and cater to our customers needs, we often overlook our own roles as Santa Claus to our employes and customers. It's not an easy problem to solve, for there's more to it than handing out a gift or expostulating a "Merry Christmas," if we expect our effort to build better employe and customer relations in the months to come during 1951.

Here are ideas used last year to maintain the proper Yuletide spirit and do the job satisfactorily as well as economically.

The first problem to tackle is the employer's relationship to his employes on the matter of a Christmas gift. The most appreciated is, of course, the cash bonus. The cash bonus is advisable only when it can be of sufficient size to make a favorable impression.

Here are some points upon which cash bonus gifts have been based.

1) On length of service with the firm. In such cases the formula should be known to all, so that no misunderstandings will arise when differences in bonus payments are noted.

2) Cash is preferred to checks as gifts and it is always wise to buy special envelopes and have Christmas cards signed in ink, rather than printed.

3) The "boss" himself should be the Santa Claus, except in a large organization.

4) The cash bonus presented a week before Christmas itself is generally most welcome, for it is often used to buy last-minute gifts that could not have been purchased otherwise.

Where the firm's budget is limited, cash is not as advisable as a merchandise gift. The problem of selection then arises and when effort is made to secure an individual gift for each employe, the results are seldom satisfactory, for no one can ever accurately judge what item to purchase.

Ordering the same gift item for each employe is generally advisable when merchandise gifts are made, as the element of possible favoritism is then eliminated and the firm can secure an advantage in quantity purchase of the item from the source of supply.

Merchandise gifts should always be something that everyone can use. Those most often appreciated are items which employes do not ordinarily purchase for their own use, i.e., items that have a luxury element. Such

things as fine foods, cheeses, candies, et cetera, fall into these categories.

Hundreds of such items are on the market each holiday season, so no specific suggestions need be made here; ample ideas and suggestions are offered annually by firms specializing in such gift presentations.

Almost every firm's personnel roster has one employe adept at wrapping Christmas packages; buying special papers and ribbons will entail little added expense and add a great deal to such company Christmas presents.

Another Christmas problem is whether or not to plan a company Christmas party. Such an affair may be elaborate and formal, or just an informal get-together on a selected afternoon or evening. The "office Christmas party" is an institution in many areas and looked forward to for many weeks. The firm that has never held such a party has been missing an excellent goodwill builder.

Such a Christmas party need not be an expensive affair and need cost the firm only a few dollars for refreshments or limited entertainment. The spirit of the affair is what counts most and using the occasion to celebrate a good year shows employer appreciation to his staff for what his employes have done to make that year successful.

Any such party should always be an employe-run party; any speech by the boss should be limited to a few well chosen words of greetings and appreciation for the loyalty of his staff.

Generally it has been found that placing one or two employes in charge of the firm's staff Christmas party insures a well-run affair and enjoyment and relaxation for all. The less the boss has to do with the affair, other than sponsoring it, the more successful the party will be.

It has also been found that such parties are much more successful when limited to the firm's personnel and their immediate relatives, rather than opening the doors to one and all. It should never be a customer affair.

Every firm should have a Christmas tree, not only for holiday decorative effect, but as part of the Christmas spirit within the organization. And where an interchange of presents is made at the firm's Christmas party, a Santa Claus is certainly in order. With one of the staff playing the old gentleman's role there's a great deal more fun at any firm's Christmas party.

There's also the problem of good

will of employe's families. When an employe's wife or husband has a high opinion of the firm, there is never any conflicting argument about that person's job within the family circle. When the manufacturer has an employe's whole family rooting for him, he can be certain that he has a good employe on his staff.

Hence it is always wise to consider, at Christmas time, the gift to an employe's family as either THE Christmas gift or as something additional if the firm has had a good year. Such family presentations should be made to the entire family and delivered by an outsider and not the employer himself. The gift should be of value to the whole family and not just parents, for example.

There are also our customers, suppliers and such friends of the business as local newspaper editors and advertising managers, secretary of the chamber of commerce, et cetera; all of the people who can, in even the smallest way, help us toward a more successful 1951.

Most such remembrances are made through the use of top-cards or printed letters. Again, if it has been a good year, the presentation of an attractive yet inexpensive novelty that will have a practical use. With a card of best wishes from the firm it will repay its cost in goodwill dividends throughout the year ahead.

It is impossible for us to remember everyone with good gifts, but the top customers of our business should not be forgotten if we cannot afford to remember everyone.

Which brings up the point that the manufacturer planning to do something about letting Santa Claus build goodwill for his firm had best make such plans well in advance, to work out details of what is to be done and arrange a budget to cover the expenses of each step of the plan.

Such procedure insures that no important step has been overlooked and that nothing has been forgotten. Haphazard planning sometimes results in creation of errors and mistakes which cause a great deal more harm than all of the good brought out by what we do. An evening devoted to working out a concrete plan insures that no such important points will be overlooked.

It's easy to let Santa Claus build good will this Christmas that will carry forward into all of 1951!

December, 1950

THE MACARONI JOURNAL

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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



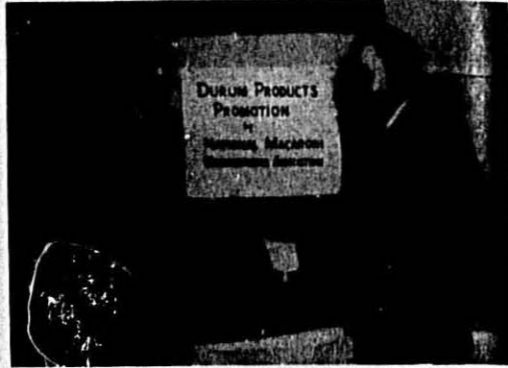
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PRESENTATION OF ASSOCIATION PLAQUE TO 1950 DURUM KING—At the left is Victor Sturlaugson, president of North Dakota State Durum Show, holding Open Class trophy furnished by the Greater North Dakota Association which is being presented to M. D. Wolf, Hampden, N. D., whose sample of Stewart durum won first place in Open Class and was declared Grand Champion sample of the show. At right is Maurice L. Ryan, Quality Macaroni Company, St. Paul, chairman of the Durum Growers Relations Committee of the National Association, presenting his organization's trophy to the durum king of the nation, 1950.



INSPECT CHILEAN DURUM—Maurice L. Ryan, St. Paul, vice president of National Macaroni Manufacturers Association, and Victor Sturlaugson, Langdon, N. D., president of the State Durum Show, inspecting a 40-pound sample of Senatoré Cappelli durum which Mr. Ryan recently obtained from Santiago, Chili, through the good graces of Paul Ambrette of Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

Mr. Sturlaugson, who is the superintendent of the N. D. Durum Experimental Station, Langdon, plans to plant this durum in 1950 to see what it will do under North Dakota soil and weather conditions.

The 1950 Durum Show

Stem Rust Reduced Crop, Blizzard Reduced Attendance

THE growers of durum or macaroni wheat within walking distance of the exhibit hall at Langdon, N. D., made up the greater percentage of the attendance to the 1950 State Durum Show at which is annually crowned the year's Durum King. Scheduled to be held November 9 and 10, an early and very severe blizzard caused the postponement to the 10th and 11th, and prevented thousands who usually took in what to many is the "show of the year," from attending. The blizzard that struck northeastern North Dakota on November 8, blocked most of the highways, filling many of the cuts with several feet of snow.

The representatives of the National Macaroni Manufacturers Association, Maurice L. Ryan, vice president; Robert M. Green, secretary-treasurer; M. J. Donna, secretary emeritus and Jerry Lynn of Sills, Inc., attempted to go to Langdon from Grand Forks, N. D., by car. Shortly after their start on November 8, the blizzard of the season hit the area, reducing visibility to zero. They had gone north about 25 to 30 miles in two and a half hours; after attempting to sit out the blizzard, they inched their way back to Grand Forks and made their way to Langdon the next day by train.

Headlighting the galaxy of speakers scheduled for the two afternoon pro-

grams was C. Norman Brunsdale, Mayville, new governor-elect of North Dakota. He was unable to reach Langdon at all because of the unusual weather conditions. The fact that harvesting this year's durum crop had just been completed the last week in October on many farms—about 4 weeks later than normal harvesting date—and the blizzard which combined to cut attendance, the entry of durum samples were considerably below the record high of last year. The hustling promoters of the show, however, did succeed in getting 284 entries, the second highest number in the history of the show, which was in its 13th year.

Though the number of entries was large, the competition was scant, with a mere handful qualifying for the championship Open Class. Rust damage and later-than-usual harvesting were contributing factors. The winner of the plaque presented by the National Macaroni Manufacturers Association was A. D. Wolf of Hampden, N. D., with his 65½-pound test weight Stewart. Runner-up was Carl Monson of Osabrock, N. D., with a 65-pound sample of Stewart.

Roy Rutledge, the 1949 Durum King, showed a fine sample of durum that won him the championship in his class. Tom Ridley, the 1947 king, took third place. Rutledge won a sil-

ver trophy presented by the Greater North Dakota Association. John F. Dick of Munich, N. D., took the honors in Class Two; Robert Lebrun, Langdon, N. D., the honors in the Future Farmers of America class and Dale Sturlaugson, Langdon, N. D.,



M. J. Donna, Braidwood, Ill., secretary emeritus of the National Macaroni Manufacturers Association, addressing the State Durum Show gathering in the Auditorium, Langdon, N. D., November 11, 1950.

won first place in the 4-H competition.

The Stewart variety of durum again proved its prize-winning capabilities by capturing 12 out of the 19 awards made at the show. The Mindum variety won seven prizes. Only seven Carleton samples were shown, none of them gaining the approval of the judges, headed by Henry O. Putnam, secretary of the Northwest Crop Improvement Association, Minneapolis.

Vice President Maurice L. Ryan's sample of Senatoré Cappelli durum, which had obtained from Compania Molinos y Fedeos "Carozzi" of Santiago, Chili, through Paul Ambrette of Consolidated Macaroni Machine Corp., Brooklyn, N. Y., stole the show. The visitors gazed stark-eyed at the large, full-kernelled Chilean wheat, a derivative of the famous Cappelli wheat developed in Italy within the last decade. It is not up to the American standard for color, but is highly rust resistant and may be just what the durum growers want to overcome the stem rust fungus that greatly affected their 1950 durum crop.

Principal speaker the afternoon of the first day of the show was Donald G. Fletcher, Minneapolis, executive secretary of the conference for prevention of grain rust, who was appointed chairman of a special committee to study the rust problem and to pass on to the growers its recommendations to prevent the reappearance of the wheat rust menace. He strongly urged the durum growers not to switch from durum to other types of grains because of losses in production due to stem rust this year, because there is no guarantee the other grains may avoid that disease . . . that a change requires four to five years to eliminate the mixtures that greatly reduce the grade of the unclean grain . . . that with a normal season in 1951, the durum could well be harvested before the stem rust does much damage.

Maurice L. Ryan, vice president of the National Macaroni Manufacturers Association and chairman of the durum growers relations committee of

that organization; Robert M. Green, the Macaroni Association's secretary-treasurer and general manager of the National Macaroni Institute, and Jerry Lynn, fieldman of Sills, Inc., made brief talks during the afternoon program the first day. They joined in assuring the growers that the promotional work of the NMMA and NMI insures an ever-increasing demand for macaroni products, and consequently for more semolina from quality durum.

M. J. Donna, secretary emeritus of the National Macaroni Manufacturers Association, the original contact man in the durum growers and macaroni makers relations, addressed the show on the afternoon of the second day, reviewing the history of the beneficial relations since 1922.

The group of businessmen and durum growers that have been sponsoring the State Durum Show for the past 13 years deserve great credit for the progressive success of an activity of considerable interest to the macaroni manufacturers who are interested in getting ample quantities of better and better durums. They willingly give the promoters encouragement and financial support.

Semolina Eligible for Subsidy

Semolina and farina have been declared eligible for International Wheat Agreement subsidy payments, according to a report to the *Northwestern Miller* by its Washington correspondent.

This action was finally approved after repeated efforts on the part of Herman Fakler, executive vice president of the Millers National Federation, to obtain subsidy recognition for these products.

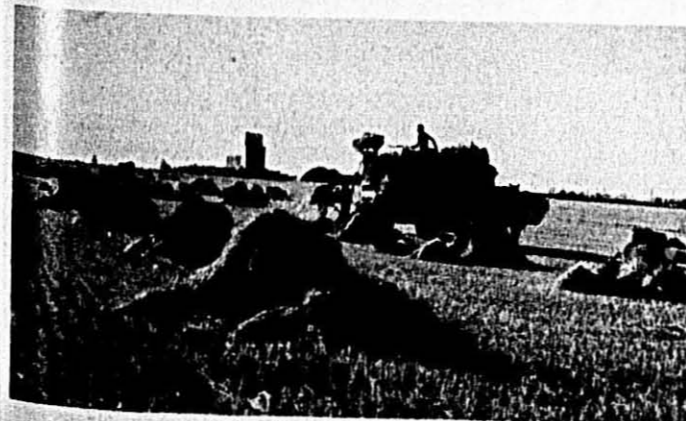
In giving its approval, U. S. Department of Agriculture officials ruled that in reporting sales or in previous sales negotiations all pertinent data must be referred to as semolina (wheat flour) or farina (wheat flour). For the purposes of subsidy payments on these products an extraction rate of 72% will apply.



