

**THE
MACARONI
JOURNAL**

**Volume XXXII
Number 9**

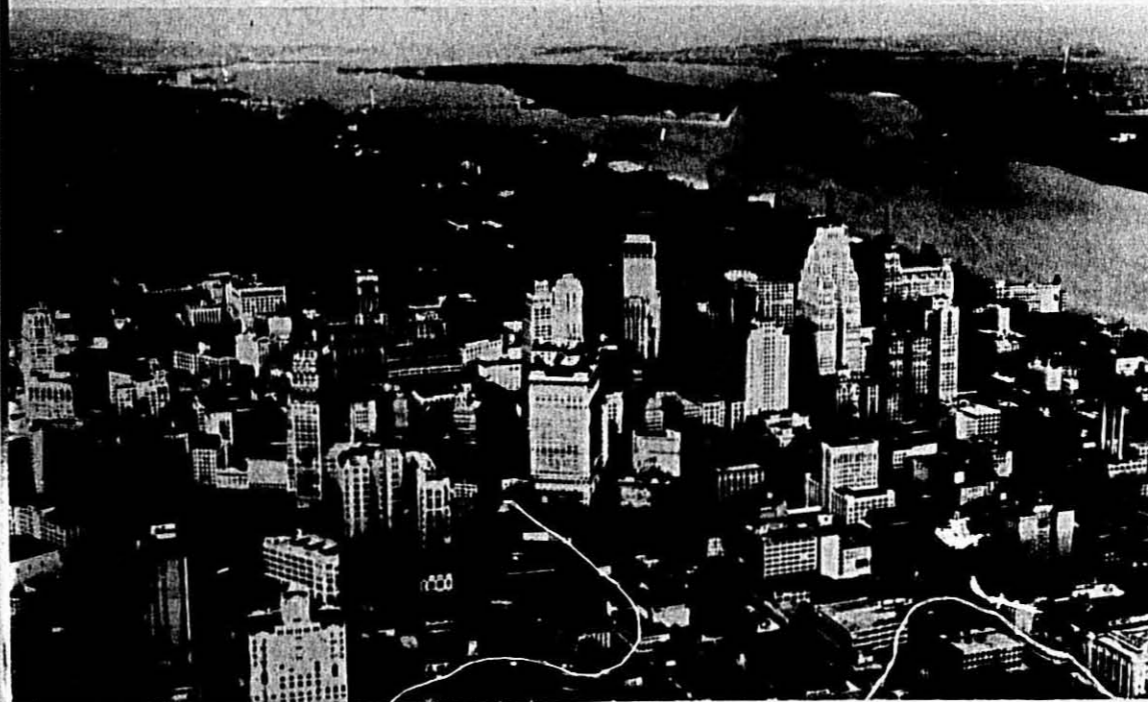
January, 1951

JANUARY, 1951

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Salute to Detroit



Dynamic Detroit—a quarter of a millenium old in 1951—where the major part of the world's automobiles are made. The bird's eye view above shows the Motor City's downtown area sprawled along the north bank of the Detroit River. Upper left is beautiful Belle Isle Park, and across the River is Windsor, Canada—that's right, Canada is south of Detroit.

Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXII
NUMBER 9

*We'll see you
in Miami*

EACH YEAR about this time we look forward to spending a few days with our old friends in the Macaroni Industry at the Mid-Year Meeting of the N.M.M.A. This year, as always, we look forward to making new friends, too.

We are proud of the part Rossotti has been permitted to play at these meetings and we hope we have contributed in some small measure to the continued progress of the Industry.

It is difficult to plan as far ahead as we would like during these difficult days. Therefore, we welcome this opportunity to discuss our mutual problems.

We urge you to support the fine program the Committee has prepared. We also cordially invite you to permit us to work with you in solving some of the packaging problems we are all facing.

ALFRED F. ROSSOTTI
President

PHILIP PAPIN
Sales Manager
Western Division

CHARLES C. ROSSOTTI
Vice-President

PAUL J. SHILLING
Sales Manager
Eastern Division

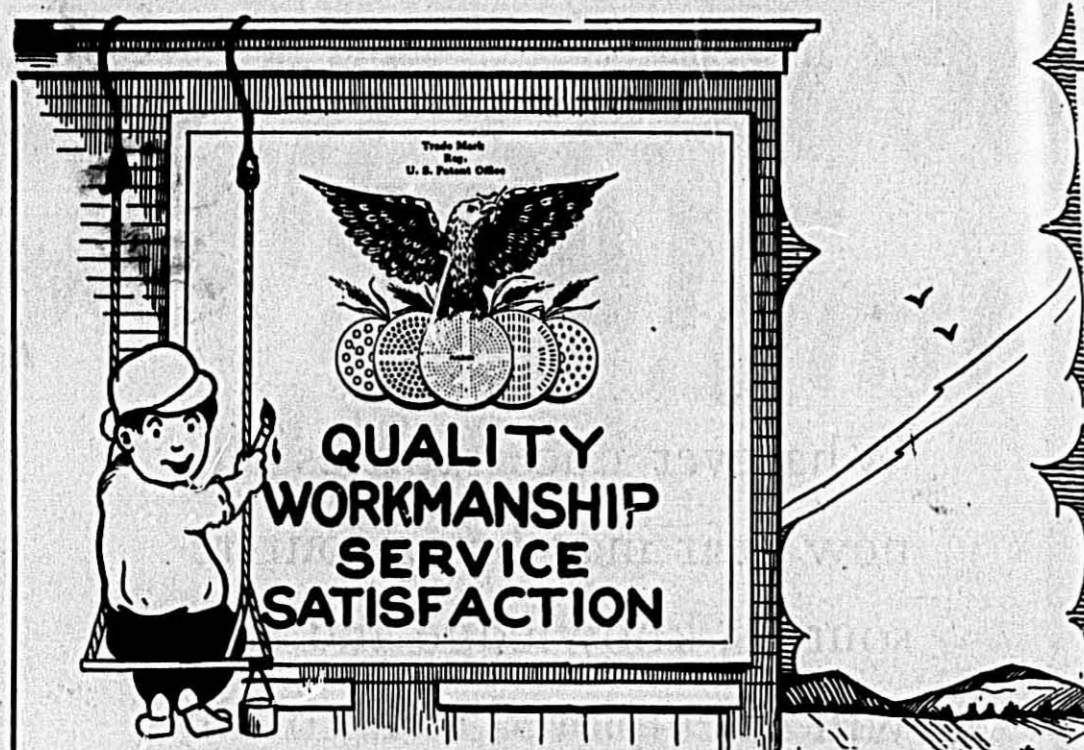
ROSSOTTI LITHOGRAPH CORPORATION
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION

1951

Whatever uncertainties this new year may bring, our resources, knowledge and skill will be employed to faithfully serve our many customer friends. Amber's No. 1 Semolina will remain superior in quality, color, freshness and uniformity.



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



MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys Stainless Steel Copper



D. MALDARI & SONS

178-180 Grand Street, New York City

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

The MACARONI JOURNAL

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Business Ties

As for all lines of business, for the macaroni-noodle manufacturers, too, there are several business ties of great importance to successful and profitable operation. Among them are producer-customer relation, processor-supplier relation, management-employee relation, manufacturer-association relation, and others. Indirectly, through the semolina millers is the relation between the macaroni maker and the durum grower, one on which their very existence depends.

In a stirring address at the annual convention of the National Grange at Minneapolis recently, President Howard W. Files of the Millers' National Federation, stressed the importance of the grower-processor relationship, emphasizing the need of its greater cultivation for the good of the grain growers, the millers and converters of the raw material into food.

While his talk referred specifically to the members of the National Grange, growers of bread wheat and the flour millers, it does apply equally as well as to the durum growers, the semolina millers and the macaroni industry. Paraphrased to include the macaroni makers, here's a brief review of President Files' interesting address: "Flour milling (and semolina milling, too) is an ancient and noble profession. Maybe we millers, and possibly the bakers and macaroni makers, should be called the missing links between the producers of the raw materials and the ultimate consumer. We have been called a lot of things, many times—names that sound worse than a 'missing link'—but call us whatever you like, we are in fact processors and distributors of the large crop you grow, namely, wheat.

"We have also been dubbed 'big business' and I guess we are 'big business,' and so are you. We got big by giving service—all big business gives service somewhere, somehow to someone, or they don't get big or stay that way. We are not ashamed of being big and we believe that we are human, nevertheless.

"Above all else, we like to think of the flour and semolina milling business, and of you, as people—not plants or mills or farms, or machines. True, you use machines—so do we. You use trucks and plows and land on which to grow and transport your farm products—so do we, but the business of milling, like agriculture, is people. Without them, neither could survive.

"The National Grange and the milling industry in the United States are interested alike in the welfare and the well-being of every individual who comprise these two groups. Our business of milling flour and semolina, as we know it, and agriculture, as we see it, are much more than mills and farms and machines and such other things. They are more than mere locations. They are more than just wheat, flour, semolina, feed and other things. They are more than that. They are the millions of people, going to work each day, into those mills and plants, and onto those farms to grow, to grind and deliver the products of agriculture for processing into good foods, putting their best into everything they do. The National Grange and the millers of the country are people—just people from every corner of the United States. They're you and me!

"I recently heard the president of one of our midwestern colleges say, 'No one knows what lies ahead for any of us in America. Of one thing you can be certain, it's going to be rough—very rough.' If he is forecasting accurately, then we can achieve our aims and purposes only if each one of us recognizes and assumes his full responsibility. Each of you have yours—we have ours—but in many things we are joined with you and you with us in a common responsibility. Speaking for the milling industry, I should like to say that we look for and very much want closer bonds of friendship with our American farmers. We are closely linked to you and feel that we both need the fullest possible understanding of each other's problems and between us a spirit of genuine co-operation in facing the great tasks that lie ahead."

PROGRAM-WINTER MEETING

National Macaroni Manufacturers Association

CONVENTION THEME—MARKETING ROUND TABLE

Hotel Flamingo, Miami Beach, Florida • January 23, 24, 25, 1951

Monday, January 22

- 1:30—Board of Directors Meeting
- 4:30—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 Revisions

- 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 the Wheat Flour Institute"—Paul M. Petersen

- 12:15—"Easy 3-Some Lenten Promotion"—Harry I. Bailey

- 12:30—"Modern Semolina Milling"—Buhler Bros. film

- 1:00—Announcements

Adjournment
Afternoon recreation at your pleasure

- 3:00—Yachting Party—Host: Empire Box Corporation

- 7:00—Spaghetti Buffet Supper—Host: Rossotti Lithograph Corporation

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.

Discussion Leaders: Lloyd E. Skinner, Skinner Mfg. Co., Omaha; Albert Ravarino, Ravarino & Freschi, St. Louis

- 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?

Discussion Leader: C. W. Wolfe, Megs Macaroni Co., Harrisburg.

- 11:00—Advertised Brands

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

Discussion Leaders: Virgil C. Hathaway, Quaker Oats Co., Chicago; Joseph Pellegrino, Prince Macaroni Co., Lowell.

- 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?

Discussion Leader: C. Frederick Mueller, C. F. Mueller Co., Jersey City.

- 12:00—Advertising Agencies

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

Discussion Leader: P. F. Vagnino, American Beauty Macaroni Co., Kansas City.

- 12:30—"Scenes of Italy"—film taken by Joe Pellegrino.

- 1:00—Announcements

Adjournment
Afternoon recreation at your pleasure

- 3:00—Yachting Party—Host: Empire Box Corporation

- 8:00—Group Party at Miami Beach Kennel Club—Host: Consolidated Macaroni Machine Corporation, Brooklyn, N. Y.