Robert Lebrun, Langdon, N. D., with his sample of durum which won first place in the Future Farmers of America class at the 1950 durum show in Langdon, N. D.



Dale Sturlaugson, Langdon, N. D., 4-H Boys Club, with first place sample of Stewart durum at State Show, November 10-11, 1950.

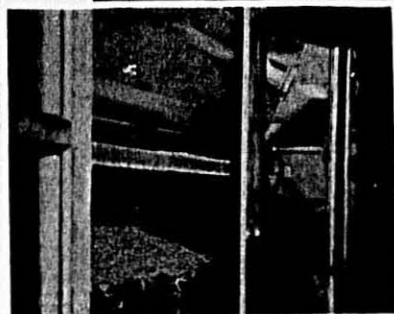
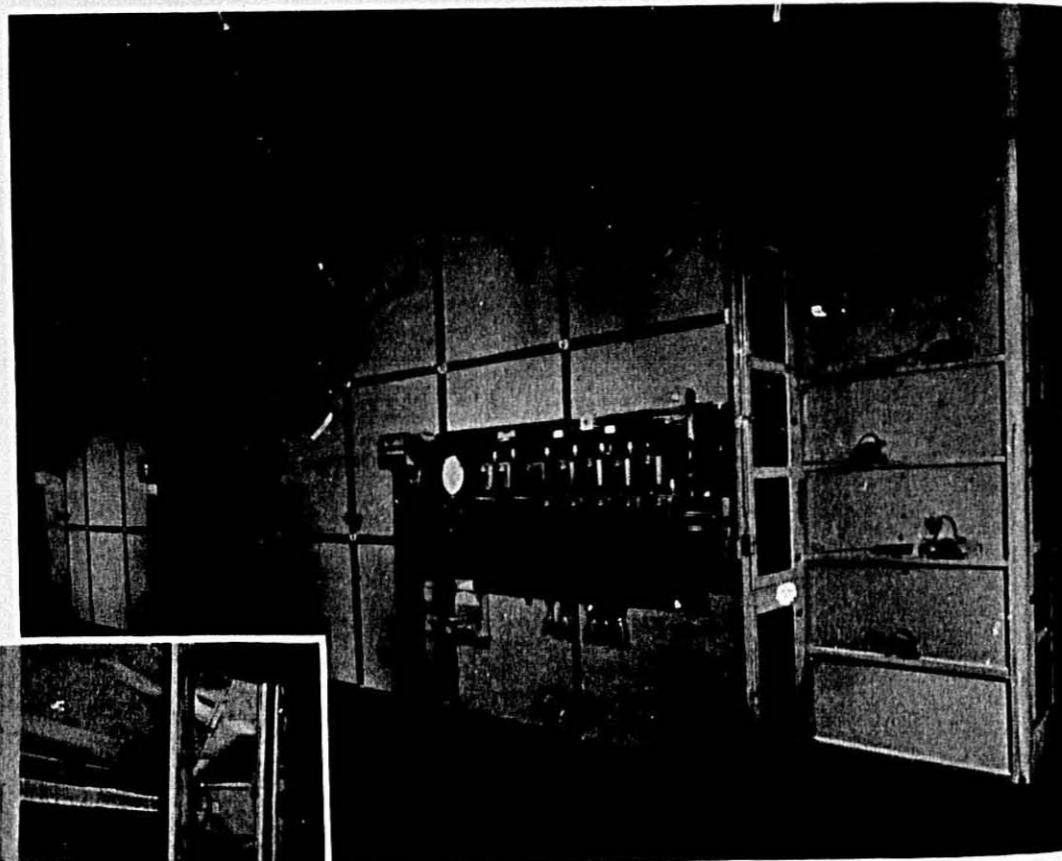


← Farmers completed harvesting only a few days before the first blizzard of the season struck the area.

Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra large

doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company Inc.

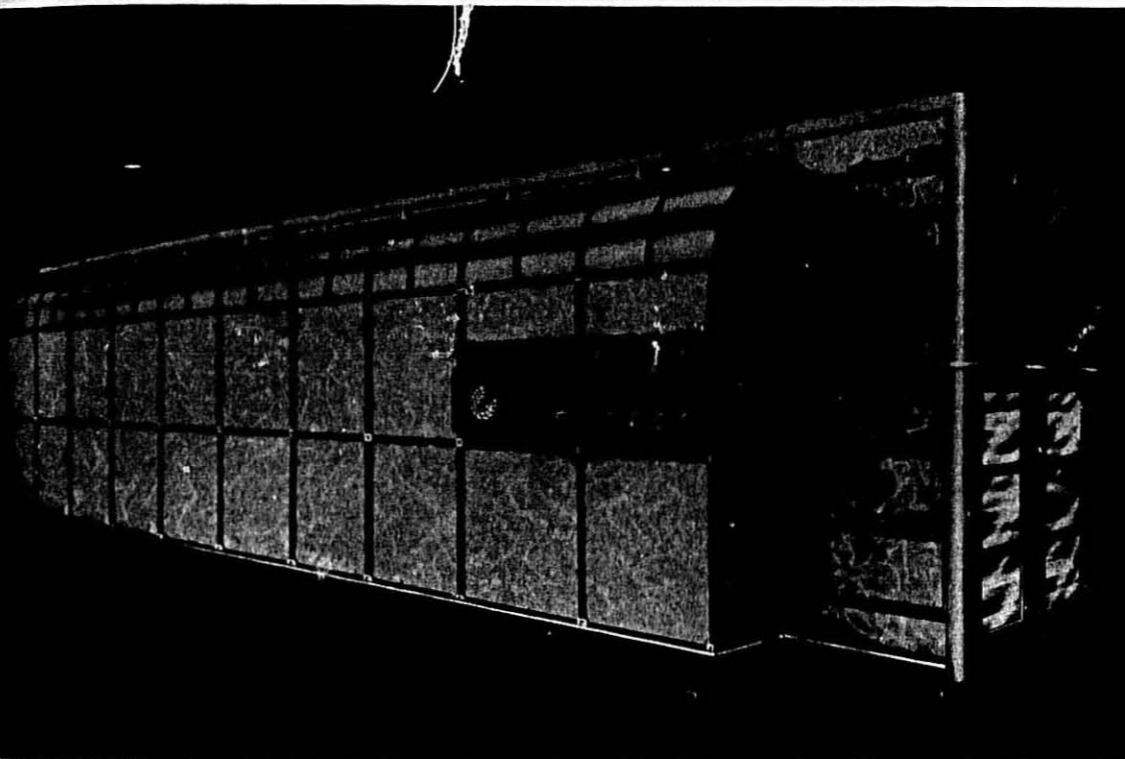
266-276 Wallabout Street,
Brooklyn 6, New York, N. Y., U.S.A.

LUXURY DRYING — TOP FLIGHT EFFICIENCY

With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed

(SHORT CUT MACARONI OR NOODLES)



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

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

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

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

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having

an air chamber and a fan chamber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

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

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

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

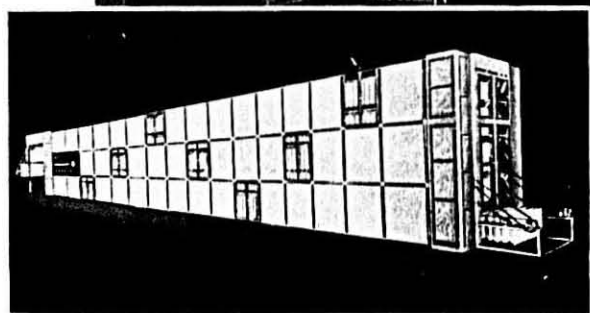
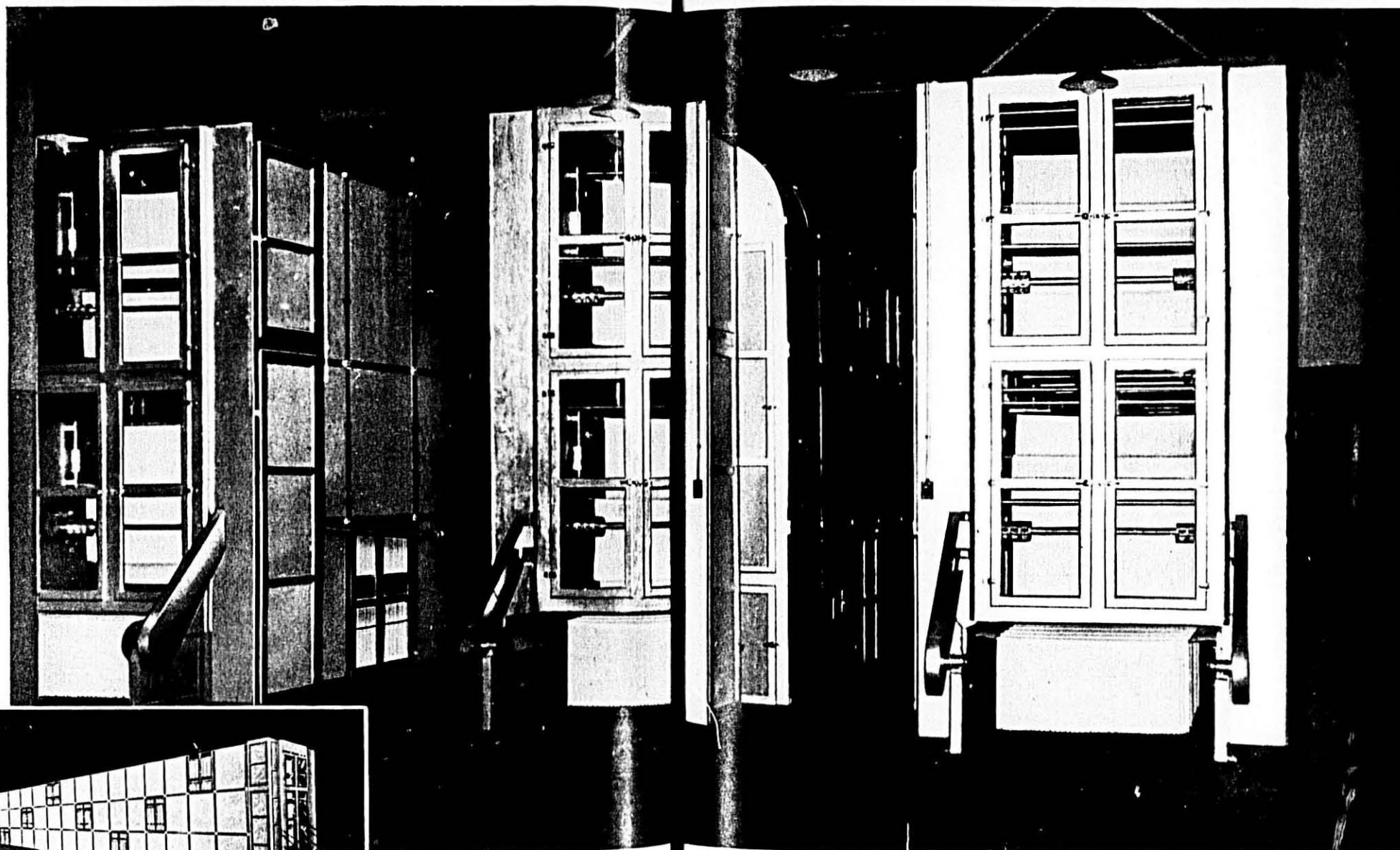
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



Front view of Long units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

When the word "DISTINCTION" is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Cler-

mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special place for them when they speak of dryers. And this new year of 1951 is designed and strengthened in every respect to their distinguished line of dryers—the complete automatic long-

dryer consisting of three units,

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features

of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

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

TODAY'S MOST ADVANCED METHOD
in Automatic Long Goods Drying

plus
TOP QUALITY — LOW COST — SPACE AND TIME SAVING



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

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

PRECISE MECHANISM: Slick transporting apparatus moving from one belt to another is 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 instrument for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

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

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

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer which 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 make spreader-press. Also if you already have an automatic preliminary dryer of any make, our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

Clermont Machine Company

25x10 32x10

Stem Rust—A Constant Hazard

Extracts from an address by E. C. Stakman at the Stem Rust Conference, Grand Forks, North Dakota, November 6, 1950. Mr. Stakman is chief of Plant Pathology and Botany at the University of Minnesota.