Thursday, January 25

- Round Table Marketing Conference

Open Forum Discussions
President Mueller, presiding, Vice President La Rosa conducting

Topics for discussion:
10:00—Distributors

What services do macaroni and noodle manufacturers expect from the jobbers . . . from retailers?

Discussion Leaders: Peter La-

Rosa, V. LaRosa & Sons, Brooklyn; Albert Weiss, Weiss Noodle Co., Cleveland.

- 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?

Discussion Leaders: A. Irving Grass, Grass Noodle Co., Chicago; Thomas A. Cuneo, Ronco Foods, Memphis

- 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?

Discussion Leader: Peter R. Viviano, V. Viviano Bros., St. Louis.

- 11:30—Sales Expenses

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

Discussion Leader: Sam Arena, V. Arena & Sons, Norristown.

- 12:00—Premiums

"Self-liquidating" . . . "Package Coupons" . . . "Free Attached Packages"

Discussion Leader: C. L. Norris, Creamette Co., Minneapolis.

- 12:30—Announcements

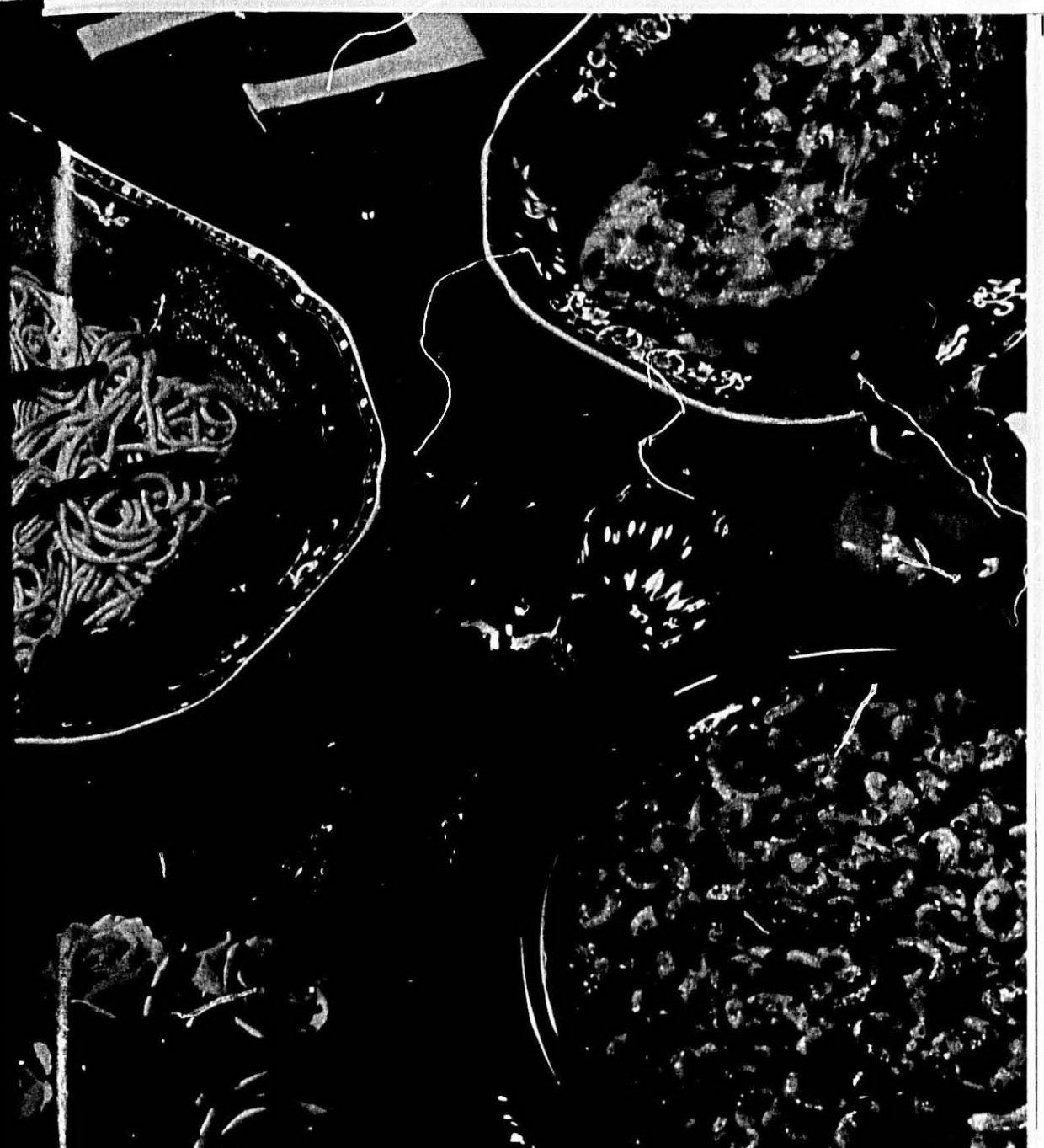
Recess for Luncheon

- 1:30—Closed Session for Macaroni-Noodle Manufacturers

President Mueller conducting. Discussion: "Trade Practices and Special Problems of the Macaroni Industry"

- 3:00—Yachting Party—Host: Empire Box Corporation

- 7:00—Dinner Party—Host: National Macaroni Manufacturers Association.



General Mills presents
easy 3-some

quick one-dish Lenten meals with Macaroni, Spaghetti and Egg Noodles suggested by Betty Crocker.

Make a triple play for customers for your macaroni products

TURN PAGE

Team with
the General Mills

Easy 3-Some

**A GREAT NATIONAL PROMOTION FEATURING MACARONI SAUTE—
A NEW MACARONI DISH REQUIRING NO PRE-COOKING!**



Betty Crocker, America's foremost food authority, has done it again! She has created three new inexpensive macaroni dishes that are definite time savers everyone. And, look, they sell macaroni's big three—Macaroni Saute (requires no pre-cooking!), Spaghetti with Scallions, and Noodle Omelet. Yes, that's the Easy 3-Some!

Top sales-winner among these dishes is Macaroni Saute—a brand new, grand new way to saute macaroni in cooking oil *without pre-cooking!* That's macaroni in cooking oil without pre-cooking! That's macaroni in cooking oil without pre-cooking! That's macaroni in cooking oil without pre-cooking! It's timely and time-saving—new and nutritious—and yet inexpensive. A hearty casserole dish that will be welcomed by all your customers.

Backed By Potent Sales Aids



201 ABC Stations will carry Betty Crocker's glowing description of the Easy 3-Some dishes to millions of American homemakers on February 22, over her Magazine of the Air program. A super-charged push for your products that will mean extra sales.

Full-Color Posters—Capture every bit of the wholesome goodness of your products at their appetizing best. The center of all eyes in store windows—on truck panels. Big imprinting space.

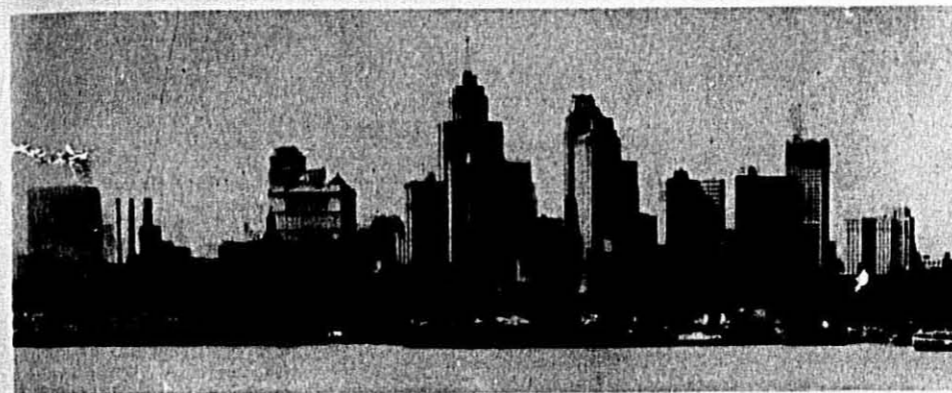
Gorgeous Reprints—Take a look at the full-color picture on the other side of this page. Imagine it even bigger, bearing your brand name, and think of the many point-of-purchase jobs it can do to build sales for you.

Recipe Inserts—No recipes are more prized than those of Betty Crocker. This insert carries all three of the Easy 3-Some recipes and can be slipped into your packages or given to dealers. Plenty of space for imprinting.

Look for your General Mills salesman to call soon and show you samples of all the in-materials available for the great Easy 3-Some promotion.



General Mills, Inc.
MINNEAPOLIS, MINNESOTA



Detroit, the great automobile city, from the Detroit River

A SALUTE TO DETROIT

By Lee H. Wilson, Publicity Director, Detroit Convention and Tourist Bureau

WHEN Sieur Antoine de la Mothe Cadillac stepped from his canoe to the banks of the Detroit River almost 250 years ago, he knew he had chosen a strategic site for his new post, for both military and commercial purposes.

But even the wildest dreamer of Cadillac's time would never have predicted the incredible metamorphosis of Fort Pontchartrain into the City of Detroit during the century and a half to follow.

In 1701 Detroit's founder described the area thusly: "On both sides of this strait (Detroit River) lie fine, open plains where the deer roam in graceful herds, where bears, by no means fierce and exceedingly good to eat, are to be found, as are the savoury poules d'Indies (wild ducks) and other varieties of game. . . . Le Detroit is the real center of the lake country—the gateway to the West."

From Cadillac's time until now covers one of the most exciting and interesting segments of American history. Romance, intrigue and many blood battles are recorded in the pages that tell the story of Detroit. The city was French territory until 1760, British from 1760 to 1796, and American from then until the British regained it in the war of 1812. But Commodore Oliver Hazzard Perry's famous victory on Lake Erie in 1813 climaxed that war and returned the city to American possession where it has since remained. Fort Pontchartrain became Fort Lernault, then Fort Shelby and finally Detroit in the process.

For holding the British in check, and for controlling fur trade with the Indians, Cadillac picked the perfect site in 1701. A reincarnated Cadillac today would find that site a place with no military garrison, and the fur trade replaced with the multitude of com-

plexities of twentieth-century commerce.

Anyone who has passed a fourth-grade geography class will immediately identify Detroit as the hub of world automobile production. And rightly so, for the city is proud of its role in bringing the "horseless carriage" from its cradle to its position as the world's most important industry.

As George Perry put it, ". . . nothing has ever delighted or killed, bankrupted or enriched, so many of us as the automobile, plus its less classy kinsfolk, the truck and tractor. . . ." In 1929, it was estimated that one out of every five American dollars was spent on automobiles and allied industries. The proportion has increased somewhat since then.

Within an 85-mile radius of Detroit, more than three and one-half million automobiles, with a value of four billion dollars, are produced every year! In 1949, the production of 6,249,400 passenger cars and trucks beat the twenty-year-old record by nearly a million vehicles.

Certainly the automobile is king in Detroit, but the court is amply filled with royalty of other breeds. There are more than 2,700 manufacturing establishments in the city.

The world's largest stove factory is in Detroit. And huge plants turn out business machines, pharmaceuticals, refrigeration units, copper and brass products. There are several steel mills. Prehistoric oceans left great salt deposits beneath the earth, with which Motor City men lead the nation in salt and saline products. Paints, varnishes, chemicals, cigars, printing and publishing, heavy machinery, tools, screw machine products, soda ash, cleaning compounds, brick, beer and airplanes are all part of Detroit's production.

Prior to World War II, dynamic Detroit consumed yearly:

- 75% of all American rubber imports
- 70% of all plate glass manufactured
- 57% of all malleable iron
- 40% of all mohair and lead
- 33% of all nickel
- 20% of all American steel
- 15% of all aluminum manufactured

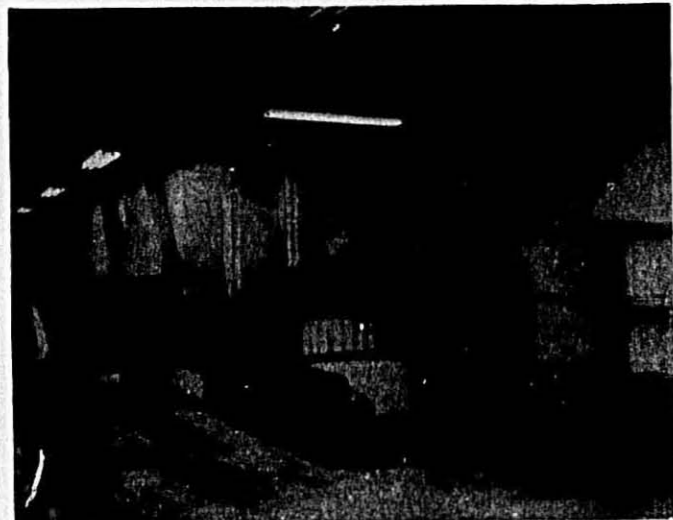
Cadillac selected Detroit because of its waterways. The Detroit River is a twenty-eight mile strait which connects the upper and lower Great Lakes, the "seas of sweet water," as the gallant Frenchman called them.

Today this strait is the world's busiest waterway, sometimes called "The American Dardanelles." Tonnage carried on the Detroit River is four times greater than that of the Panama Canal. Seven of the 15 largest cities in the United States and Canada are within 750 miles shipping range of the Port of Detroit. The Michigan Customs District is second only to New York in value of its exports.

Detroit imports a great many things, too, but it likes to be self-sufficient wherever possible. With about 2,500,000 people in and around Detroit, just about any manufactured product has a wonderful local market. Hence, there are about 4,000 different products made in the Motor City, with the majority of them supplying the Detroit area.

The macaroni industry in Detroit is an excellent example. In Detroit it is big business, for Detroit manufacturers take care of virtually all the local demand, and supply a great deal of state and out-state buyers.

Detroit is not the nation's top macaroni producer. Nevertheless, if all Detroit macaroni products were in the shape of spaghetti, all laid end-to-end, a year's production would reach to the



Fresh Long Goods coming from the preliminary drier in the large, new Viviano Brothers Macaroni Manufacturing Company's plant in Detroit.

moon and back to earth twice—with enough left over to encircle this planet several times!

Macaroni production in Detroit is divided among three concerns: Michigan Macaroni Manufacturing Company, Viviano Brothers Macaroni Company, and the Schmidt Noodle Manufacturing Company.

Michigan Macaroni Manufacturing Company

The Michigan Macaroni Manufacturing Co., Inc., is Michigan's largest manufacturer of macaroni products and egg noodles. It was established in 1920 by Pietro Cavataio. At that time the plant, situated on Mullet Street, had a daily capacity of only 12,000 pounds of macaroni products and 8,000 pounds of egg noodles.

Upon the death of Pietro Cavataio in 1938, the plant was taken over by his son, Victor Cavataio, under whose management it has been ever since. The progressive policies of Victor Cavataio resulted in more attractive packaging, wider distribution and increased sales, and it became necessary to move to larger quarters in 1939. Operations were transferred to the plant at 3261 Bellevue Ave.

Two additions, in 1944 and 1949, have been made to the plant. It is located directly on a New York Central Railroad siding, which makes for efficient receiving and distribution. It is modern to the minute, with air conditioning and automatic equipment for turning out products untouched by human hands.

Michigan Macaroni makes more than 60 sizes, types and cuts of macaroni products, with a capacity of 35,000 pounds of macaroni products and 20,000 pounds of egg noodles.

These are marketed throughout Michigan, Ohio and Indiana under the

trade names "Michigan Brand" and "Cavataio Brand." All products carrying these names are made entirely by Michigan Macaroni, who buy no outside products for packaging.

The Cavataio Brand is sold largely to the Italian trade, in 3, 5, and 10-pound packages. The greater part of Michigan Brand goes to the American trade in one-pound packages.

Viviano Brothers

John, Carl and Peter Viviano are partners who operate the Viviano Brothers' quarter-million dollar plant on Detroit's east side. The brothers are sons of Vito Viviano, who arrived in this country from Italy in 1910.

Vito went first to St. Louis, then to Chicago and finally moved his family to Detroit in 1917.

Vito operated a wholesale grocery business on Orleans St. then, but gradually worked into the macaroni manufacturing business. In 1932 he moved to the present Hastings St. location and devoted full time to macaroni production.

Vito is now pleasantly retired, and his three boys have taken over the reins, with a good deal of success. Last year they built a huge addition to the old building, which is now used principally for storage. The Viviano plant has about 50,000 square feet of floor space. A staff of 35 is kept busy turning out around 1,000,000 pounds of macaroni products, which include some 50 different items. Their sales are mostly in Detroit and Michigan, with some Ohio buyers.

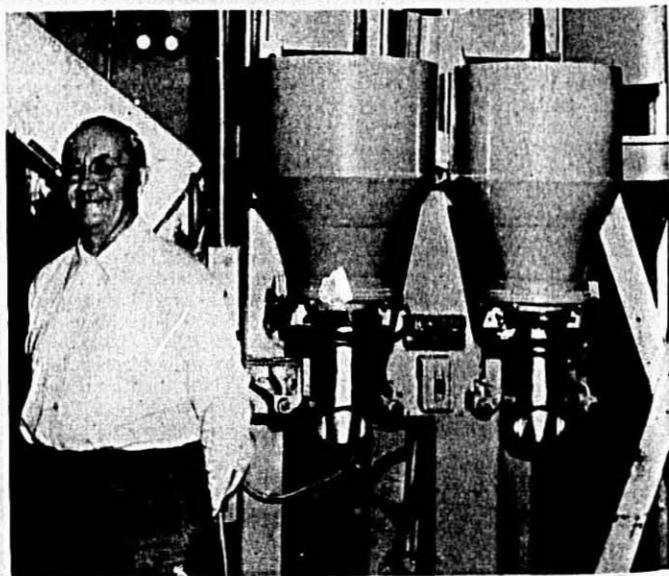
The three brothers are all solid citizens of the Motor City, and three of the town's most ardent boosters. They operate an efficient and profitable business, and still have time to enjoy life. Asked what his greatest problem was, John Viviano said, "It's trying to keep my wife happy with the fact that I bowl three nights a week . . . and now another team is after me, so it might be four!"

Schmidt Noodle

Theodore Schmidt, with his wife and son, Richard, form the partnership that is the Schmidt Noodle Manufacturing Co. The Schmidt company, somewhat smaller than Michigan and Viviano, is on Culver St., which gives the east side of Detroit a corner on the macaroni manufacturing plants.

Theodore started the business, in its present location, in 1926. Now the

(Continued on Page 40)



Theodore Schmidt, owner of Schmidt Noodle plant, Detroit

Labor Cost Controls For A Macaroni Plant

by John W. Sheetz

Industrial Engineer & Plant Superintendent, Keystone Macaroni Manufacturing Company, Lebanon, Penna.

A comprehensive framework for labor cost control is given in this article which then proceeds to consideration of specific methods of control through which both supervisors and workers may be aware of standard procedure and performance and by which performance on the job may be compared with standard as soon after the fact as possible. Some of the characteristics of the industry from which the material is taken are set forth at the start. (Editor)

Reprinted from October, 1950, issue, Bulletin of the National Association of Cost Accountants, New York City.

THERE are over one hundred different types of macaroni products manufactured in this country, each shape dependent upon the die used during extrusion. Included in this product list are such items as macaroni, spaghetti, vermicelli, and short goods such as elbows, alphabets, stars and pasta.

For thirty years or more macaroni making confined itself to the intermittent or batch operation. This method makes use initially of power driven mixers in which a projecting arm revolves around a horizontal axis in a metal tub, agitating the semolina or flour, so that each particle comes in contact with water to form dough. Kneading and extruding operations follow. The continuous method of making macaroni has been in operation in this country so few years that most of the larger macaroni plants are using both the intermittent and continuous methods in getting out their production. In the continuous method, the mixing, kneading, and forming of the product is done in a contained unit. The two methods are compared (and contrasted) in the depictographs in Exhibit 1.

Control Requires Production Schedules and Labor Standards

Proper control of labor costs in any industry requires a written plan to deal with problems involving correct use of the worker's time. Due to the seasonal nature of the macaroni business, the problem of infestation, and

the bulkiness of its packaged product, production operating schedules must vary and be related to sales activity.

A review of plant operations over a period of time will indicate the activity levels for which labor requirements must be determined. Different operating schedules necessitate different labor requirements. If these operating schedules are definitely established beforehand and incorporated into manpower requirements, the supervisor will know what action to take as conditions change. A co-operative approach on the part of those directly concerned with this problem will lead to a better understanding and a satisfactory solution. In a small company, the foreman may contribute his knowledge of the job to the thinking of the factory superintendent, the cost accountant, and the individual assigned to cost reduction.

The planning of these operating schedules cannot be accomplished with maximum efficiency without use of standards of accomplishment, for standards provide supervision with the means of utilizing labor effectively. In the development of labor standards, two factors, standard hourly rates and standard time units, are primarily involved.

Some Tools: Job Evaluation and Standard Production Rates

Labor cost is dependent to a considerable degree upon worker productivity and the productivity of the worker depends largely upon the spirit of co-operation which he brings to his work. To secure the needed co-operation, it is

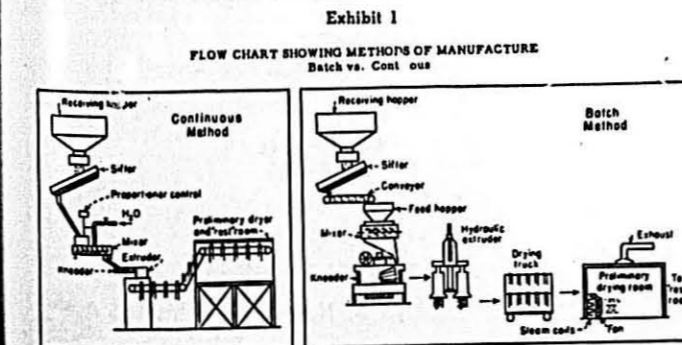
necessary to pay labor a fair wage. This calls for a scientific approach to the problem, in short, for job evaluation, the object of which is to study the relative requirements of each job for the purpose of establishing rates which will satisfactorily reward the worker for performance and will properly evaluate a job's worth in relation to the other jobs within the plant. The relative requirements of each position are determined by the process of job analysis. From this step there is developed the written record of the duties, responsibilities and requirements of the job, i.e., the job description. With this in hand the starting point for ascertaining base rates has been reached.

The appraisal of the job description requires a method of comparison and measurement of the requirements of the job. Factors of skill, effort, responsibilities, and job conditions exist in all jobs and are the major characteristics for which values or point ratings are determined. The following procedure applies to our application:

1. Detailed written descriptions of all important duties and responsibilities of each individual position. (Job description)
2. Selection of factors which are common to all jobs.
3. Determination of relative importance or weight of these factors.
4. Assignment of point values to each factor for convenience in rating.
5. Analysis of each job to determine the degree to which the factors selected are present in the job.
6. Classification of jobs into groups containing the same range of rating points.
7. Conversion of the points into dollar amounts.