STILL the great progress made in controlling stem rust of wheat in that small grain, it continues to be a hazard because there are so many potential races of the stem rust fungus that may continually change. In the past, rust-resistant varieties of wheat have been produced, have to some extent been resistant to a number of races, and then have become susceptible. Notable examples are the durum wheats which were resistant for a number of years but which became highly susceptible for the first time in the early 1920's. Crosses which were highly resistant from the time it was developed in 1926 until it was severely attacked in 1935, and Stewart and Clark, which were never attacked by stem rust until 1950.

The reason for this apparent loss in resistance of varieties is well known. It is caused by a single gene, known as *Puccinia striiformis* at this species, composed of a number of genes, one of which attacks wheat, barley, and a large number of wild grasses, and another one of which attacks sorghum and a certain number of grasses. There are four other varieties of stem rust, each of which attacks a different crop. The two most important are the wheat variety of stem rust and the oats variety. But each one of these varieties is made up of many races that do not behave alike on all kinds of wheat or oats.

More than 200 parasitic races of stem rust have been identified in parasitic effects on a dozen species of wheat. Thus carbon chaff is highly resistant to stem rust, but completely susceptible to the *Elkavars*, *Alida*, and most of the other spring varieties of bread wheat. New growths are highly resistant to parasitic races but completely susceptible to others. These races can be produced and distributed year to year. During the past 15 years, the most serious stem rust epidemics have occurred in the principal wheat growing regions of North America, Europe, and Asia. In the United States, Michigan, Kentucky, Tennessee, North Carolina, and the other states have grown varieties of spring wheat that have been attacked by stem rust and carbon chaff.



Mr. Stakman

been small quantities of parasitic races that can attack these varieties. These included parasitic race 15B, the most virulent one ever found in North America. This race became widespread and abundant for the first time in 1950 and caused damage to the high yielding durum wheats and could have caused heavy damage to the high yielding bread wheats had they not reported before the first became abundant. The damage was considerably less than the bread wheats in most years. Race 15B had more time in which to multiply on the durum wheats on the great wheat.

None of the commercial varieties now grown are highly resistant to parasitic race 15B, but certain varieties such as Frontana, several varieties of *Pavane*, and certain others have varying degrees of resistance. As it was feared that race 15B might someday become prevalent, crosses were made a number of years ago in the hope of having varieties resistant to this race and when it became prevalent in 1950, however, none of the new hybrids were ready for distribution. Every effort is being made to test the hybrids available and to multiply the best of them as rapidly as possible. This will require more facilities than are now available, and which must be provided if the desired progress is to be made.

The stem rust fungus has a sexual stage which basically is the that of other plants and animals. This sexual stage, which develops only on certain kinds of herbaceous, makes possible the multiplication of the fungus. The stem rust fungus has a sexual stage which basically is the that of other plants and animals. This sexual stage, which develops only on certain kinds of herbaceous, makes possible the multiplication of the fungus.

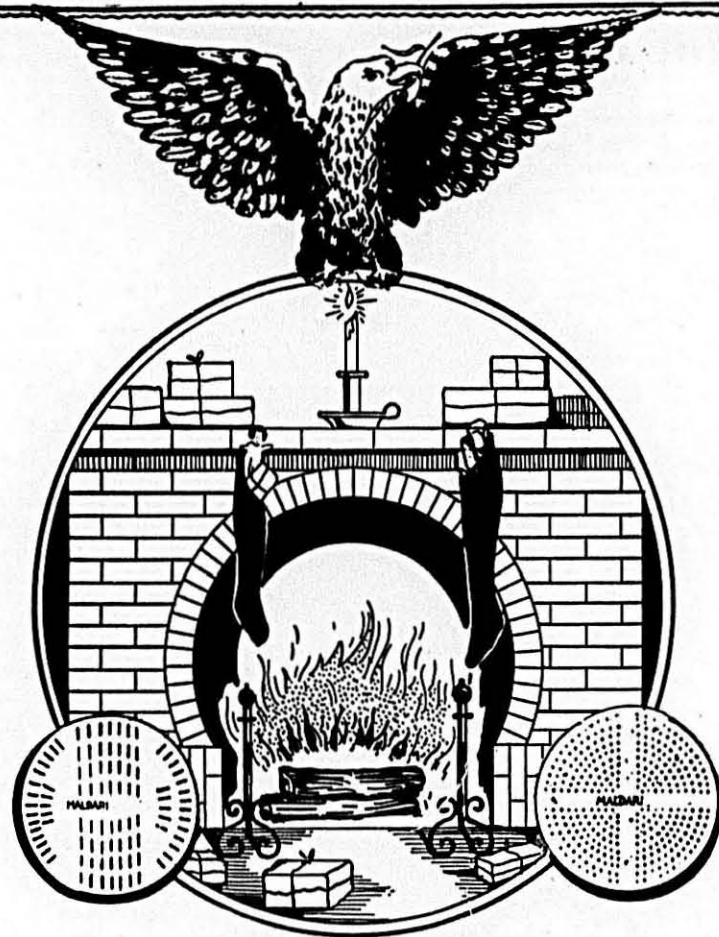
breedation between parasitic races with the consequent production of new races. For this and other reasons, a campaign of herbicide eradication was started in 1928. Annually the campaign was started in North Dakota in 1927, under the stimulation of Dr. H. L. Kelly. With the progress of herbicide eradication in the northern states, the number of races decreased.

Unfortunately, however, herbicide burnings were so numerous in some of the eastern states that it has been impossible with the funds available to eradicate all of them. These herbicides have therefore remained as a continual menace, because they permitted the survival of many races which had virtually disappeared from the principal wheat growing states. And they also permitted the production of new races.

For more than 30 years, only four races of stem rust were prevalent in the Mississippi Valley, but 13 races were found on wheat near a single town of mixed herbaceous in one of the eastern states in 1949, and several of these races were much more virulent than those found away from herbicides. This is only one instance of the large number of races found near herbicides.

Race 15, which caused so much damage in 1948, was first found in small quantities in 1948. It was found somewhat more frequently in 1949 and then was found fairly and 1950 when it was found on herbaceous in Indiana, Iowa, Minnesota, Wisconsin, and West Virginia. It has been found on herbaceous each year since 1948, except in 1948 and 1949. In 1949 it lacked as if this race might be more virulent as it was isolated from herbaceous in North Dakota, South Dakota, Iowa, Kansas, Wisconsin, Michigan, Ohio, and Pennsylvania. It was also found on wheat in a number of states. In 1949, however, it was found only on herbaceous in Minnesota, Wisconsin, Michigan, West Virginia, and Virginia.

25x10 32x10



*Merry Xmas and
Happy New Year!*
Maldari & Sons
Ber Daniel Maldari
PRESIDENT

Study Stem-Rust Eradication

GROWERS of small grains suffered crop losses estimated at millions of dollars last summer and fall due to the appearance of a new stem-rust fungus known as 15B. For years the durum types of wheat were considered rust resistant. With respect to durums, the objective of agronomists was to develop even more sturdy, rust-resistant strains. The disastrous attack by the new rust disease, known but rarely heard of in past years, hastens and enlarges the study of ways and means to prevent the reoccurrence of damage from rust experienced by wheat growers from Texas to North Dakota.

The new rust disease developed the last two or three weeks before the grain was ready for harvest. The backward spring, the late plantings and the delayed harvest created an ideal condition for ravaging what looked to be fair to good crops.

As a result, county agents, state and federal officials in the wheat areas have shown new interest in combating the probable damage to next year's crop. A national conference on the subject of stem-rust prevention was held at

Grand Forks, N. D., on November 6, attended by growers, county agents, millers, processors and state and federal agronomists. It was agreed after an all-day study that international co-operation on all levels of agriculture is the key to combating this new menace, stem rust 15B.

Eradication of the barberry bush and more determined research in resistant grain varieties were considered the chief weapons in the battle against rust. Given the right condition, similar to that which existed this fall and which took an estimated 10-million-busbel bite from the North Dakota wheat crop in 1950, rust will strike next year, said Dr. E. C. Stakman, head of the division of plant pathology of the University of Minnesota, in one of the principal addresses of the conference. (His paper is found elsewhere in full in this issue.)

His recommendations were reiterated by a 13-man discussion panel and by the other principal speakers, including Don G. Fletcher of Minneapolis, executive secretary of the conference for prevention of grain rust; Dr. K. S. Quisenberry, head agronomist of the

division of cereal crops and diseases, U. S. Department of Agriculture, and C. R. Carlson, vice president of Deere-Webber Co., Minneapolis.

Maurice L. Ryan of the Quality Macaroni Co., St. Paul, and vice president of the National Macaroni Manufacturers Association, attended in the interest of the macaroni industry and was a member of the panel for the general discussion of the recommendations made for group action. A special committee was appointed to act in an advisory capacity to plant pathologists and plant breeders engaged in rust research. The combined advice of all speakers to all grain growers may be summarized as follows:

Use only the very best and plumpest seed.

Plant as early as possible—"Four to five days make a big difference on rust damage."

Consider carefully before shifting from durum to bread wheat if you are in the durum territory. "All bread wheats are susceptible, too. Durum has been good in the durum areas of North Dakota and will be good again in 1951 and future years."

Use phosphate and potash fertilizer to induce early maturity.

If you see anything that you think is barberry, report it immediately to your county agent.

Fight for increased appropriations by state legislatures and U.S. Congress to continue and expand the necessary research. "We eventually can control stem rust, but it will take both time and the fullest co-operation of everyone."

Election of GMA Officers

At the recent meeting of the Grocery Manufacturers of America, Inc., the following men were elected to serve as officers:

- Paul S. Willis... Re-elected President
- Walter R. Barry... First Vice President
- Vice President, General Mills, Inc.
- O. E. Jones... Second Vice President
- Vice President, Swift & Co.
- George H. Coppers... Third Vice President
- President, National Biscuit Co.
- Wm. A. Dolan... Secretary
- President, Wilbert Products Co.
- B. E. Snyder... Re-elected Treasurer
- President, R. B. Davis Co.
- Harry Letsche... Chairman, Finance Committee
- Vice President, H. J. Heinz Co.
- Donald B. Lourie... Chairman, Public Affairs Comm.
- President, The Quaker Oats Co.
- Francis W. Plowman... Chairman, Merchandising Comm.
- Vice President, Scott Paper Co.

Industry Fears Shift from Durum

In the opinion of Maurice L. Ryan, vice president of the National Macaroni Manufacturers Association and chairman of the organization's durum growers contact committee, there is great fear that as a result of reduced yields of durum due to stem rust in the 1950 crop, many of the durum growers in the natural area will switch to other grains. This would be serious to the macaroni industry, especially to the quality manufacturers who need good semolina from amber durum for their products.

After two weeks spent in the durum areas of North Dakota, he felt that the association should do something to stem the feared shift away from durum and besides voicing his views on the subject at the stem rust conference at Grand Forks, N. D., on November 6 and again at the State Durum Show at Langdon, N. D., November 9-11, he has arranged for a series of down-to-earth meetings with large durum growers in different parts of the durum triangle in that state. The first of these was held at Lakota, N. D., on December 5. In attendance were C. H. Norris, past president of National Macaroni Manufacturers Association;

Robert M. Green, secretary-treasurer of the National Association, and executives of the North Dakota Agricultural College co-operating. Similar conferences with farmers on other sections followed.

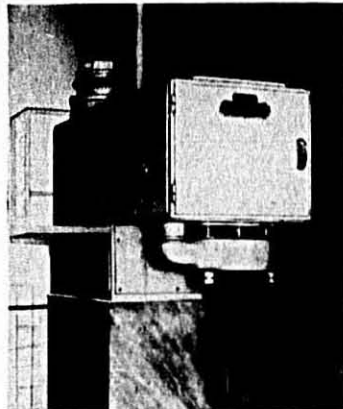
They reasoned that the stem rust that caused heavy losses in production in some sections, also affected bread wheats and that a switch from durum to bread wheat would be disastrous to the macaroni industry that must have No. 2 durum or better; that early planting in 1951 would greatly reduce the stem-rust damage; that a change to bread wheats would result in years of mixed grains through volunteer growth of hard wheat, when the fields are again returned to durum; that if a change is made, it would be better to plant flax, as that could be eradicated from durum more quickly and easily.

The program being presented by the representatives of the macaroni industry, chief end users of quality durum, has aroused much interest among the larger growers of durum, with every indication that the trend away from durum in 1951 has been temporarily stemmed.

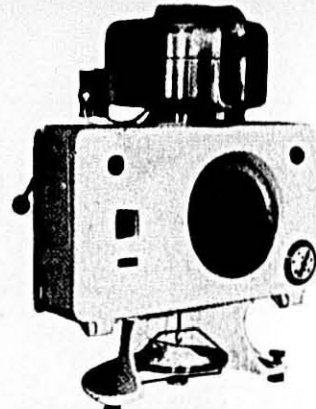
BUHLER



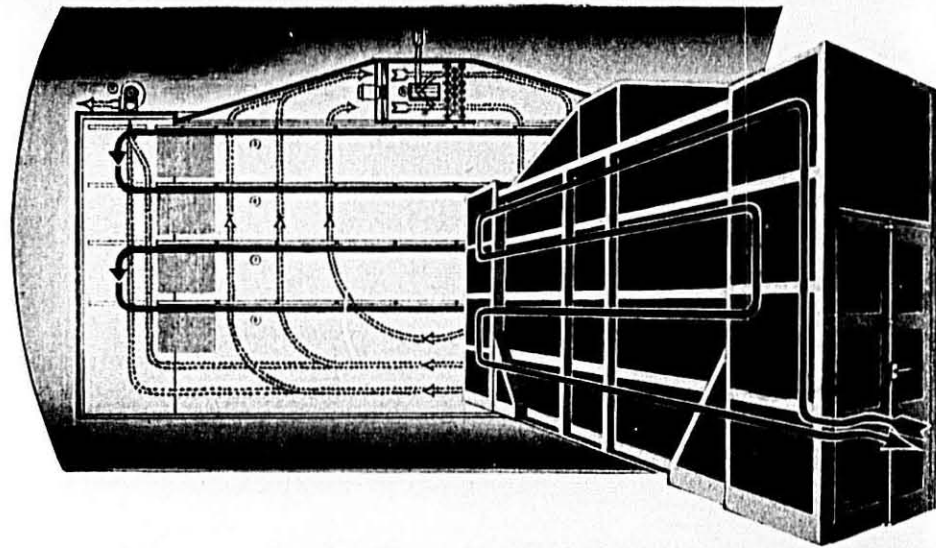
SMALL CONTINUOUS-PRODUCTION PRESS • NEW HUMIDITY INDICATOR



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.

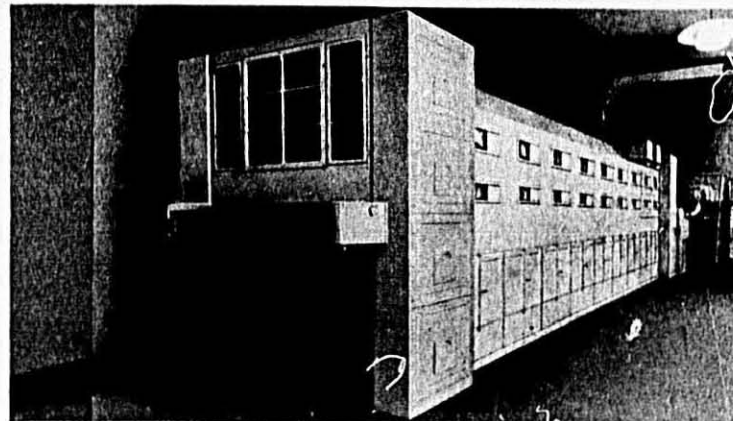


* ——— Circulation of Goods
..... Circulation of Air



ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

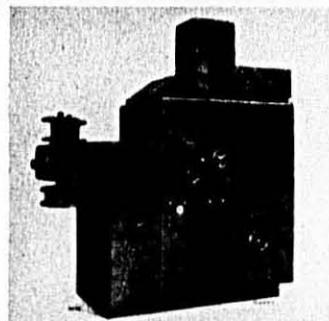
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



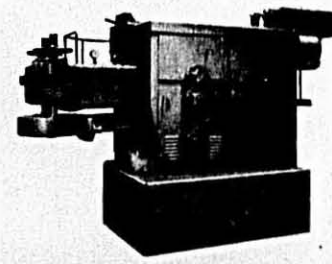
In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 500 lbs. per hour



MODEL TPI Capacity 1000 lbs. per hour

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.

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GREEN LIGHTS

By Robert M. Green, Secretary-Treasurer, NMMA

The Great Atlantic and Pacific Tea Company, according to the story in a recent *Time Magazine*, sells one out of every seven cups of coffee in the United States, one out of every 14 pounds of butter, and one out of every 28 eggs. Of every dollar the U. S. spends on food, about 10c is passed over A&P counters—a massive yearly total of \$2,900,000,000.

The Hartfords, owners of the company, began their cash and carry Economy Stores in 1912 and operated on the formula of a thousand dollars for equipment, a thousand dollars for groceries, and a thousand dollars for working capital. In two years they opened 1,600 stores. By 1916, the Hartford brothers decided they could sell even cheaper by making some of their goods. They started Quaker Maid factories to make A&P's own Ann Page preserves, peanut butter, salad dressing, packaged spices, and macaroni products. They started their own bakeries, and set up the Atlantic Commission Company to buy the stores' produce.

By 1925 they had 13,961 stores, and sales of \$437,000,000. Then they split A&P into seven regional retail divisions, each run by its own president but with central directives from headquarters. With the advent of super markets in the early 30's, they expanded by contracting. Each new super market closed some six of the old type A&P's, so that the number of stores dwindled from 1930's peak of 15,737 to today's 4,682.

A&P's enormous size has brought the government's trustbusters' charges of violation of the Sherman Anti-Trust Act. In convicting the A&P in a criminal suit and fining it \$250,000, Illinois Federal Judge Walter Lindley found that there was evidence that A&P had time and again sold below costs to beat down rivals in price wars or to gain volume by switching profits from non-retail subsidiaries to stores that lost money. But he also paid tribute to the company: "to buy, sell and distribute to a substantial portion of 130,000,000 people \$1,750,000,000 worth of food annually (the gross at the time) at a profit of 1 1/2c on the dollar, is an achievement one may well be proud of."

He granted that many of A&P's actions, "standing alone are devoid of wrongful character," but he found that the Atlantic Commission Company was a "rotten thread" that gave A&P's other operations "a polluted colored light." Since then, A&P says that it has abolished Atlantic Commission



Mr. Green

Company's role. It has also leaned so far backward to avoid selling below cost that even its fiercest rivals now consider that they can frequently undersell A&P.

The trustbusters are still trying to force the A&P to get rid of its non-retail subsidiaries and to sell its seven retail divisions to separate owners. There is little doubt that if A&P were broken up, the price of food would rise in many places. A&P kept prices down only because the family-owned company had always been content with low profits. On last year's sales of \$2,900,000,000, the net profit was \$33-

300,000, only 1.1 per cent of sales. Furthermore, seven smaller companies could not effect the savings made under A&P's mass buying and manufacturing methods.

Says John Hartford, "I don't know any grocer or anybody else who wants to stay small. They will dream about building something bigger. The whole country's growing—our cities, schools, labor unions, everything—I don't see how any businessman can limit his growth and stay healthy."

American Weekly, November 5 issue, carries a full page A&P advertisement in color of "a Winning Plank for any Party! People's Choice Macaroni Platter" which costs less than 12c a serving.

The right way to reduce weight is not to stop eating something, but to eat less of everything. Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, says, "No aspect of food and nutrition is subject to more abuse, fad and misinformation than the low-calorie diet necessary for weight loss. Omitting bread in a reducing diet is unnecessary and leads to increased cost of the diet." She explained that no single food is fattening. In a safe reducing diet only those foods can be permitted that provide a fair share of food values along with calories. Enriched bread is one of these foods, since it provides considerable amounts of three B vitamins, as well as iron and some protein. The same principles apply to macaroni and noodles.

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	883,151	719,513
August	1,181,294	907,520	845,142	945,429
September	802,647	837,218	661,604	1,012,094
October	776,259	966,115	963,781	1,134,054
November	700,865	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 Nov. 25, 1950.....4,115,722
 July 1, 1949 to Nov. 26, 1949.....4,130,723

Consolidated Macaroni Machine Corp.

FOUNDED IN 1808

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

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES

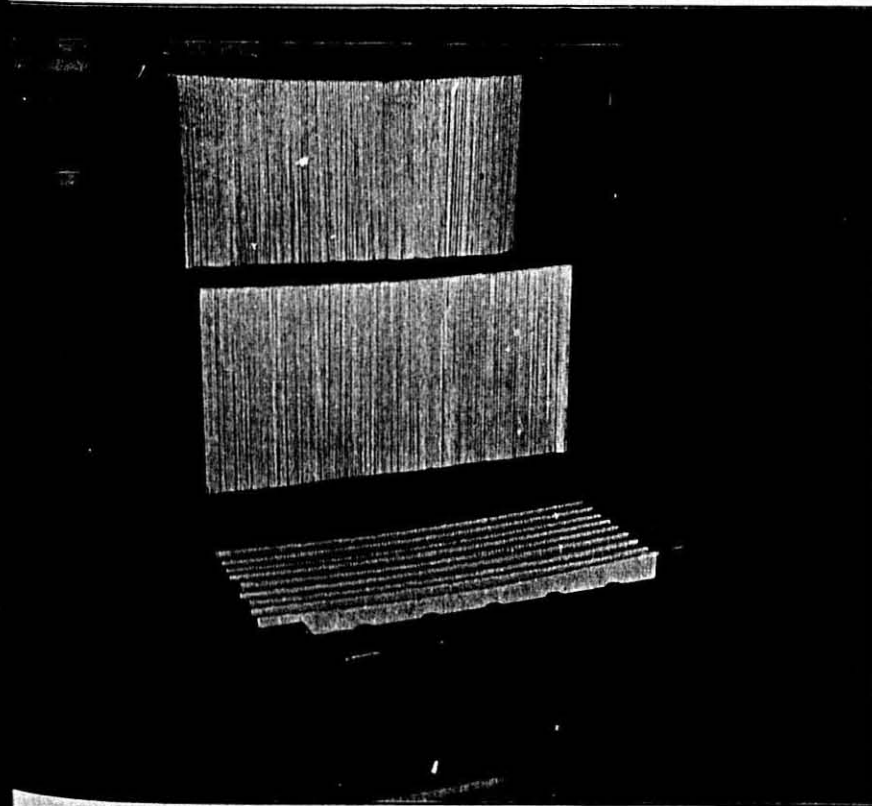
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

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

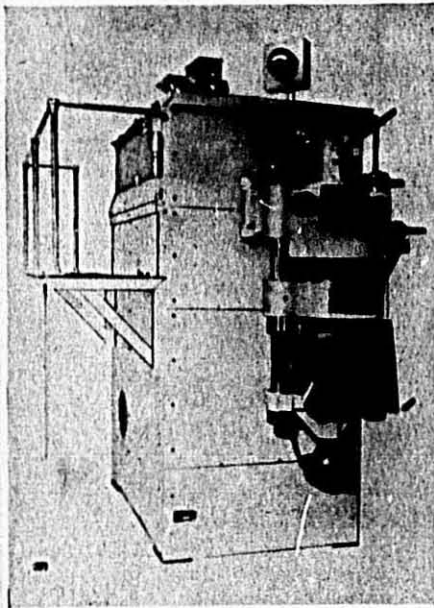
Continuous Automatic Short Paste Press Equipped with Manual Spreading Facilities

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.

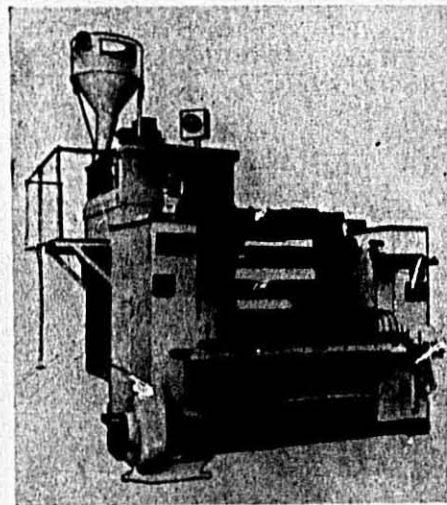
DURABLE—ECONOMICAL—BEST FOR QUALITY



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



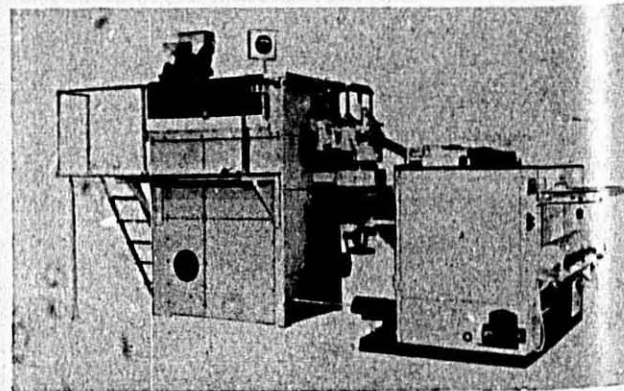
Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

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

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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.