Job evaluation is an effective form of labor control because it represents the factual approach to wage administration. Under it, job scope and requirements are understood by supervisors and workers alike. It provides the basis for policies regarding new employes, promotions, and transfers. In addition, should the job content

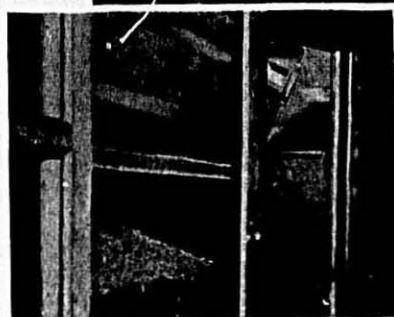
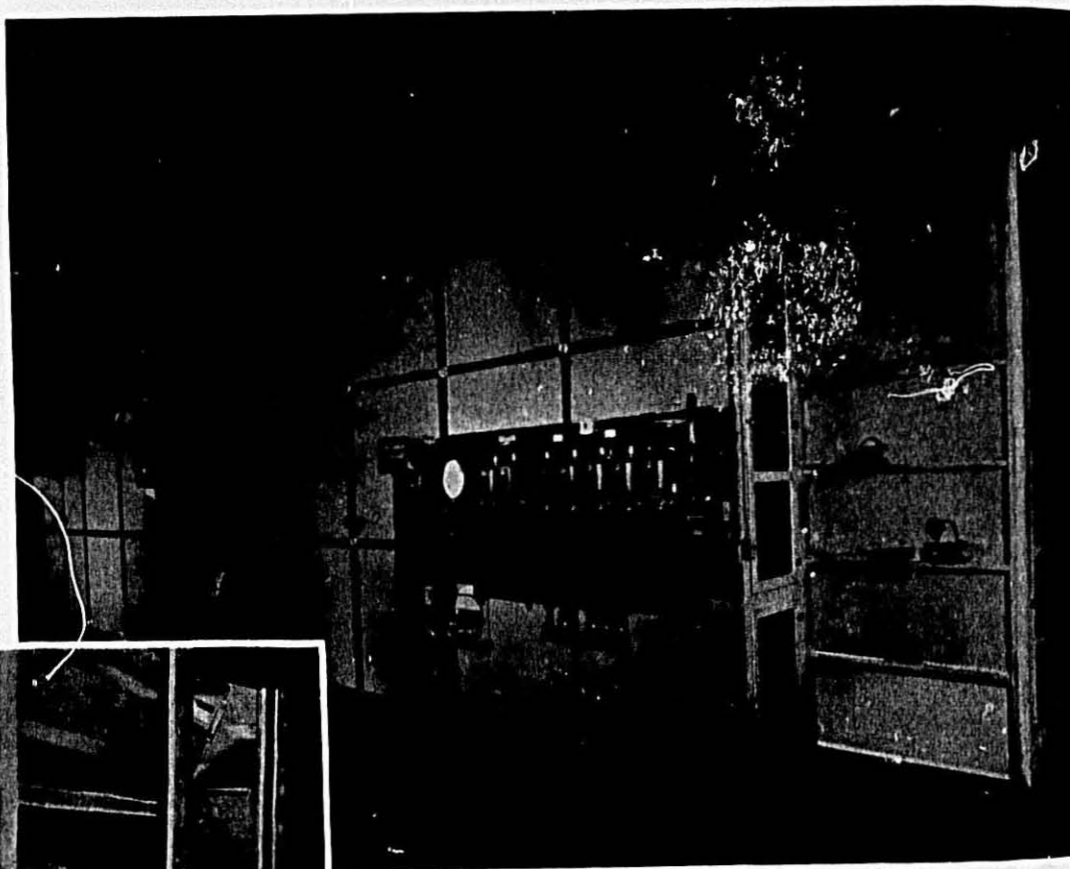
(Continued on Page 11)



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.

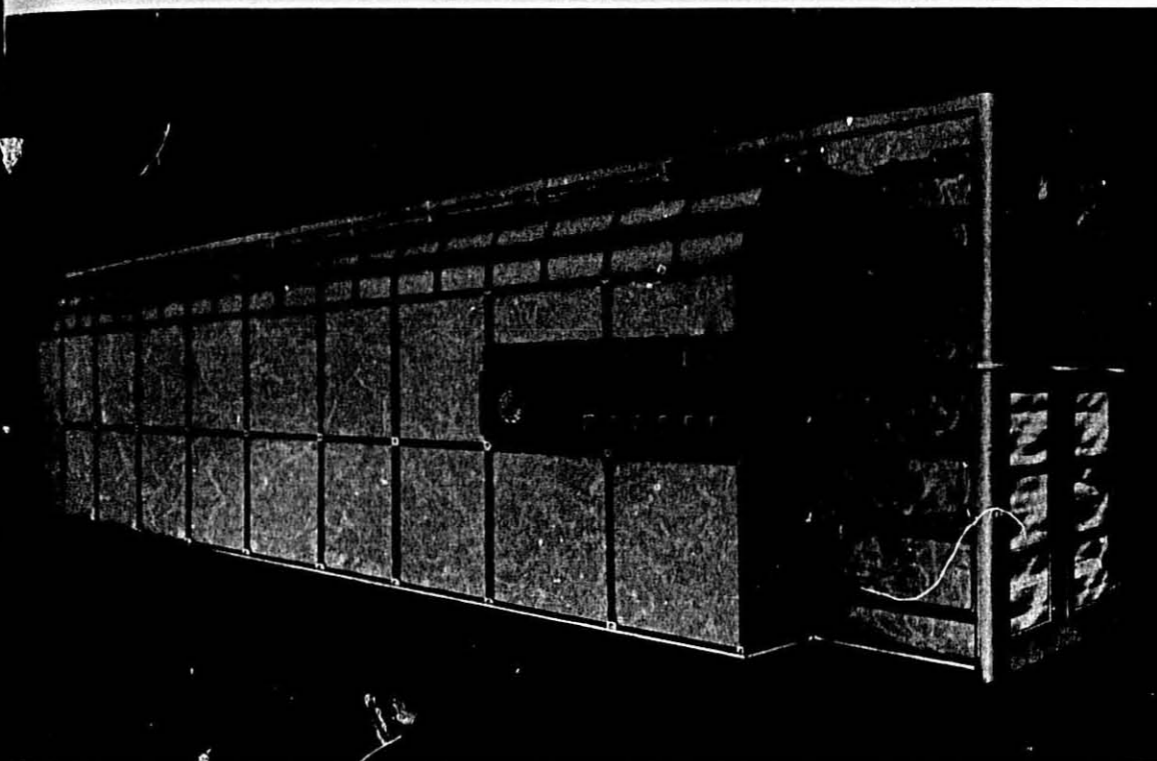
266-276 Wallabout Street,
Brooklyn 6, New York, N. Y., U.S.A.

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.

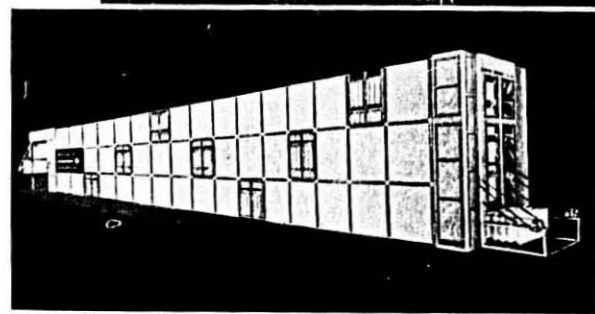
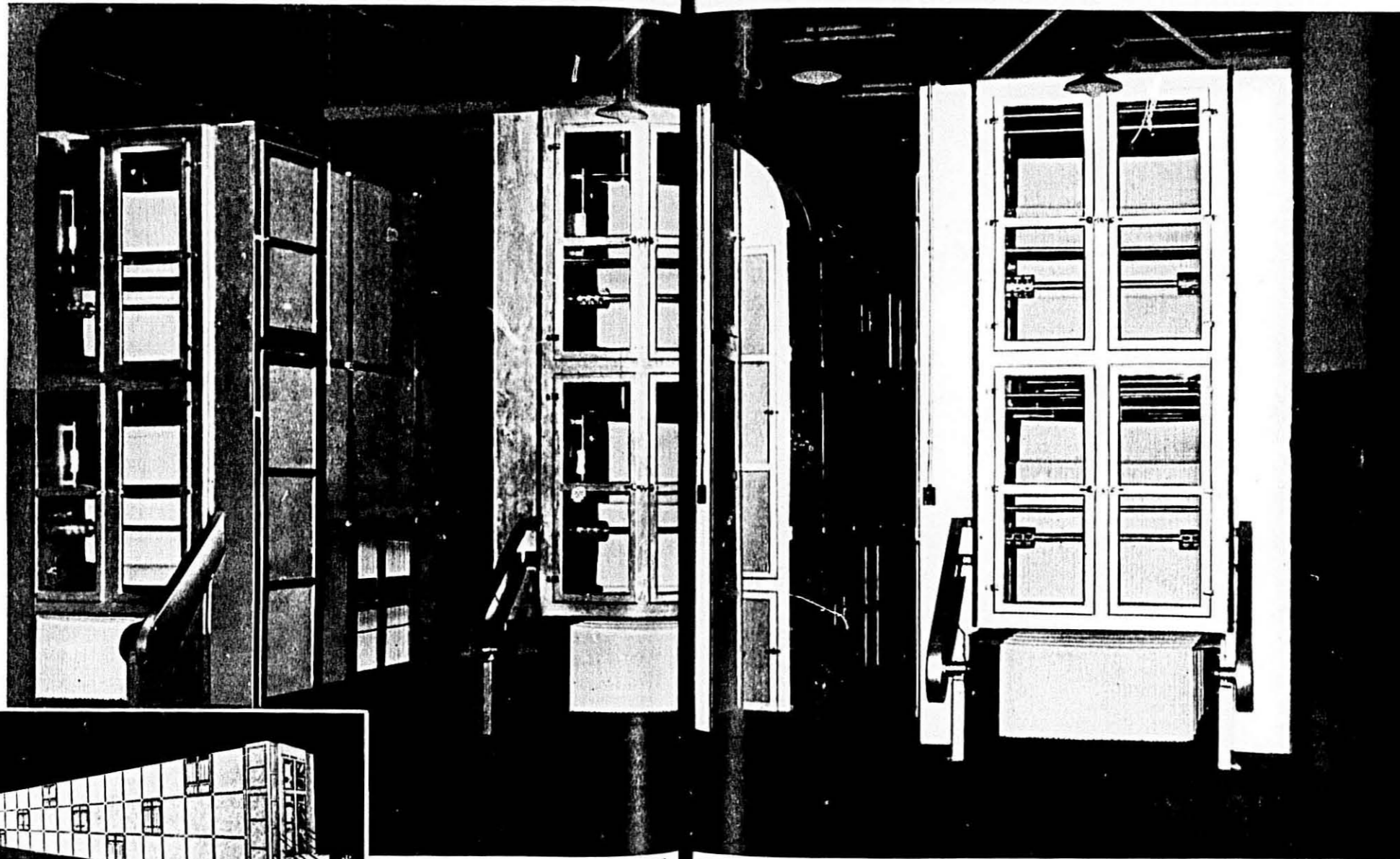
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

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 Dryer 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 word for them when they speak of dryers. And this new year of 1951 is designed to see Clermont's measure of leadership

restated and strengthened in every detail. During 1950 Clermont added 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