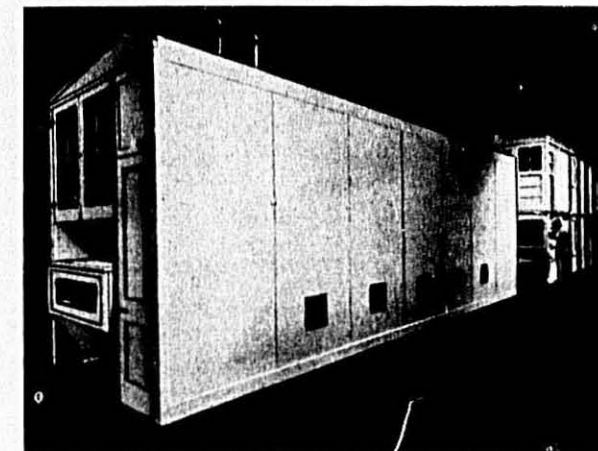
BE MODERN

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

Milprint Announces New Officers

Heller New Board Chairman

William Heller, Sr., chose his 65th birthday at a luncheon for Milprint executives to announce his resignation as president to become chairman of the board of directors. Roland N. Ewens moves up from executive vice president to the posts of president and treasurer. Arthur Snapper succeeds Mr. Ewens as executive vice president and also retains his post as secretary. Ewens has been with Milprint for 19 years and was comptroller before he became executive vice president. Snapper has been with the firm for 21 years.

These changes are part of an expansion program which includes completion of a new plant at Milwaukee. It is in this new plant where water color paintings of M. T. Heller, founder, and William Heller, Sr., will grace the lobby, a challenge of sincerity, industry and know-how to all who seek to contribute to the company's progress. The new plant under construction will have 350,000 square feet, all on one floor, which will give most efficient, streamlined operation. Milprint operates 14 plants in 10 other cities.

Other officers are Roy E. Hanson, vice president and director of sales; Bert Hefter, vice president and sales manager; Lester R. Zimmerman, vice president in charge of midwest area; Shy Rosen, vice president in charge of eastern operations, and C. K. Billeb, vice president in charge of plant operations.

Milprint, in its constant effort to make improvements in the packaging field, now uses nearly every known form of printing on practically every type of film, paper or foil, and also follows through in its letterpress and lithographing departments in producing advertising material to help move merchandise off the retailer shelves.

True to its tradition, Milprint is committed to intensified efforts in tech-



William Heller, Sr., President of Milprint, Inc., was honored on his 65th birthday by the presentation of a water color painting of himself which will be hung in the lobby of the new plant now being completed. Seated at table, left to right, Roy E. Hanson (extreme left), William Heller, Jr., William Heller, Sr. (now chairman of the board), Lester R. Zimmerman, (foreground), Bert Hefter and Ivan Heller. Standing, left to right, James Heller, Shy Rosen, Roland N. Ewens, (new president), Arthur Snapper, C. K. Billeb, Paul Hultkrans, and Melvin Heller.



William Heller, Sr., chairman of the board, Milprint, Inc., Milwaukee.



Roland N. Ewens, president, Milprint, Inc., Milwaukee.

nical and market research to find new uses for present materials and to convert new materials to packaging needs. To give packages up-to-the-minute

merchandising appeal, to help the manufacturer sell more of his product is the cornerstone upon which Milprint has been built.

Grant Voluntary Pay Raise

Macaroni Workers in Greater New York Area Get Increase

Officials of the Bakery and Confectionery Workers, International Union, American Federation of Labor, Local 102, which claims a membership of more than 1,000 workers in macaroni-noodle plants located in the New York metropolitan and northern New Jersey area, announce a voluntary increase of wages by the manufacturers. They are pleased with the voluntary opening of wage negotiations three months before expiration of the present industry-wide contract.

Thirteen of the largest macaroni plants in the area have agreed to grant general wage increases of five cents an hour, retroactive to October 1, 1950, with an additional five cents an hour raise automatically effective on January 1, 1951. Union officials express satisfaction that the macaroni manufacturers voluntarily open negotiations in advance of the present contract commitments in view of the unexpected rise in living costs.

Eggs for Vienna Children

Government reports announce that a total of nearly 30,000 pounds of dried eggs (American) for the children of Vienna, Austria, was loaded

aboard the U. S. SS *Exanthia*, at Philadelphia, November 2, by the American Friends Service Committee.

PMMI Meeting April 16th

The Packaging Machinery Manufacturers Institute will hold its semi-annual meeting at the Hotel Dennis, Atlantic City, N. J., on April 16, 1951, according to an announcement made by Boyd H. Redner, institute president, who is general manager of the Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich. The Hotel Dennis will be the headquarters hotel for PMMI members during the National Packaging Show at Atlantic City.

*Let's look at the record**

Preference of Bakers, Flour Jobbers and Millers

Wholesale and Retail Bakers, Flour Millers and Jobbers, prefer flour PACKED IN COTTON BAGS. There are Many Good Reasons Why:

Preference of Bakers

- 1 Strongest—less breakage!
- 2 Best for handling and stacking!
- 3 Lowest net cost—highest resale value!

Preference of Millers & Jobbers

- 1 Most sales appeal—your brand name stands out!
- 2 Saving because less costly equipment is needed!
- 3 Less breakage—less loss!

for quick action on this vital subject... write us... TODAY!

THE TREND TODAY IS TO TEXTILES

* The famous Brown Derby, symbol of Alfred E. Smith, whose political campaign slogan was, "Let's Look at the Record."

TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street • Evanston, Illinois

Textile Bags—
Best OVERALL



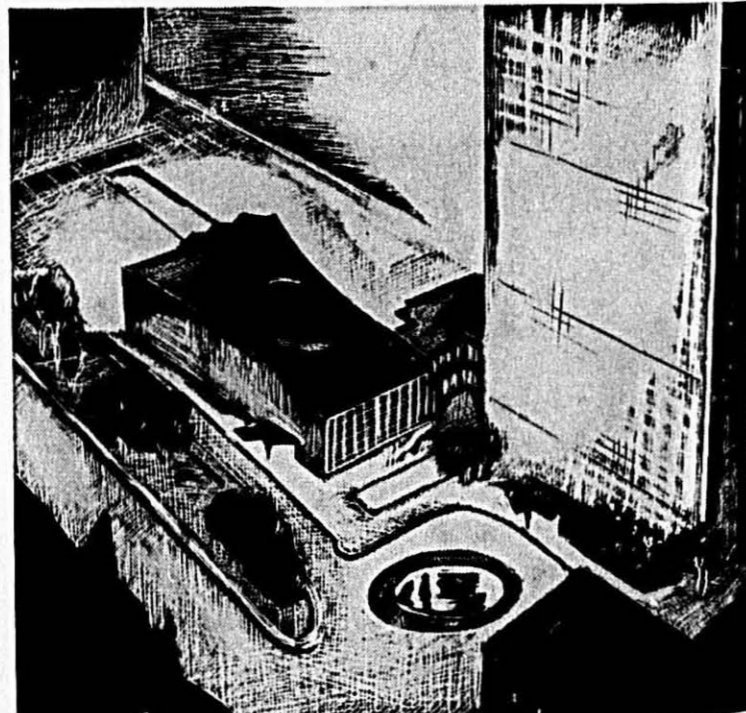
THE U.N. INTERNATIONAL staff began moving into the towering office building of the new United Nations headquarters at New York in August 1950. At the same time, the steel frame-work of the great meeting area—where the Security Council and the General Assembly will hold their important sessions—was growing day-by-day. Part of it is shown here.

PEACE CAPITAL

Five years have passed since the United Nations began operations as history's largest and most powerful international organization. Whether or not the first five years are the hardest, U.N.'s record today shows that since 24 October 1945, the world organization has weathered storms of international disagreement. It has successfully initiated world-wide economic and social programs and has scored political successes.

A symbol of the spirit of the United Nations is its modern, glass, steel and concrete permanent headquarters, which towers over New York's East Side far above the low structures of an earlier era. Many units of the U.N. staff are already working in the world headquarters' 39-story office building and by early next year U.N.'s international civil service will occupy all of its offices. And, meanwhile, the great auditorium and meeting halls in which the countries of the world will determine their collective destiny is rapidly rising nearby.

The address of U.N.'s new headquarters—United Nations, New York—will replace the Lake Success date-line which has headed the important news produced by U.N. during the last four years. What news the world can expect from United Nations, New York, is more than anyone can predict. But it is certain that in U.N.'s sixth year—its first in its "peace capital"—the problem of establishing permanent peace will always be foremost.



THE NEXT TWO YEARS WILL see the completion of the "peace capital" of the United Nations in the form shown in this artist's sketch. The meeting hall area, still under construction, can be seen at the left of the completed office tower. The entire six-building headquarters site will be landscaped and buildings will be surrounded by green



From Your Friends at

Sterwin Chemicals INC.

To all our friends in the Baking, Milling, and other Food Industries, our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year.



P. Val. Kolb, President

GENERAL OFFICE



Robert S. Whiteside
Assistant Director



William X. Clark
Sales Manager



Dr. R. C. Sherwood
Technical Director



Edward P. Hassler
Asst. Sales Mgr.



Keith M. Baldwin
Asst. Sales Mgr.



Sylvester A. Ryan
Office Mgr.

FIELD REPRESENTATIVES



Warren Keller
Asst. Tech. Dir.



R. Steele Sherratt
N.Y.



Michael Padley
New York



Louis Patta
New York



C. E. Noe
Boston



Paul G. Callison
Portland, Ore.



H. J. Stromstad
Minneapolis



L. R. Patton, Jr.
Buffalo



Dan E. Smith
Washington, D. C.



Jack Borzani
Allentown



W. D. Edmonds
Charlotte, N. C.



Lyle P. Carmony
St. Louis



Fred Scherer
Chicago



R. H. Lingott
Chicago



Jack A. Revord
Chicago



Leo F. Saklich
Los Angeles



Gordon W. Weed
New York



Jim Doly
Kansas City, Mo.



L. L. McAninch
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Pete Metcalf
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Sterwin Chemicals INC.

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

Pioneers in Food Enrichment

Distributor of the products formerly sold by Special Markets Industrial Division of Withrap-Shears Inc. and Vanita Division of General Drug Company.

Macaroni-of-the-Month Club

ON October 13, the National Macaroni Institute participated in the National Food Editors' Conference at the Waldorf-Astoria Hotel in New York City, reported upon fully in the November issue. Because of the increased interest in macaroni products due to seeing the actual production of macaroni and spaghetti by a miniature press erected in the hotel and operated by Vice President O. R. Schmalzer of Buhler Brothers, Inc., there was then and there organized the "Macaroni-of-the-Month" Club in which all food editors in attendance were enrolled.

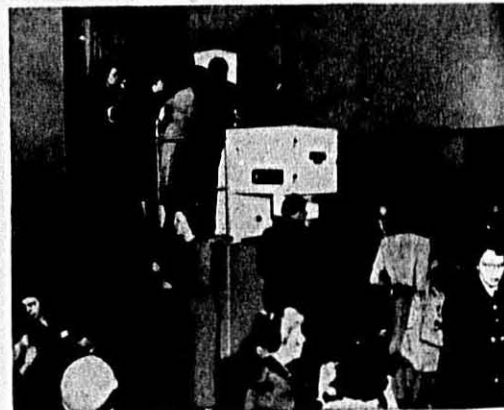
The purpose of the new club is to furnish each of the editors with a gift package of macaroni products each month. The gift packages will be accompanied each month by releases and recipes prepared by Theodore R. Sills & Co., public relations agents of the National Macaroni Institute. This monthly reminder of macaroni products to the food editors with the accompanying releases and recipes will undoubtedly result in tremendous publicity and public attention to macaroni, spaghetti and egg noodles.

Members of the National Macaroni Institute have been invited to agree to supply the gift to the editors for one month. This entails the packaging of an assortment of products—four or five of a firm's regular types of products—wrapping and mailing to a list of editors supplied by the Sills firm. Gerald T. Lynn of Sills, Inc., is seeking the NMI members' co-operation on the basis of a volunteer effort which will help greatly to achieve the objective of keeping macaroni products favorably before the public. Replies are to be directed to him in care of Theodore R. Sills & Co., 137 East 57th St., New York 22, N. Y.

Gaynor Maddox, food editor of NEA Syndicate, and Harriet Cooke, food editor of the "Buffalo News," discuss spaghetti manufactured in a Waldorf-Astoria Hotel suite on a Buhler Midget Press. The Buhler Press was set up in the hotel suite for the National Macaroni Institute meeting October 13 with editors from all over the country who attended the National Food Editors' Conference.



The National Macaroni Institute converted a suite at the Waldorf-Astoria Hotel in New York City into a miniature macaroni manufacturing plant, October 13 for the National Food Editors' Conference. Food editors from all over the nation are shown examining the Buhler Midget Press as it makes spaghetti.



Liquid, Frozen and Dried Egg Production October 1950

Liquid egg production during October totaled 9,910,000 pounds, compared with 6,909,000 pounds during October last year and the 1944-48 average of 20,947,000 pounds, the Bureau of Agricultural Economics reports. The quantities of liquid egg used for immediate consumption, drying and freezing were all larger than during October last year.