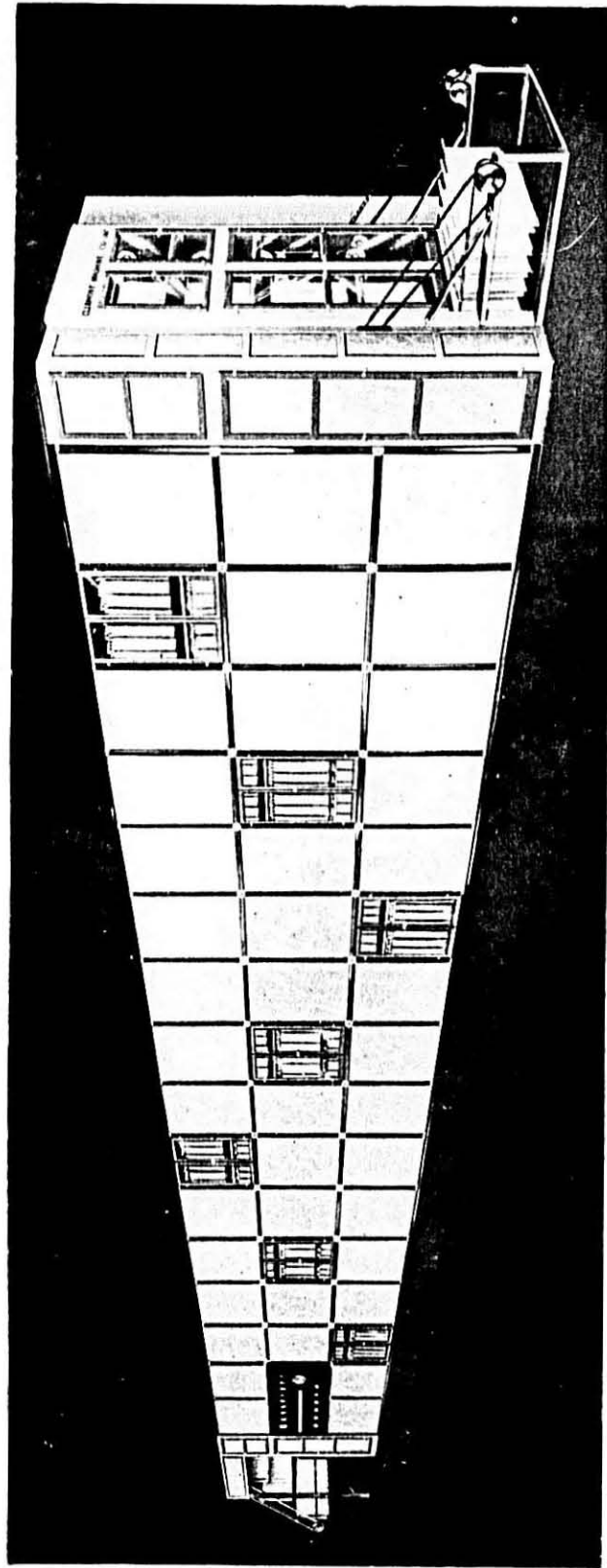
of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

Clermont Machine Company

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

100% MOST ADVANCED METHOD
in Automatic Long Goods Drying

plus
TOP QUALITY — LOW COST — SPACE AND TIME-SAVING



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

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

PRECISE MECHANISM: Slick transporting apparatus moving from one tier to another in one construction that insures against a stick ever falling, with perfect timing it delivers a stick properly on successive or alternate chain links dependent on which tier it is being dried.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments which, temperature and air, eliminating the waste and expense inherent when conventional methods are used.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, sanitation, ease 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 (third) 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 a finish unit 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 COMMUNIQUE WITH

Clermont Machine Company

... a new job be introduced, a standard of accomplishment in man hours must be established for each group of productive work, and for each class of product by the group. The number of man hours within a group required to produce a productive unit is termed the standard production rate. This rate for the group is multiplied by the standard hours for the particular production is obtained.

In a plant, the productive units vary in the different departments because of the several methods used in producing production in those departments. Standards of accomplishment must be based upon good operating conditions not impossible of attainment. This means that the labor standards must be determined by careful and thorough method and time studies.

Cost Control Records Are of Two Kinds

To control labor time and its subsequent cost the existence of effective production and of standard production rates is not in itself sufficient. These elements do assist in control, however, when the supervisor knows his immediate working objective and the means of accomplishing it. This involves planning and the more often the objective changes, the higher the degree of planning necessary. This calls for a system for records which may properly be classified as control records for planning. How well the planned job is done, i.e., whether or not control was, in fact, achieved, is of

major interest to the supervisor and is best determined by comparison. Records designed to do this fall into a second classification, control records for comparison. A chart showing a structure of record information for both planning and comparison with respect to control of labor cost is shown in Exhibit 2.

Labor Schedule and Standard Instructions Needed in Planning

In a macaroni plant, most of the operations in the manufacturing department are quality controlled. This means that the speed of the machine determines quality and production output. Therefore, by determining and scheduling man power for different operating levels, we have a basis for exercising control over labor. Since the supervisor takes an active part in determining the labor load for different operating schedules, the plan has his approval. The man hour schedule which we use, showing work schedules at different operating levels as in Exhibit 3, serves the supervisor well. It tells him what to do under varying conditions of his is to keep payroll outlay in line with what ought to be spent for labor.

The illustrative data used in the foregoing exhibit applies to a section of our processing, in this case the vertical presses of the long cut section of the manufacturing department. This portion of operation is also reflected in the following outline which covers the procedures on which the illustration is built.

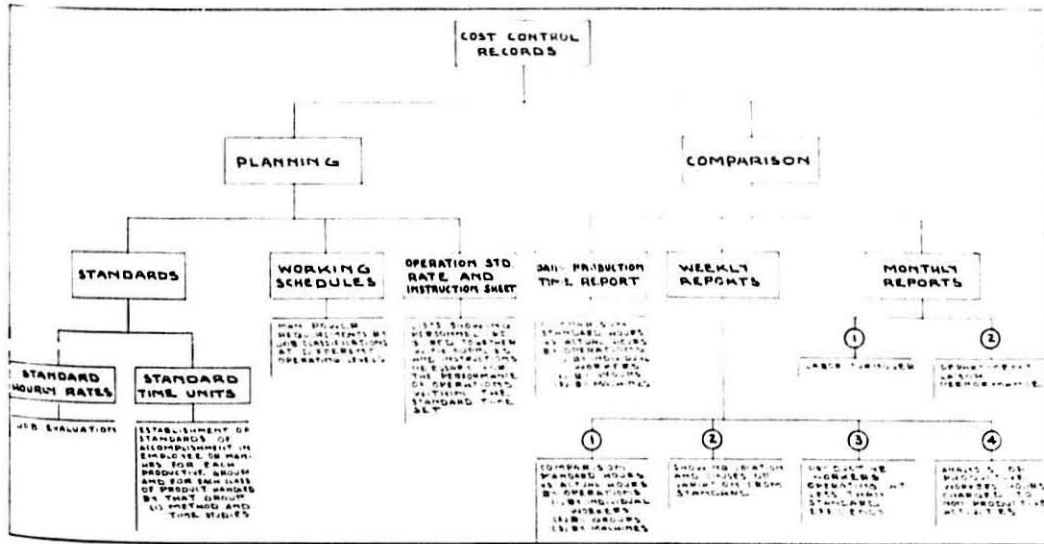
1. Setting the standards
 - a. Method studies to determine the best working conditions for doing the job
 - b. Determination of standard

of accomplishment in hours per pound for each of the production groupings.

- (1) Weight of semolina used in pounds, properly weighted for waste allowance, also in pounds.
- (2) Calculation of standard allowable hours for goods produced.
- (3) Production in pounds of semolina multiplied by hours per pound to equal standard production hours.
- (4) Standard production hours multiplied by a two factor for schedule under which section is operating, to equal standard allowable hours.

2. Incorporation of the data into the man hour schedule as exemplified. For the foregoing standard production hours and for supervision purposes, it is necessary to know the labor required for the performance of each operation. This information, together with the supplies and instructions necessary for the performance of the operation within the standard time set, is incorporated in an Operation Standard Rate and Instruction Sheet. In addition to furnishing the worker and of group leader with instructions as to how the job is to be done and the amount of expected production, it serves as a medium for planning and production control. Because it describes the best method in use when the standard times are set, the instruction sheet is of value to management and the cost control supervisor. In particular, supervisors may use it both

Exhibit 2
CHART SHOWING RECORDS FOR CONTROLLING LABOR COST



as a planning medium and to compare what has been done with what should have been done.

Time and Production Reports Form Bases for Comparison

Associated with planning are the results to be expected from that plan. Standards of accomplishment are the natural basis for comparison. It is important to have an individual standard rate for each operating schedule, so that the employe will not be penalized or favored due to conditions beyond his control. The objective here is to accumulate statistics which show the worker and the supervisor how well the job has been done. This information for a section of the manufacturing department is shown on the Time and Production Report, Exhibit 4. This illustration applies where semolina and water are controlled by presses operating as a complete section rather than as a basis for individual measurement.

A second illustration, Daily Time and Production Report, Exhibit 5, applies to production in the packaging department. It is designed to measure production as it occurs for each machine and piece-work group. This form is handled in the following manner:

1. Production results and times are recorded by the group leader.
 - a. On the front of the form the elapsed time for each product run is recorded by drawing a line across the column headed, "Hours," at the proper point in the clock chart.
 - b. Indicated in the column headed, "Team," is the number of persons in the team or crew.
 - c. Total man-hours for the run are calculated and entered in the column headed, "Production Cost-Man Hours."
 - (1) The total of this column indicates the man-hours charged to the machine for the day and will be the same as the total of the clock hours of the employes listed on the reverse side of the form (not illustrated).
 - d. Standard hours of work earned are obtained by:
 - (1) Entering in the "Rate" column the standard hour rate per case for the product indicated.
 - (2) Multiplying rate by number of cases packed.
 - (3) Entering resulting standard hours in the column headed "Earned Each."
 - (a) Total of column indicates the standard man-hours produced by the

2. Daily production time reports serve as a basis for posting to a packing department summary sheet (not illustrated). This machine for the day serves as comparative record showing relationship between standard hours and actual hours by the day or by machines. (Continued on Page 37)

Exhibit 3

WORK SCHEDULES AT DIFFERENT OPERATING LEVELS												
Manufacturing Dept. - Long Cut Section - Vertical Presses												
Standards of Accomplishment												
Production Group	Lbs. Per Hour			Hours Per Lb.								
Group No. 1	300			.0033								
" No. 2	400			.0025								
" No. 3	200			.0050								
" No. 4	350			.0029								
MAN-HOUR RATIOS												
Job Classification	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8				
	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.				
Mixer Men	1 9.0	1 9.0	1 9.0	1 9.0	1 10.0	1 10.0	1 10.0	1 10.0				
Mixer Helpers	-	-	1 8.0	1 8.0	-	-	1 9.0	1 9.0				
Kneader Men	3 24.0	4 32.0	5 40.0	6 48.0	3 27.0	4 36.0	5 45.0	6 54.0				
Kneader Helpers	3 11.0	3 11.0	4 16.0	5 19.0	3 12.0	4 16.0	4 20.0	5 21.0				
Spreaders	6 48.0	8 64.0	10 80.0	12 96.0	6 54.0	8 72.0	10 90.0	12 108.0				
Macaroni Hangers	1 8.0	2 16.0	2 16.0	2 16.0	1 9.0	2 18.0	2 18.0	2 18.0				
Scrap Men	1 8.0	-	1 8.0	1 8.0	1 9.0	-	1 9.0	1 9.0				
Elevator Men	2 6.0	2 8.0	2 10.0	2 12.0	2 8.0	2 10.0	2 12.0	2 14.0				
TOTALS	17 114.0	20 140.0	26 189.0	30 216.0	17 129.0	20 158.0	26 214.0	30 243.0				
Vertical Press Hrs.	48.0	64.0	80.0	96.0	54.0	72.0	90.0	108.0				
Ratio	2.38	2.18	2.36	2.25	2.39	2.19	2.37	2.25				
Operating Schedules												
Schedule No. 1 - 6 Presses - 8 Hours												
Schedule No. 2 - 8 Presses - 8 Hours												
Schedule No. 3 - 10 Presses - 8 Hours												
Schedule No. 4 - 12 Presses - 8 Hours												
Schedule No. 5 - 6 Presses - 9 Hours												
Schedule No. 6 - 8 Presses - 9 Hours												
Schedule No. 7 - 10 Presses - 9 Hours												
Schedule No. 8 - 12 Presses - 9 Hours												

Exhibit 4

TIME AND PRODUCTION REPORT							
Cost Center: L. Cut Section - V. Press - Week Ending: 10-15-49							
Job Classification	Mon.	Tues.	Wed.	Thurs.	Fri.	Total	
	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	Men Hrs.	
Mixer Men	1 10.0	1 10.0	1 10.0	1 10.0	1 10.0	5 50.0	
Mixer Helpers	1 9.0	1 9.0	1 9.0	1 9.0	1 9.0	5 45.0	
Kneader Men	6 54.0	6 54.0	6 54.0	6 54.0	6 54.0	30 270.0	
Kneader Helpers	5 21.0	5 21.0	5 21.0	5 20.0	5 21.0	25 104.0	
Spreaders	12 108.0	12 101.0	12 108.0	12 108.0	12 108.0	60 554.0	
Macaroni Hangers	2 18.0	2 18.0	2 18.0	2 18.0	2 18.0	10 90.0	
Scrap Men	1 9.0	1 9.0	1 9.0	1 9.0	1 9.0	5 45.0	
Elevator Men	2 14.0	2 14.0	2 14.0	2 14.0	2 14.0	10 70.0	
TOTALS	30 243.0	30 243.0	30 243.0	30 242.0	30 243.0	1214.0	
Production Units	Mon.	Tues.	Wed.	Thurs.	Fri.	Total	
Group 1 Lbs.	4200	3400	7800	9400	3200	28000	
Prod. Hrs.	13.86	11.22	25.74	31.02	10.56	92.40	
Group 2 Lbs.	36200	41000	33800	31700	41500	184200	
Prod. Hrs.	90.50	102.50	84.50	79.25	103.75	460.50	
Group 3 Lbs.	2100	2100	2100	2100	2200	10600	
Prod. Hrs.	10.50	10.50	10.50	10.50	11.00	53.00	
TOTAL Lbs.	114.86	124.22	120.74	120.77	125.31	605.90	
Factor	2.25	2.25	2.25	2.25	2.25	1363.27	
Std. Hrs. Allow.	258.43	279.50	271.66	271.73	281.95	1263.27	
Actual Hrs.	243.00	243.00	243.00	242.00	243.00	1214.00	
Make-Up Hrs.	-	-	-	-	-	-	
Bonus Hrs.	11.43	36.50	28.66	29.73	38.95	145.27	
Bonus %	4.71	15.02	11.79	12.28	15.98	12.30	
Note: Each Day Stands On Its Own Merits For Wage Payment Purposes							

DURUM INDUSTRY MEETING

Lakota, North Dakota
December 5, 1950

On Friday, December 5, 1950, various members of the Durum Industry met at Lakota, North Dakota, to discuss the factors concerning durum production, and processing.

The meeting was held to bring about a better understanding between the processors of the durum wheat and the durum wheat growers. It was concluded that the information concerning the meeting should start from the manufactured end of the durum products and go back directly to the grower. The meeting brought out the various problems facing the manufacturer and right on down the line to the problems of the durum growers.

C. L. Norris, past president of the National Macaroni Manufacturers Association, started the panel discussion, with the discussion of macaroni products. Mr. Norris brought out the fact that the entire macaroni industry is controlled by the "housewife," and her selection at the grocery store reflects all the way back to the farmers that grow the wheat.

Mr. Norris told why color and protein are very important in the production of good macaroni. Color gives it eye appeal, and in the United States, of course, color cannot be added so the color has to be grown with the wheat to make an attractive product for the grocery shelf. In addition, high protein is necessary not only from a nutrition standpoint, but it makes a much better macaroni as far as manufacturing is concerned, due to the fact that it has greater strength.

The past history concerning the National Macaroni Institute was given. It was formed a few years ago when several of the macaroni manufacturers got together and agreed to pay one per cent per hundredweight to the association for all of the raw material that goes to the mill. The other manufacturers agreed to this if they could obtain seventy per cent of the macaroni manufacturers. This was done and then the macaroni association hired a publicity firm to carry out publicity work concerning macaroni products. They feel that this has been very worth while, and has contributed much to the increased consumption of durum products.

Europeans consume between forty and sixty pounds of macaroni products per year, while the Americans consume about 6.4 pounds. This has increased about two pounds in the past few years due to better products and increased advertising.

In addition, World War II increased the quality of the macaroni product as before World War II many macaroni companies used other type wheats to mix with the macaroni wheat, and to produce their macaroni products. During the war, all companies switched over to the use of durum products to produce their macaroni products. This brought about a better quality product, and, of course, helped to increase the consumption. In addition to that, most of the mills or the producers of macaroni products are more satisfied with the durum wheat

for macaroni products and continued to use the durum wheat after the war.

Maurice Ryan, Vice-President of the National Macaroni Manufacturers Association, and Chairman of the Durum Growers Relations Committee, brought out the fact that the purity of the durum wheat contributes a great deal to the production of a quality product. Mr. Ryan pointed out that the presence of hard red spring wheat in durum brought about a type of durum product that did not hold together and did not have strength. In addition, barley present in durum could not be separated from the durum wheat, and when the macaroni products appeared it had a white blister wherever the barley flour was in the mixture. The quality of the durum produced by the farmers in the durum area has improved very much in the past ten years. Of course, the production of a pure durum product needs the co-operation of all the people down the line. First of all, after the farmer produces a pure durum product that does not contain other crops, it must be properly handled when it reaches the flour mill so that it does not become mixed with other grains. The co-operation for the production of pure durum is needed all the way from the grower down to manufacturer.

Next on the program was Ross McCrea, who is a grain buyer for a milling company. Mr. McCrea has been associated with durum wheat for about thirty years, when the durum first started in this area. Mr. McCrea pointed out that the production of durum wheat in this area cannot be equaled by durum grown in any other area in the United States. The climate and the soil apparently contribute something to the production of durum that brings about a high quality product; whereas durum bought from outside the durum area does not seem to have the quality for producing good macaroni products.

Most durum wheat is milled in North Dakota and Minnesota, so almost the entire production of macaroni products hinges on this small area in North Dakota.

This year wet wheat has made quite a problem. Mr. McCrea bought a car of eighteen per cent moisture wheat and dried this to 12.2% moisture. The drying was very reasonable, and cost 7.5c. This brought about a loss between 29 and 30 cents per hundred pounds. In addition, the drying affect-

(Continued on Page 39)

Durum Products Milling Facts

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

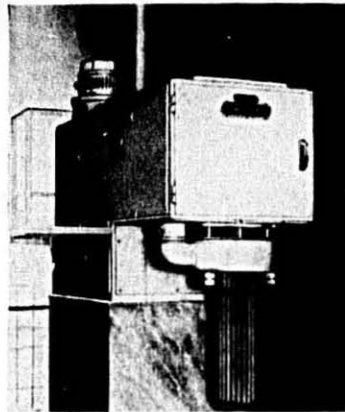
Month	Production in 100-pound Sacks			
	1950	1949	1948	1947
January	691,006	799,208	1,142,592	1,032,916
February	829,878	799,358	1,097,116	664,951
March	913,107	913,777	1,189,077	760,294
April	570,119	589,313	1,038,829	780,659
May	574,887	549,168	1,024,831	699,331
June	678,792	759,610	889,260	650,597
July	654,857	587,453	683,151	719,513
August	1,181,294	907,520	845,142	945,429
September	802,647	837,218	661,604	1,012,094
October	776,259	966,115	963,781	1,134,054
November	700,865	997,030	996,987	1,033,759
December	944,099	648,059	844,800	1,187,609

Crop Year Production

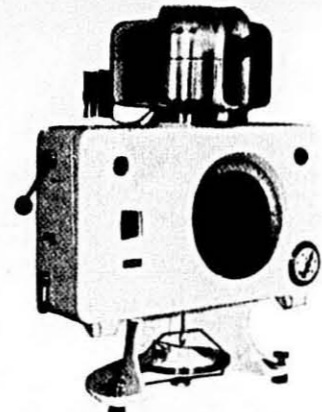
Includes Semolina milled for and sold to United States Government:
 July 1, 1950 to Dec. 30, 1950.....5,059,821
 July 1, 1949 to Dec. 31, 1949.....4,965,477

BUHLER

SMALL CONTINUOUS-PRODUCTION PRESS • NEW HUMIDITY INDICATOR



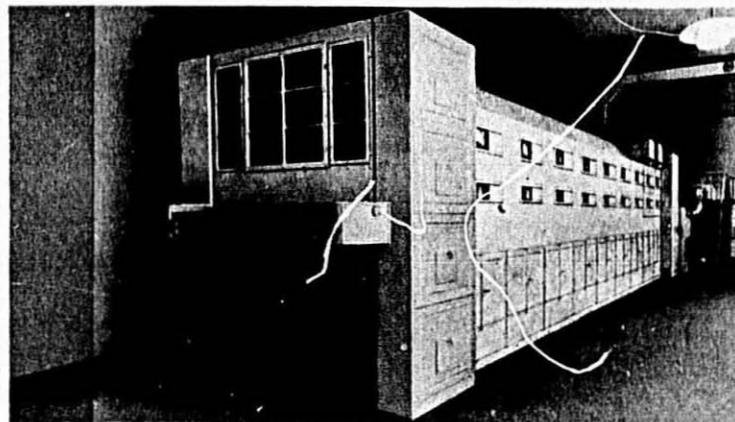
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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.

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

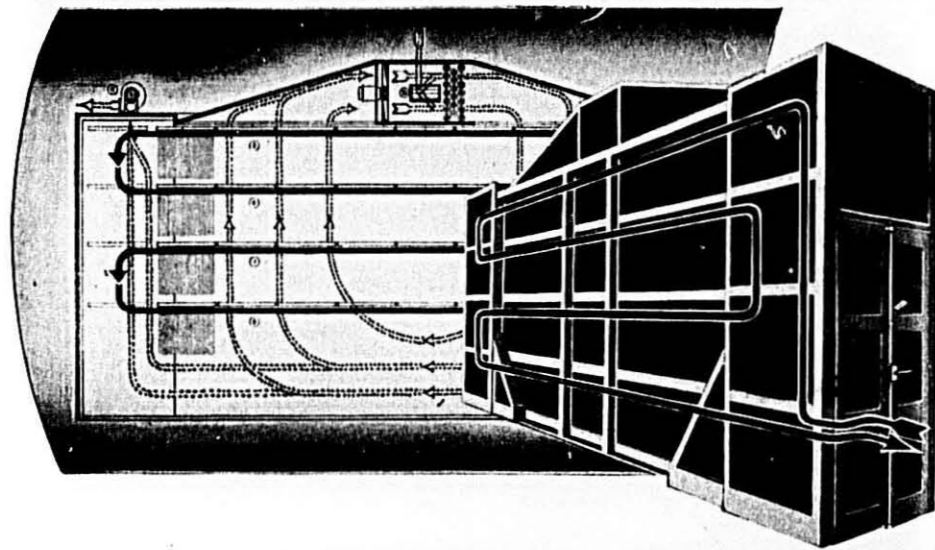
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



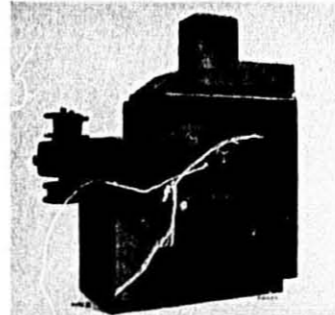
In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

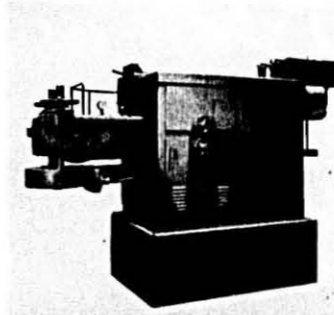
CONTINUOUS PRESSES



Circulation of Goods.
Circulation of Air.