Dried egg production during October totaled 1,984,000 pounds, compared with 937,000 pounds in October last year and the average of 6,000,000 pounds. Production consisted of 1,722,000 pounds of dried whole egg, 235,000 pounds of dried albumen and

27,000 pounds of dried yolk. The government contracted for 82,711,462 pounds of dried whole egg through November 24 for egg price support purposes. Production of dried whole egg during the first 10 months of 1950 totaled 84,430,000 pounds, compared with 59,910,000 pounds during the same period last year.

The quantity of frozen egg produced during October totaled 4,535,000 pounds, compared with 3,657,000 pounds during October last year and the average production of 4,616,000 pounds. Production of frozen egg during the first 10 months of 1950 totaled 350,354,000 pounds, compared with 305,245,000 pounds during the same period last year—an increase of 15 per cent. Frozen egg stocks decreased 29 million pounds during October, compared with a decrease of 25 million pounds in October last year

and the average October decrease of 29,000,000 pounds.

Rossotti to Entertain

The Rossotti Lithograph Corp., North Bergen, N. J., well-known manufacturers of labels and cartoons for the macaroni-noodle industry, will sponsor a spaghetti buffet supper the evening of January 23, 1951, and one of the entertainment functions in connection with the Winter Meeting in the Flamingo Hotel, Miami Beach, Fla., January 23-25. The supper will be served on the Open Air Terrace, as it has been for the past three southland conferences. Besides heaping helpings of expertly-prepared spaghetti, there will be served some of the rare Italian specialties, with imported Italian wine. Dancing will follow.



BILL STERN TELLS ANOTHER SPORTS STORY

Noblesse Oblige

Many foreigners have come to American shores in search of boxing fame and fortune, but none was more colorful than a little mite of a man named Pancho Villa, a Filipino who deserted wretched poverty to find fistic glory in a new land. For Pancho rose to international fame when he licked Jimmy Wilde, for the flyweight championship of the world. Grateful little Pancho soon developed a great love for America and its national holidays.

Later, Pancho was matched to fight hard-hitting Jimmy McLarnin in Oakland, on July 4, 1925. Before that fight, Pancho developed a badly ulcerated tooth. He angrily refused to postpone the fight, for he said: "It's an honor that I shall fight on July fourth before a crowd of Americans. I will not disappoint them!"

And so Pancho, with a fierce love in his heart for America, went through with that fight. In his weakened condition he took a fearful beating from Jimmy McLarnin. A few days later he died, at only twenty-four.

So passed from the boxing world a little brown man from foreign shores, who paid with his life for the honor to fight on Independence Day.

There's a lesson for all of us. Pancho recognized and loved the greatness and freedom of America. Do we? Today, more than ever, it is important that we do! Free American business institutions can best fulfill their obligations to their customers and to the nation, by constantly striving to better the products that have thus far done so much to create the highest living standards on earth.

In our own field, Commander-Larabee's continual search for durum products improvements, through its great research facilities, has played an important part in your business. Our struggle for improvement still goes on . . . it always will. Better semolina, durum granular and flour from us means better macaroni foods for you.



PERFORMANCE COUNTS . . .

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

The Dimes March—So Kids Can Walk

Perhaps you were less aware of it in the fog of international apprehensions, but last summer and fall, for the third successive year, infantile



paralysis struck the nation with terrific force.

In state after state, thousands of young boys and girls came down with this crippling disease. In many instances, two, three, four in a family were hospitalized, with the grim notation after their names: "Acute Anterior Poliomyelitis"—in a word: POLIO!

Those boys and girls, like others before them, had a staunch ally in their battle for recovery. That ally—the March of Dimes—provided millions of dollars to help pay hospital bills, hire nurses and physical therapists, provide equipment such as respirators and hot pack machines.

Nevertheless, the battle raged so furiously that many chapters of the National Foundation for Infantile Paralysis—already taxed by demands for continuing help from patients of 1949 and previous years—soon saw their March of Dimes funds vanish. National headquarters of the polio organization rushed more than \$7,000,000 in supplementary aid. Then those resources, too, were exhausted by a surprising increase in cases in September.

The helpful dimes that had marched in January of 1950 did valiant battle during the polio epidemics of 1950. As a result, thousands of boys and girls, stricken in 1950 and in prior years, today can live and breathe and walk and dance and run again.

The American people's contributions to the annual March of Dimes made that possible . . . made possible the freeing of children from iron lungs . . . made possible a chance for those youngsters to walk forward, unafraid, toward a brighter future.

This January 15-31, the dimes will march again. They must march in greater volume than ever before, for

more patients depend on them. The task facing those dimes is enormous. It is estimated that some 54,000 patients needed March of Dimes help for care and treatment in 1950, of whom 30,000 were stricken in 1949 or earlier. How many will still be cared for in 1951? How many new cases will be added? We don't know—but we must be ready.

The fight against polio is by no



means won. Patient care burdens are heavier, dollars buy less care than for-

merly. But research into means of prevention and cure of the disease offers greater hope. It must be pressed apace. At the same time, more skilled professional hands must be trained to cope with the ever-increasing patient case load and intensified research.

This January the dimes will march again from every hamlet, town and city in the nation. Place your dimes, as many as you can possibly spare, in the March of Dimes ranks! Every dime marks a step forward for some child on the way back to health. Join the March of Dimes!

"Mrs. America"

The latest national advertiser to contract for the use of the Mrs. America name is the French Sardine Co., packers of Star-Kist tuna fish. Mrs. America, Inc., of 152 West 42 Street, New York City, originators and owners of the registered Mrs. America title, announces that the tuna fish packers plan to use the Mrs. America name in some of its national magazine advertising and the photograph and endorsement of Mrs. Betty McAllister of Johnstown, Pa., the pretty housewife who is Mrs. America of 1950-'51, in its 1951 newspaper campaign.

Invitation to International Food Congress

An invitation from the National Association of Retail Grocers to the combined advertising, selling and grocery groups of Europe to participate in the 52nd annual NARGUS Convention and International Food Exposition in Chicago, June 9-15, 1951, was delivered in person in London this month by Frank A. Conolly, New York City, a leader in the food industry.

Acting as NARGUS' special representative, Conolly, who is merchandising manager of Oakite Products, Inc., flew to Europe as a delegate of the American Ad Clubs to the London Advertising Conference, carrying a scroll of greetings and invitation signed by NARGUS president Gerard Klomp

++ TO THE COMBINED ADVERTISING, SELLING AND GROCERY GROUPS OF EUROPE ++

GREETINGS

FROM THE NATIONAL ASSOCIATION OF RETAIL GROCERS (NARGUS) and its 75,000 independent retail grocer members in every part of the United States

Through the good offices of Mr. Frank A. Conolly of Oakite Products, Inc., during his travels through Europe, a hearty and cordial invitation is extended to you to participate in and attend the 52nd Annual NARGUS Convention and International Food and Fixtures Exposition, to be held from June 9 through June 15, 1951, on Navy Pier, Chicago. This event will bring together the retail grocers and manufacturer-suppliers from many nations, thus achieving a great interchange of knowledge, as well as of products, to the mutual improvement of the food industry throughout the friendly countries of the world.

With the full co-operation of all interested governmental agencies and departments, this invitation is extended in the earnest hope that manufacturers and distributors of food products from all parts of the free world will be with us in Chicago in June, 1951.

Gerard Klomp
PRESIDENT
NATIONAL ASSOCIATION OF RETAIL GROCERS

Simplicity of **CECO**

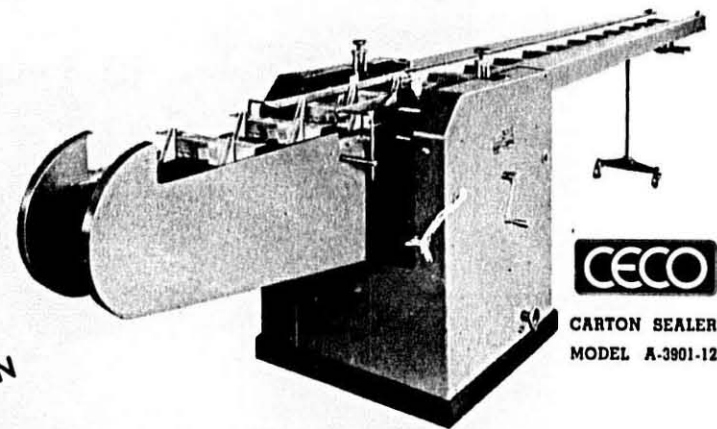
Registered Trade Name

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.



CARTON SEALER
MODEL A-3901-12

Member of Packaging Machinery Manufacturers' Institute

**CONTAINER
EQUIPMENT
CORPORATION**

*Packaging Machinery
Specialists*

26 ORIENTAL STREET, NEWARK 4, N. J.
BALTIMORE • CHICAGO • JACKSON • PITTSBURGH
ROCHESTER • ST. LOUIS • SAN FRANCISCO
SAVANNAH • TORONTO

Economical - Political - Industrial

National Industries Service

TOO MUCH TRUMAN

J. E. Jones
Washington Correspondent

Congress is told by the President to write an excess-profits tax that would increase federal revenues by \$4,000,000,000 a year. He calls for "immediate" action.

The President is pressing vigorously for early enactment of stiff tax increases and charges, up and down—a sort of merry-go-round.

Congress will likely clip the wings of the President.

The Republicans are already fighting Truman's fantastic schemes.

Inasmuch as the President is trying to scoop up all the money in the country—including the grass roots, "there will be a hot time in old Washington" in the immediate future.

"Mr. Republican"

No wonder the nickname of "Mr. Republican" has been tacked onto Senator Robert A. Taft of Ohio. The Democratic party tried to tag Taft as an isolationist, but the voters, in Ohio pushed the mudslingers aside, and re-elected him to the Senate by a landslide

—430,000 majority.

Since the election, there has been a demand for Senator Taft to run for President of the United States. He has replied in the affirmative—a response that has cheered the Republicans all over the Nation. Keep your eyes on Taft, the go-getter who ran stronger than any candidate for Senator in the recent election.

That Brannan Plan

The Department of Agriculture has been standing behind the so-called Brannan Plan, claiming that it is a cure-all medicine for farm troubles. It turned out that the Democrats lost most of the midwest farm votes in the recent election.

The Brannan soothing syrup seems to have gagged the farmers ever since President Truman made it an administration pet.

An investigation is pending by the Senate Agriculture Sub-Committee on Utilization of Farm Crops in the recent purchase by the government of 112 million gallons of alcohol from France, at a time when our government is destroying millions of bushels

of potatoes from which alcohol may be made by government-built alcohol plants in Iowa, Nebraska, Kansas, Missouri.

There is a demand for a thorough review of the Commodity Corporation's price support operations with emphasis on potatoes, butter, dried eggs and milk purchases.

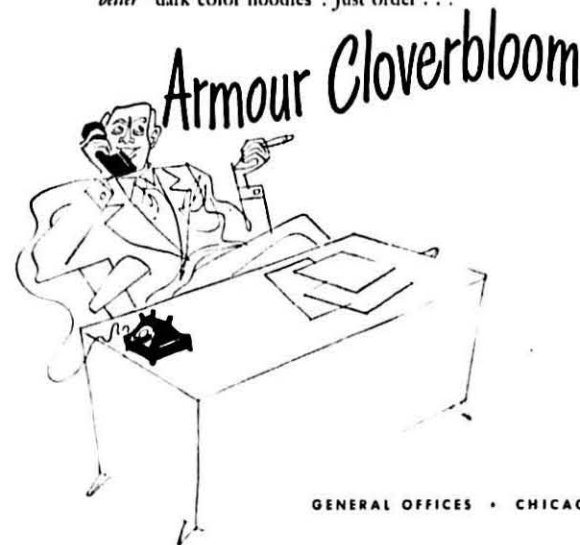
Farmers Think Straight

In 1948, middle-western farmers were troubled by the farm prices and the lack of storage space. They turned away from the Republican party and threw the balance of power to the Democrats. In the recent election, the farmers slid back into the Republican ranks. It is very significant that, while Mr. Truman carried Ohio in 1948, Senator Taft had a plurality of 430,000 votes. Illinois and Wisconsin went Republican with whopping majorities. And Indiana re-elected Senator Capelhart by 100,000 votes.

According to the way things look in Washington, farmers will continue to receive a lot of favors. It seems plain that the farm belt is strongly Republican.