MODEL 1PG Capacity 600 lbs. per hour



MODEL 1PI 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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BUHLER BROTHERS, INC.

611 WEST 43rd STREET NEW YORK 18, NEW YORK

SEMOLINA MILLERS MACARONI PROMOTION

Through the Durum Wheat Products Division, Wheat Flour Institute

Interesting Stories, Seasonal Suggestions and Appropriate Recipes Sent Monthly To Over 12,000 Leading Home Economists, Food Editors, Domestic Science Teachers, Superintendents of School Cafeterias, and Others Extolling The Food Values of Macaroni, Spaghetti and Egg Noodles To Increase The Consumer Acceptance Of This Fine Wheat Food.

As Twigs Are Bent . . .

Many a small child has learned to count by chanting—

"One two—Button your shoe.
Three four—Shut the door,
Five six—Pick up Sticks," et cetera.

Children love rhythm and rhyme. One clever home economics teacher made use of this fact to teach some basic rules of meal planning. During a lesson on food combinations they happily repeated to each other—

"Something cold and something hot,
Something crisp and something not,
Something sour and something sweet
Makes a meal a happy treat."

Perhaps the little sing-song didn't include all the rules of menu-planning, but it does provide some useful guides.

Getting such a variety of flavors, textures, and temperatures means using a variety of foods, preferably quite simple ones. Something cold might be a salad, or milk or ice cream. Something hot is usually the main dish, though it might be rolls or biscuits, soup, or cocoa. Crisp things are pickles, radishes, crackers, French-fried noodles, an apple, potato chips. Dessert provides the sweet, while Harvard beets, tomatoes, cole slaw are among the sourness-suppliers.

Few foods can function in each of these classifications. Among those are the durum wheat foods: macaroni, spaghetti and noodles. Obviously they should not perform all these jobs in any one meal, but because they are such versatile foods they can be used in different ways several times a week. That fact is a comfort at any time. At present, with food prices climbing upward, the thrifty macaroni family can help provide an anchor that will keep the food budget from rocking too badly.

Handy Shelf Foods

The pre-winter days open the door to holiday entertainment. Along with the special days Uncle Sam has set aside for us to celebrate, there are football games and special TV shows making their debuts—all giving folks ample reason for informal get-togethers.

If the budget is getting too much of a workout these days when food prices are climbing, don't let that dampen your spirits. The durum wheat food family—macaroni, spaghetti and noodles—has long been one of the experienced cook's most dependable helpers. This versatile trio, with only a fleeting glance at the pocket book, can be the foundation of all sorts of delightful main dishes, suitable for the simplest or most elaborate company supper. The reason macaroni foods are so obliging is their bland flavor. This blandness lets them pick up, extend and absorb the flavors of small amounts of more highly seasoned and more expensive foods.

As well as being budget-boosters, durum foods have other special qualities that please alert meal planners. Macaroni, spaghetti and noodles are well liked by all ages. The good body-building wheat protein, when combined with the minerals and vitamins of meats, seafoods and the like, yields nourishing as well as good-tasting dishes.

The macaroni trio is so easy to work with and so simple and quick to prepare that the chef, whether an experienced cook or a teen-ager, has plenty of time to enjoy her guests. Plan to have friends over often during the crisp fall or cold winter evenings. To be ready for them when they accept your invitations, make sure you have an ample supply of long-keeping, non-spoiling macaroni foods, the plain or fancy types, on your pantry shelves, easy to prepare when company calls.

Penny-Wise Staples

To the thoughtful housewives, having foods on the pantry shelf is like having a savings account in the bank. When emergency meals must be taken care of, it's reassuring to cooks to have these dependable foods standing by, ready to help without sending the food budget out of line.

All during the year, but especially in the holiday season, homemakers realize how these penny-wise foods pay big returns for a very small investment. Folks of all ages like these mild wheat foods.

What is perhaps as important as the eating enjoyment is the nourishing quality of these foods. Macaroni, spaghetti and noodles made from durum wheat are extra high in body-building protein. In addition, they contain carbohydrates which yield immediate energy, yet are lasting enough to prevent the quick recurrence of hunger.

There is scarcely a food group that has more friends than the durum wheat trio. Because of its mildness, this thrifty threesome adapts itself to all sorts of favored foods, such as meats, poultry, cheese, fish, vegetables and fruits. Macaroni foods are such flavor stretchers that they take small amounts of other more highly seasoned foods and make them serve many times the number they would if served alone.

As the Christmas season approaches or at any other time when unexpected guests arrive and quick, savory, satisfying meals must be put together in a hurry, have your pantry stocked with generous amounts of these wheat foods as well as table-ready meats, seafoods, soups and the like. Then there'll be no hasty trips to the grocery store, with wear and tear on dispositions or budgets when unexpected company arrives or when a shopping expedition has left you with only minutes to get a meal ready for the family.



This year . . . step out of your plant for a convention trip . . . and leave every production and sales care behind.

Yes, sir, it's a great feeling—going on a trip completely worry-free!

There'll be no need to worry about production problems back at the plant when you're using Capital top-quality durum products. You're assured of uniform, color-perfect macaroni products with real sales appeal.

At the winter meeting of the National Macaroni Manufacturers Association, held at Miami Beach, Florida, January 23-25, top merchandising experts from within the industry and from related food fields will assemble. Every phase of the convention theme, "Marketing Round Table", will be covered.

Capital representatives will be on hand, too, with helpful information and sound, sales-building ideas.

TWO CONVENIENT LOCATIONS SERVING YOU BETTER FROM



ST. PAUL, MINN.

CAPITAL FLOUR MILLS



BALDWINSVILLE, N.Y.

Consumption Of Macaroni In Various Countries Of The World

From "Italia e i Cereali" of February, 1950

IN a previous article we had the occasion to deal with the situation of our macaroni industry as far as exports to European countries are concerned. Today we wish to give a picture of the consumption of macaroni and kindred foods in various countries of the world.

The data we quote are drawn from a survey given in the 1949 Yearbook, published by the Review of the Statistics of Labor. Such data refer to various years in the case of individual countries, but even if some of it is not very recent, it covers the normal periods of consumption. As the local conditions in various countries are always the same, and as, in spite of the fact that the normal pace of production has not yet been resumed in all the countries of the world, the consumption of foodstuffs has been normalized, we can accept the statistics given below as reflecting the present state of affairs.

YEARLY CONSUMPTION OF MACARONI (in kilograms) PER HEAD OF ADULT POPULATION

Austria (1934).....	1.5
Bulgaria (1927-28).....	1.3
Germany (1937).....	2.8
Norway (1922-28).....	0.2
Holland (1935-36).....	1.
Poland (1929).....	0.5
Portugal (1938).....	8.7
Switzerland (1936-37).....	9.6
Hungary (1929).....	0.5
Argentina (1943).....	18.5
Columbia (1936).....	1.3
Mexico (1934).....	8.3
United States (1934-36).....	5.7
Venezuela (1939).....	21.3

Even a superficial examination of the above figures shows that the greatest consumption (even if it is very remote from the normal average consumption of an Italian adult) is to be found in the countries of Latin America, such as Venezuela and Argentina, while in Europe the heaviest consumers of macaroni are the Swiss and Portuguese. All the other nations make a very limited use of the product in question.

In the beginning of the present note we have referred to a previous article which was but a result of an inquiry we had made into the problem of where and how to resume contacts with the view of exporting Italian macaroni to other countries. It is obvious that in order to direct the exports of a particular product to a particular country, one of the foremost factors to be considered is the consumption of that product in that given country. This

English translation of article on World Consumption of Macaroni Products that appeared in Italian language in October, 1950, issue of Macaroni Journal by Ing. Dott. Giovanni Coppa Zuccari, Rome, Italy. . . . Editor.

very inquiry has shown that, excluding the American countries which have large macaroni industries of their own, Switzerland and Portugal are the countries desiring a revival of our trade in this product. It is in this direction that the people interested in such revival should look; especially today when our

exports have been replaced by exports from the U. S. A. and Canada.

It would not be a bad idea, either, to bear in mind the fact that the above-mentioned consumption figures have been worked out naturally for native populations alone, without taking into account many and often numerous Italian communities existing in the countries into which North American macaroni is practically not imported and where the local production is not up to the requirements of our compatriots.

S. J.

Pricing Standards Announced

In a special bulletin to the members of the National Macaroni Manufacturers Association, Robert M. Green, Secretary-treasurer, made known the Government's new pricing standards that include macaroni and other food manufacturers. The bulletin follows:

PRICING STANDARDS were announced Dec. 20, 1950, by the Economic Stabilization Agency. Nationwide compliance was requested to avoid further mandatory price controls. ESA announced that any price increases after December 1, 1950, which are in excess of those that would be permissible under the following standards will be regarded as subject to action by the Agency at the earliest feasible time.

1. Prices may not be increased by any manufacturer or industrial producer whose net dollar profits before taxes are equal to or in excess of its average net dollar profits before taxes in the period 1946-1949, except as provided in the following standard.

2. As to an individual material or service sold by a company whose net over-all profits are running above the general earning standard as set out above, the price of such particular products or service may not be increased if it is being sold at a profit. In case of a particular material or service which is not profitable, the price may be increased but in no case by more than (A) the amount necessary to make it profitable or (B) the amount of the increase since June 24, 1950, in the cost of direct wages and materials going into this product, whichever is lower.

3. As applied to the distribution

trade (wholesale and retail), gross margins may not be increased above the June, 1950, level if net dollar profits before taxes of the distributor are equal to or in excess of average net dollar profits before taxes of the distributor in the period 1946-1949.

4. Distributors may not increase their prices on the basis of increases in replacement costs or market costs. Margins may be added only to inventory cost actually paid.

In applying the above standards producers and processors should maintain the same proportionate production of lower priced items as in the pre-Korean period.

In determining whether a price increase is permissible under the above standards, sellers must base their determination only upon actual experience. It is not permissible, under the standards, to raise any price on the basis of a forecast of conditions that may prevail at some later date or of costs which are estimated without experience.

The agency served notice upon all sellers affected by the standards that any official price action hereafter taken will make use of a base period ending not later than Dec. 1, 1950, and that no seller will derive any advantage under the regulations from price increases after that date. Prices of certain basic materials which were increased during the period between June 24, 1950, and Dec. 1, 1950, will be subject to reduction in accordance with these standards, where that is necessary to make possible the maintenance of Dec. 1 price levels at later stages of manufacture.

King Midas

LEADS IN QUALITY

Regardless of circumstances or conditions, King Midas has never wavered from the determination to maintain the highest quality standards.

Actual King Midas Semolina is used in this advertisement

KING MIDAS FLOUR MILLS
MINNEAPOLIS MINNESOTA

Discounts Are Secrets to Profits

By Ernest W. Fair

DISCOUNTS are deductions from price or bill. They are therefore profits to any macaroni manufacturer. The full knowledge of how to use and take advantage of the varied and many types of discounts and their application to and with invoice terms can mean extra profits every year.

In paragraphs to follow are presented methods many successful businesses are using today to make certain their share of profits from discounts is fully realized. Even the smallest operation can put these pointers to profit.

In general, discounts and invoice terms can be divided into two broad classes: terms of sale and terms of payment. The former stipulate the conditions under which merchandise is sold and specify the quantity, trade and seasonal discounts offered. The latter specify conditions under which the buyer is to make payment, offer him concessions thereof and sometimes set forth penalties for failure to pay when due.