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



GENERAL OFFICES • CHICAGO 9, ILLINOIS



John J. Cavagnaro

Engineers
and Machinists

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

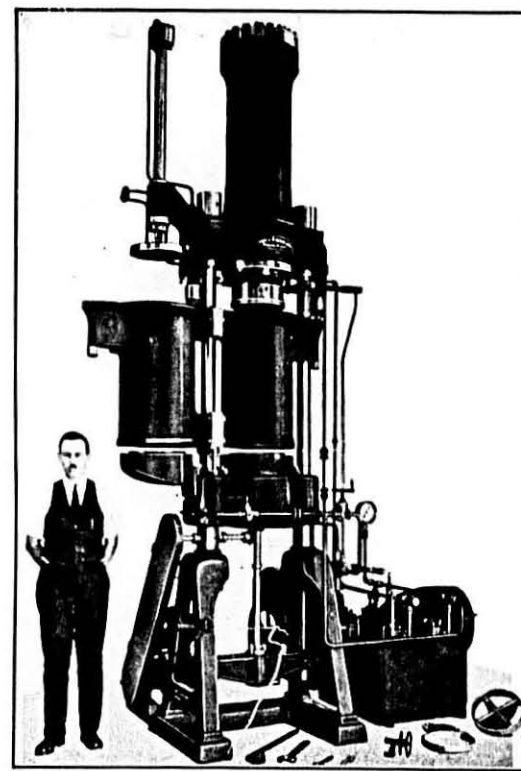
Specialty of
Macaroni Machinery

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



PRESS NO. 222 (Special)

Gaetano Viviano Dies Suddenly

Gaetano Viviano, 67, retired vice president and one of the founders of the V. Viviano & Bros. Macaroni Manufacturing Company, Inc., St. Louis, Mo., collapsed and died October 27, apparently of a heart attack, at his son's importing firm at 6713 Clayton rd., Clayton.

Viviano, who lived at 1176 Center dr., Hampton Park, had been under treatment for heart disease, the son, Frank G. Viviano, said.

A native of Terrasini, Italy, he came to the United States in 1901 and two years later he and three other brothers started the macaroni firm, which now is nationally known. He retired in 1944.

In addition to his son, he is survived by a brother and two sisters.

The funeral was held November 6 from the Armbruster Mortuary, Clayton, Mo., with services at 9:00 a.m. at the Church of the Little Flower. Burial was in Calvary Cemetery.

Some Declines in Food Prices

Food commodities that the American housewife buys most regularly have gone down in price, contrary to a widespread conception of food price advances, it has been pointed out by Mrs. R. M. Kiefer, Chicago, secretary-

manager of the National Association of Retail Grocers.

Endeavoring to allay the mounting worries of homemakers about the family food budget, Mrs. Kiefer said: "There is much talk these days about advances in food prices, whereas actually, according to Bureau of Labor statistics, there have been declines in important food commodities, such as potatoes, eggs, many fruits, vegetables, meats and canned goods."

Food prices in general, she said, have remained below the peak of 1948, and many basic items are considerably under the peak. With present huge government holdings of food supplies, any threat of shortages is completely baseless, she added.

Specifically, Mrs. Kiefer cited price declines in potatoes, which are 31 per cent under the 1948 peak; eggs, 21 per cent under peak; butter, 23 per cent; lard, 35 per cent; milk, 10 per cent; cheese, 26 per cent; canned tomatoes, 12 per cent; canned corn, 12 per cent; canned peaches, 6 per cent; fresh oranges (size 200), 9 per cent.

In the meat department, Mrs. Kiefer pointed to price declines on hams, which are nine per cent under the 1948 peak; pork chops, six per cent under; sliced bacon, 19 per cent under; and chuck roast, nine per cent under.

Other comparative price declines are on flour, nine per cent; rice, 21 per cent; dried navy beans, 33 per cent; and lettuce, 23 per cent.

Durum at International Show

The durum exhibit at the International Livestock, Grain and Hay Show in Chicago, November 25-December 2, was viewed by a large portion of the several hundred thousand visitors that took in the show this year. They came from every state in the Union and many foreign countries.

Canada again won first place in the durum exhibit, the honors going to R. T. Robbins of Shaunavon, Saskatchewan, with his 63.7-pound sample, in close competition with the sample displayed by M. D. Wolf of Hampden, N. D., whose durum earned for him the title of the 1950 Durum King at the show in Langdon, N. D., earlier in November. His exhibit of 65-pound Stewart gained for him second place at the International.

North Dakota won practically all of the prizes in the durum class aside from the championship. Third prize went to Lavern Dahl of Park River, N. D., with his 65.3-pound Stewart. Carl Munson, Oshtemo, N. D., was awarded fourth place for his 61.9-pound Stewart. Roy Rutledge, Langdon, N. D., ranked fifth with his 63.3 Mindum; Iverson & Nappen, Hampden, N. D., rated sixth with their 65-pound Stewart; Charles Heck, Oshtemo, N. D., ranked seventh with his 63.7-pound sample, and Dale Sturlug son placed eighth with his 63.8-pound

Stewart sample.

Don Groom, Langdon, N. D., ranked No. 3 with his 50.7-pound sample of barley.

Public Relations

Donna Entertains North Dakotans

For over a quarter of a century, B. I. Groom, executive of the Greater North Dakota Association, has been in charge of that state's grain exhibits at the International Livestock, Grain and Hay Show in Chicago. He served again in that capacity at the International held at the Amphitheatre at the Stock Yards in Chicago, November 25 to December 2, gaining many prizes with his fine display of North Dakota grains.

Assisting him during the past few years has been William P. Sebens, field representative and official photographer of the Greater North Dakota Association. To promote the friendly relations that exist between the durum growers of that state and the macaroni industry, M. J. Donna, secretary emeritus of the National Macaroni Manufacturers Association, following an established custom, entertained the two North Dakotans at an Italian dinner party Sunday, November 26. This has become a pleasant, friendly affair to which the participants look forward each year.

Now Is the Time to Solve Manpower Problems

Now is the time when industrial relations directors should get together with their production or personnel managers on manpower requirements, states a report to members of the Labor Relations Institute, N. Y.

The report goes on to point out that when actual manpower shortages begin to reflect themselves in over-due deliveries and patched-up schedules, belated adjustments in manpower utilization practices become twice as difficult.

With deliveries overdue, practically all elements of management are reluctant to take time out for careful planning. When the production problem becomes acute, no one seems to have time necessary to determine exactly what the manpower needs are. Nor is there time, inclination or patience to plan from the ground up to find a lasting answer for what appears to be a sudden and temporary crisis.

The report offers a five-step program designed to aid management in solving the manpower problem and includes a manpower-need chart and a skill-inventory chart. The five basic steps are as follows:

Step 1: Analyze anticipated production scheduling in terms of estimated manpower needs. Add 10 to 20 per cent for good measure.

Step 2: Upgrade employes wherever you can so that the operations requiring the highest skills are manned by personnel already trained or needing a minimum amount of training.

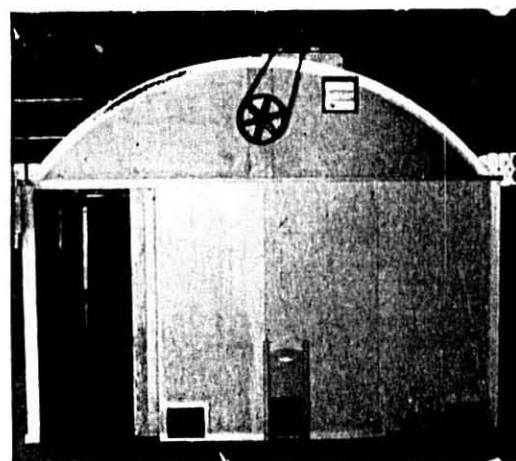
Step 3: Match your specific needs as determined by the manpower table (included in the report) and the skills you have available as indicated in the skill inventory table (also included in the report).

Step 4: Make sure that your foremen are thoroughly grounded in on-the-job training methods.

Step 5: Provide the foremen with a list of workers in their departments who may be subject to military duty. Have the foremen prepare a report on exactly how much training time will be required to replace such potential inductees. The report will provide the data necessary for any contemplated requests for induction delays or deferments.

St. Regis Enlarges Facilities

St. Regis Paper Co. announces plans for early construction and installation of two kraft paper machines and pulp manufacturing facilities. One will be added to the company's Kraft Center at Pensacola, Fla., with the second to be a new mill which will be built at Jacksonville, Fla. They will be fully



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It is our sincere wish that you and yours will enjoy a Merry Christmas, and share in the prosperity that a New Year brings.

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integrated with pulp manufactured from wood from the company's owned or leased woodlands. This expansion program will entail the expenditure of approximately \$30,000,000.

The new capacity, the announcement states, will make available paper to replace the multiwall bag paper now produced at the company's northern New York paper mills from pulp imported largely from the Scandinavian countries and Canada. This expansion in the South will make possible substantial economic benefits through the utilization of the company's own wood for the manufacture of pulp in an integrated operation, the company states.

The company adds that it does not anticipate, as a result of this development, a curtailment or cessation of operations of those kraft paper mills in northern New York, but rather a concentration by them in the manufacture of specialty paper products made largely from bleached and unbleached kraft pulp.

20th National Packaging Exposition to Be Held April 17-20

The American Management Association has announced that it will sponsor its 20th National Packaging Exposition April 17-20 at the auditorium in Atlantic City. Machines, equipment and services used in pack-

aging, packing, and shipping will be on display, and it is expected that the show will be larger than ever before, in both area occupied and number of exhibitors.

AMA has presented the National Packaging Exposition annually, with the exception of one war year, since 1931. In the first show, some 34 exhibitors, occupying approximately 3,000 square feet of floor space, showed products and services to fewer than 2,000 visitors. At the 19th Exposition last year, 240 exhibitors covered almost 75,000 square feet of exhibit space and attendance exceeded 19,000.

The week of April 16 has been designated as Packaging Week. Events scheduled include not only the exposition, but the AMA Packaging Conference, which will be held in conjunction with the show. In addition, a number of industry groups are planning special meetings during the exposition days.

Christmas Dinner \$1.40 Per

A family of four may enjoy a Thanksgiving or Christmas dinner in New York for as little as \$4.58 with chicken as the main course. Or, if you live in Florida and prefer turkey, the cost will be \$5.73.

The National Association of Retail Grocers has just completed a survey of key areas throughout the nation to

determine how much Americans will pay for their holiday dinners this year. The association learned that a typical meal with ample servings for four will range in price from the simple \$4.58 chicken dinner in New York to \$8.84 for a deluxe turkey dinner in Des Moines, Ia., with Los Angeles, Calif., offering a complete turkey dinner for as low as \$5.94.

The sample meal reported from all sections in the survey varied only in the weight of the chickens or turkeys. The menu consists of chicken or turkey, cranberry sauce, sweet potatoes, tomato and lettuce salad, celery, mince pie and coffee, and includes an allowance of 73 cents for cream, bread, butter and salad dressing.

Technical Executives of Food and Feed Industries Visit Sterling-Winthrop Research Institute.

The first group of technical executives of food and feed industries visited the new, modern laboratories of the Sterling-Winthrop Research Institute at Rensselaer, N. Y. They were guests of P. Val Kolb, president of Sterwin Chemicals Inc., subsidiary of Sterling Drug Inc., which serves the milling, baking and feed industries with food enrichment products. Other groups will be taken through the institute periodically. Visitors are con-

ducted through the institute on Friday of each week.

Many nutrition problems, both on behalf of Sterwin Chemicals and other Sterling divisions and companies, are under investigation at the institute, which includes among its laboratories a series devoted to nutrition and biochemistry, under the direction of Dr. Aaron Arnold.

Roche Vitamin Division Appointments

Robinson Made Sales Manager, Lamping and Sleezer Augment Staff

Chester C. Robinson has been named sales manager of the Hoffmann-La Roche bulk vitamin division, reports Paul J. Cardinal, vice president in charge of the division. Simultaneously, Mr. Cardinal announced that J. C. Lamping, Jr., has been appointed to succeed Mr. Robinson as one of the company's two vitamin division representatives operating out of Chicago.

Mr. Robinson and Mr. Lamping have each been with Hoffmann-La Roche since 1941. Originally in pharmaceutical sales work, Mr. Robinson was selected as one of the charter members of the vitamin division's field staff, formed in the summer of 1942. Last June he was transferred to operate directly out of Nutley.

Mr. Lamping won his transfer to vitamin work after outstanding sales accomplishment in the Chicago and Minneapolis areas. He will cover northern Illinois, northern Indiana, western Michigan and the State of Wisconsin, with headquarters in the company's Chicago offices at 308 West Washington Street.

G. G. VanPatten continues as the Roche vitamin division representative covering Minnesota, Iowa, the Dakotas and parts of Chicago.

Paul E. Sleezer, it was also announced by vice president Cardinal, has joined Hoffmann-La Roche to be associated with G. F. Siemers, technical director of the vitamin division at Nutley. Mr. Sleezer was until recently with Injectable Research Corp. while the latter's manufacturing operations were in Indianapolis.

Let's Go Fishin'

The macaroni-noodle industry, like many other trades and businesses in this country, is made up of two general classes of operators, according to all who have made a study of this phase of business—(1) those who are satisfied with just a little, and (2) those who would only be satisfied if they had it all.

In New Orleans, there is one who definitely belongs to the first group, according to an observation made to Sec-

retary R. M. Green, who was making a personal call on all macaroni-noodle manufacturers in New Orleans just before the conference of southern operators in that city.

Mr. Junker, of Peres Vermicelli Co. of New Orleans, is using a screw-type French press brought to this country over 75 years ago to make the thinnest vermicelli that Mr. Green has ever seen extruded. He makes an extra superfine cut destined for the baby food market.

A one-man shop, he has few if any labor troubles. With great pride he showed Mr. Green a newly painted boat which he keeps ready for fishing trips when business gets slack. He thinks it would be a good idea if more macaroni-noodle manufacturers would go fishing instead of cutting prices. It's worth thinking over.

Association

Announcement has been made of the appointment of Albert S. Weiss of Weiss Noodle Co., Cleveland, as chairman of the Association's statistics committee, replacing former chairman A. Irving Grass, of the I. J. Grass Noodle Co., Chicago.

Others on this committee are: John Laneri of Fort Worth Macaroni Co., Fort Worth, Tex., and Vita Viviano of V. Viviano & Brothers Macaroni Manufacturing Co., St. Louis.

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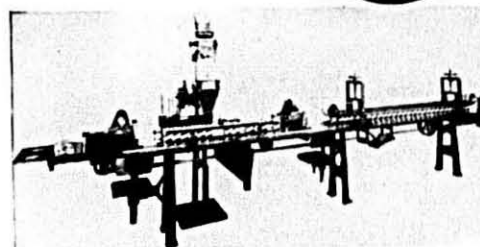
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STEM RUST

(Continued from Page 13)

dependent of barberries. There were fields of durum in North Dakota this year in which there were at least 25,000 billion spores an acre. Moreover, wild barley was very heavily rusted in many areas. These spores are only about 1/1,000-inch long and have undoubtedly been blown southward, possibly even to southern Texas and Mexico, where the rust can survive the winter independently of barberries. Studies will be made during the winter to find out how far south the rust has become established, and where it persists through the winter. Just as these spores are blown southward in the fall, they can again be blown northward in the spring, as is true in many years. It will not be possible to know for sure until next spring whether race 15 has actually become established more or less permanently in Texas and Mexico. If it does become established there this fall and survive the mild winter, it may again be blown northward next spring. Although this is not a certainty, it is a probability that must be reckoned with.

What can be done to reduce the menace of 15B? Obviously everything possible must be done to extend and

accelerate the breeding program. Seed of some of the most promising hybrids has been sown in southern California, so that seed of a new generation will be available next spring. Tests of the resistance of varieties and hybrids are being made in the greenhouse during the winter. There are two reasons why this testing is laborious and time-consuming. Even race 15B may comprise strains that differ somewhat in virulence on some varieties and hybrids of wheat. This requires extensive study of a large number of collections of the rust. Moreover, it is known that some varieties are resistant at moderately low temperatures but very susceptible at high temperatures. It is essential, therefore, to be able to control temperatures at which tests are made in the greenhouse, and very few experiment stations are equipped to do this kind of work under controlled conditions.

All experiment stations at which breeding work is done should have facilities for overhead irrigation in the breeding plots to insure the development of rust, so that differences in resistance can be detected if the weather is not favorable for rust development. It is essential to have facilities for insuring the development of an epidemic; otherwise, susceptible varieties may appear resistant merely because they have escaped rust.

Finally, the barberry eradication campaign must be intensified in order to reduce to the lowest possible point the danger that races even more virulent than 15B may be produced as a result of hybridization between existing rust races.

The Foreman as a Quality Control Man

It makes not one iota of difference if a company produces more products than its competitors, has more satisfied employes or better working conditions. If quality standards are not maintained, the other things won't count, states *Foreman Facts*, the special service publication for foremen, department heads and other supervisors, issued by the Labor Relations Institute, New York.

The discussion of the foreman as a quality control man can be found in the 24th and 25th articles in the series on comprehensive supervision being presented to FF readers. The dual report goes on to point out two significant facts: (1) standards are basically determined outside the plant or department by the buying public and by competitors, and (2) quality control is a management responsibility—specifically, management on the line—supervision.

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homeward, a big storm came up, they couldn't ride it safely because they were so overloaded, they cracked up and all were killed.

The bird who expects the politicians to make life easy for him will make a crash landing some day.

Very wisely yours,
Ollie The Owl

and ask them to voice their desires. When the first poll was taken, the carriers cried in one loud voice, "We want lower taxes on carriers." They got lower taxes. On the next poll, they screamed, "We want higher freight rates." They got them. Then the pigeons demanded improved flyways to make it easier to take off and land, nesting facilities at the flying fields so that they could rest after each trip, bird baths along the routes so that they could stop and cool off their wings when they got overheated and bird sanctuaries to protect them from hunters when they stopped for meals en route—plus free meals and entertainment.

The politicians gave them all these things and the pigeons got fatter and fatter every day. They became so heavy that they found it hard to take off and land safely any more. Before they got everything they wanted from the politicians in exchange for their votes, the carriers kept themselves in top flying trim, kept down their weight so that when they were loaded with grain, they could take off and land safely in all kinds of weather. Once the best flyers in Birdland, each carrier now became so fat that he was a big flying hazard when loaded with grain. Well, one day they made a regular flight to the grain field, took on the usual load for transportation back to Birdland, and as they were winging



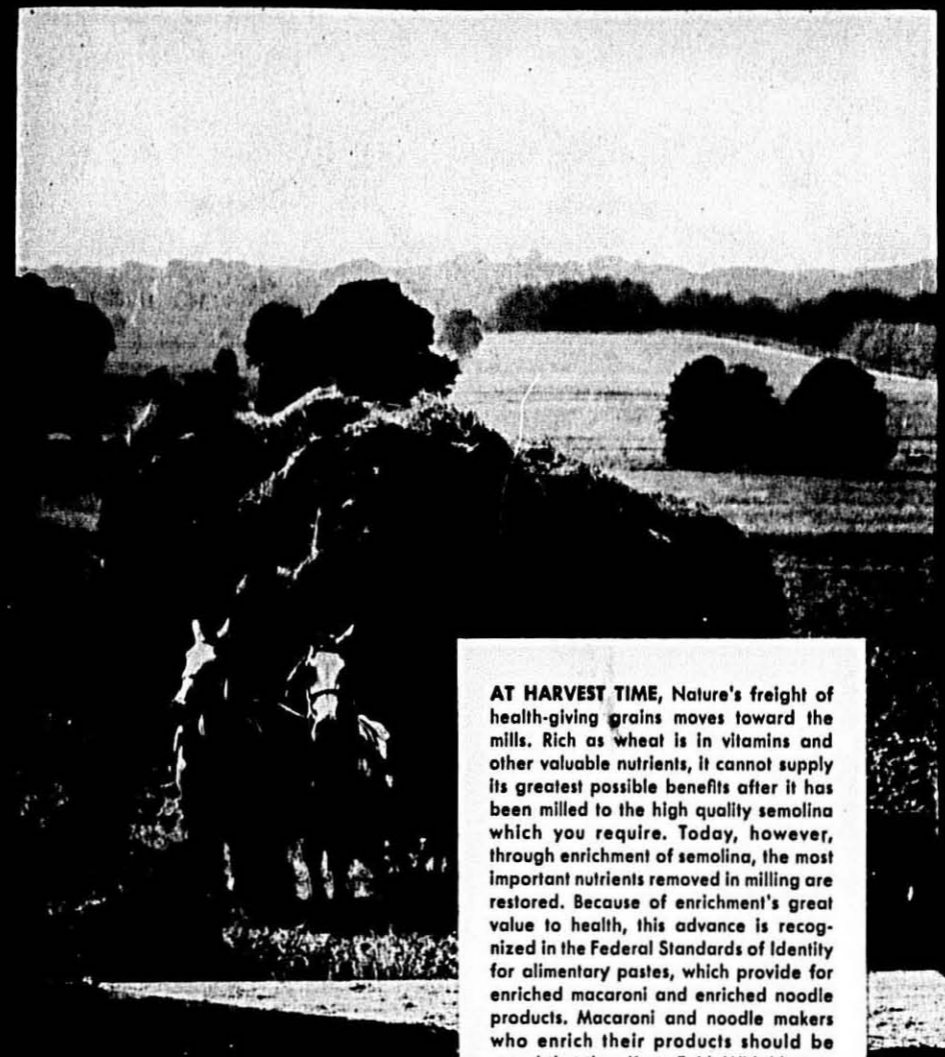
Ollie the Owl

The carrier pigeon is extinct today and although its disappearance is a mystery to many outside of Birdland, it is clear as spring water to us feathered folks.

Once upon a time these pigeons were as thick as pine needles in a forest. It was their job to transport the grain from distant fields to our granaries. Because they were so plentiful, they had lots of votes and the politicians outdid each other to please them. They established a Bureau of Bird Polls to keep abreast of what the carriers wanted.

Every week the pollsters would assemble the pigeons on the flying field

KEEPING FAITH WITH NATURE

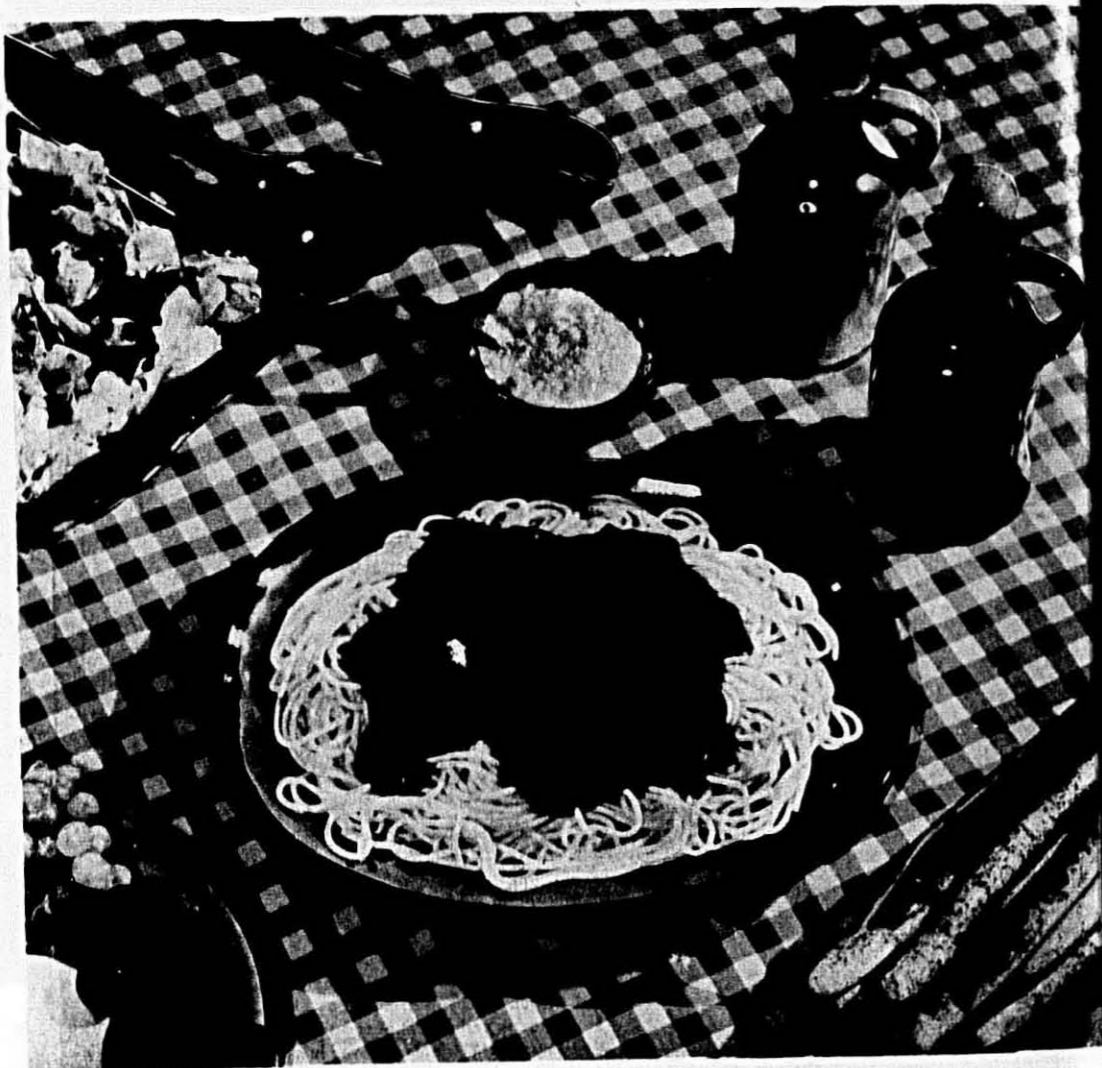


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