Trade discounts are special concessions made to us to induce us to buy, or they may be a general reduction in price given to different classes of business. These are expressed as a percentage reduction or series of percentage reductions, such as 20, 10 and 5 per cent, from a quoted base or list price. The series of deductions are to be taken in sequence; that is, each deduction is computed as a percentage of the preceding balance rather than of the billed amount.

We can often demand and obtain discounts of varying nature on a falling market. Sometimes a supplier will add another discount to the series quoted to compensate for such damage in the market and still enable him to use old price lists. Wise indeed is he who makes certain that he is actually doing business not so much on a "current" price list as on a basis which includes the current price list AND current discounts.

It is also wise to give considerable thought to trade discounts in making any comparison of price between two items of equal status. Merely accepting quoted list prices without any query as to possible current discounts can very easily result in our overlooking a very favorable purchase.

Discounts have long been offered as

an inducement to increase our quantity purchases of supplies at a given time. Our eagerness to "earn" such a discount should be held in check while we analyze the net saving and compare it with possible cost of tied up capital, possible loss through depreciation or deterioration or other changes which may very easily completely offset any gain from discount in the first place.

Such quantity purchase discounts are generally offered as either cumulative or non-cumulative. Cumulative discounts apply to purchases during a given period; non-cumulative, to individual shipments or sales. This factor should also be checked closely.

There are four general methods of stating quantity discounts in common use throughout the industry: (a) They may be based on the value of the entire order, (b) on the number of units purchased, (c) on the size of the package bought, and (d) on "free" or "bonus" goods, whereby customers secure one or more units free with the purchase of a specified quantity.

We often have the chance to obtain seasonal discounts in purchasing supplies and materials, i.e., those granted for ordering or taking delivery in advance of the normal buying period. Such purchases must also balance the discount available against any possible losses in storage, before usage or by any other form of obsolescence to figure out just how profitable they may be.

Cash discounts are rewards for prompt payment and the businessman who ignores any possible cash discount is sacrificing part of the profit of his business every time he does so.

Cash discounts are of particular value to us when they offer a rate of interest somewhat higher than the prevailing rate because of advantages to the seller in so operating, advantages such as quicker possession of money, reduction in credit risks, increase in rate of capital turnover, reduction in credit and collection staff and reduction in bad debt losses.

We benefit in any case where it is to our advantage to borrow money and pay interest on that money where we can make a profit by using such cash discounts and also the preferred customer status this practice gives us with our suppliers.

Anticipation is a discount given to

buyers for advance payment of invoices which have dating terms. Where invoices state that anticipation can be taken therefrom the rate is usually six per cent per annum or one per cent for every 60 days. To find the amount payable when an invoice is anticipated, first determine the amount payable the last day of the cash discount period. From this, deduct the anticipated discount, which is equal to the rate allowed for the number of days by which payment is anticipated.

We should also check invoices closely for "anticipation in reverse," for some suppliers sometimes state thereon "Interest at six per cent per annum will be charged on all past due accounts." It is designed to encourage us to pay our bills before the expiration of the net period.

Every invoice should be checked closely for payment specifications. The more we know and understand of discounts and invoice terms, the more capable we will always be in making certain that our business is making all of the net profit it should be making in its operations.

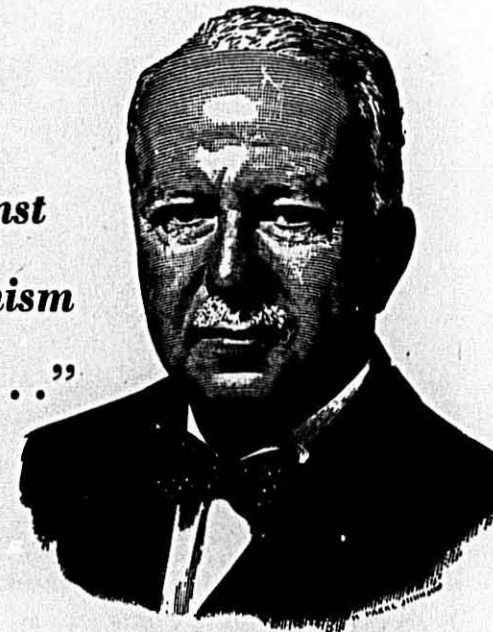
R & V Football Party

Neither the results of the game nor the action of the bus were satisfactory to the invited guests of the party sponsored by the officials of Ravarino & Freschi, Inc., St. Louis, according to reporter Albert Ravarino. "We took a crowd of forty-two customers from local wholesale and chain store grocery organizations to the Notre Dame-Indiana football game at Bloomington, Indiana, last month," reports Mr. Ravarino. "We chartered a bus and had a waiter who kept the boys satisfied with their choice of drinks. It was an all-day affair, since we left the front door of our office at 6:30 a.m. and were scheduled to arrive home at midnight.

"Unfortunately, the big diesel motor of the bus decided it had served its purpose when we reached a point about 50 miles from St. Louis, exactly at midnight. We managed to get the crowd into the next bus which brought us home in the wee small hours.

"It was an experience that all will long remember. The crowd enjoyed itself. The saddest part of the whole thing was that Notre Dame, for whom we all were pulling, lost the game."

*"The immunizer against
the disease of communism
is a certain feeling . . ."*



MR. WALTER S. GIFFORD

"It is the feeling of a man who owns a home, a bank account, an insurance policy. It is the feeling that an employee on the Payroll Savings Plan has when he gazes at his accumulation of Savings Bonds and realizes that here is palpable evidence that he has made a profit on his job—that the profit system works for him as well as for his employer."

Mr. Gifford has believed in—and worked for—payroll savings plans for thirty-seven years—since 1913, when, as Statistician of the A. T. & T., Mr. Gifford developed a payroll savings plan for the purchase of A. T. & T. stock.

In 1938, A. T. & T. employees were offered a Payroll Savings Plan for the purchase of U. S. Savings Bonds. To date, Bell System employees have invested *more than half a billion* dollars in savings bonds—with a maturity value in excess of \$675,000,000.

In upwards of 21,000 large companies, more than 8 million Americans are investing \$150,000,000 in U. S. Savings Bonds *every month*. To the systematic saving of these men and women—and the whole-hearted co-operation of executives like Mr. Gifford—is due in no small

measure the important feeling of ownership shared by the Americans who own 56 billion dollars in U. S. Savings Bonds (against 45 billions at the end of the war!).

Every Payroll Savings Plan is a reflection of the vision and enthusiasm of the top executive of the company. If he gets behind it, *personally*, employee participation is high—to the benefit of the country, the company and the employee. If the interest of the Big Boss is active—participation may very well exceed the 50% mark. The top man is the key man in a Payroll Savings Plan.

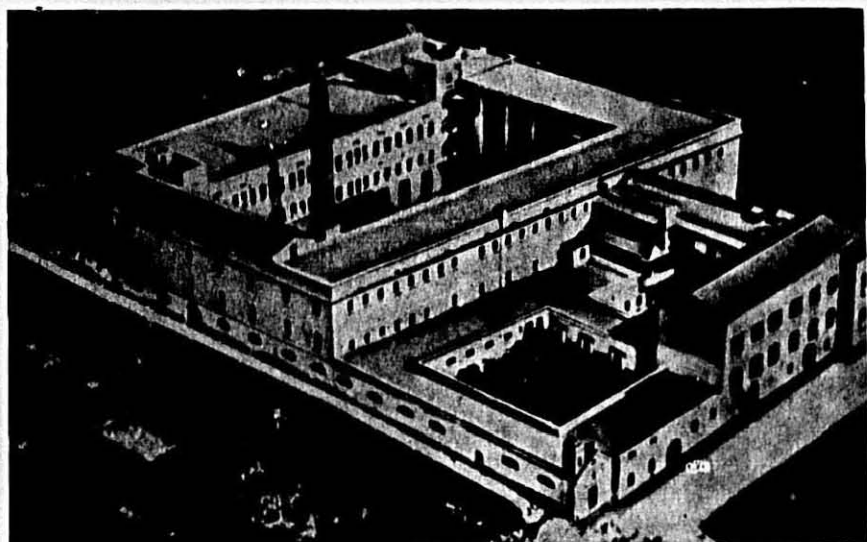
Get in touch with your State Director, Savings Bond Division, U. S. Treasury Department. He will help you put in a plan . . . or he will show you how to increase employee participation—without undue effort or high pressure tactics.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

The Macaroni Journal

IMPIANTI D'ITALIA (Macaroni Plants in Italy)

"Serie D'Oro" Courtesy Molini d'Italia



COSIMO AMATO Fu Antonio — S. p. A.

Molini e Pastifici
Caserta (Napoli)

Liquid, Frozen and Dried Egg Production November, 1950

Liquid egg production during November totaled 6,072,000 pounds compared with 8,812,000 pounds during November last year and the 1944-48 average of 13,513,000 pounds, the Bureau of Agricultural Economics reports. The quantity used for immediate consumption was about the same as a year ago but the quantity used for drying and freezing was smaller.

Dried egg production during November totaled 1,085,000 pounds compared with 1,519,000 during November last year and with the average production of 4,167,000 pounds. Production consisted of 899,000 pounds of dried whole egg, 183,000 pounds of dried albumen and 3,000 pounds of dried yolk. The Government contracted for 82,445,238 pounds of dried whole egg through December 14 for egg price support purposes. Production of dried whole egg during the first 11 months of 1950 totaled 85,329,000 pounds compared with 61,000,000 pounds during the same period last year.

The quantity of frozen egg produced during November totaled 2,388,

000 pounds compared with 3,674,000 pounds during November last year and with the average production of 2,864,000 pounds. Production of frozen egg during the first 11 months of 1950 totaled 352,742,000 pounds compared with 308,919,000 pounds during the same period last year—an increase of 14 per cent. Frozen egg stocks decreased 29 million pounds during November compared with a decrease of 23 million pounds in November last year and with the average November decrease of 28 million pounds.

"State of the Industry" Message

The war situation is such that all industries will be affected, therefore the expectancy among macaroni-noodle manufacturers is the message to be given the industry and the public at the opening day of the important Winter Meeting in the Flamingo Hotel, Miami Beach, Fla., by President C. Frederick Mueller of the National Macaroni Manufacturers Association. The "State of the Industry" report is scheduled for 10:00 a.m., Tuesday, January 23, 1951, and is expected to cover practically all of the things that directly concern macaroni products production and dis-

tribution. Interest in the industry's future under conditions that may become worse before improving, and this industry leader's suggestions as to how best to solve the troubles that are or will confront all processors, indicate a larger attendance at the 1951 Winter Meeting.

Nutritional Improvement

"Considering the entire macaroni products field," says Paul J. Cardinal of the vitamin division of Hoffmann-LaRoche, Inc., Nutley, New Jersey, "only a minority are enriched at this time. We are naturally hoping that more macaroni manufacturers will realize that the nutritional improvement possible in their products through enrichment is a fundamentally helpful additional asset when the consuming public is judging the over-all value it is getting for its money in any food product."

Pick-Up

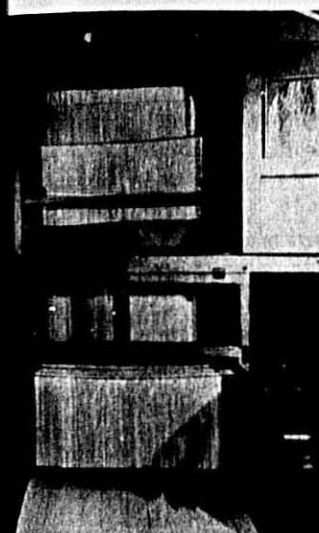
Durum millers report a slight pick-up in semolina orders, indicating a corresponding pick-up in orders for macaroni products during the first half of December.

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



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

Hygienic — Compact — Labor Saving

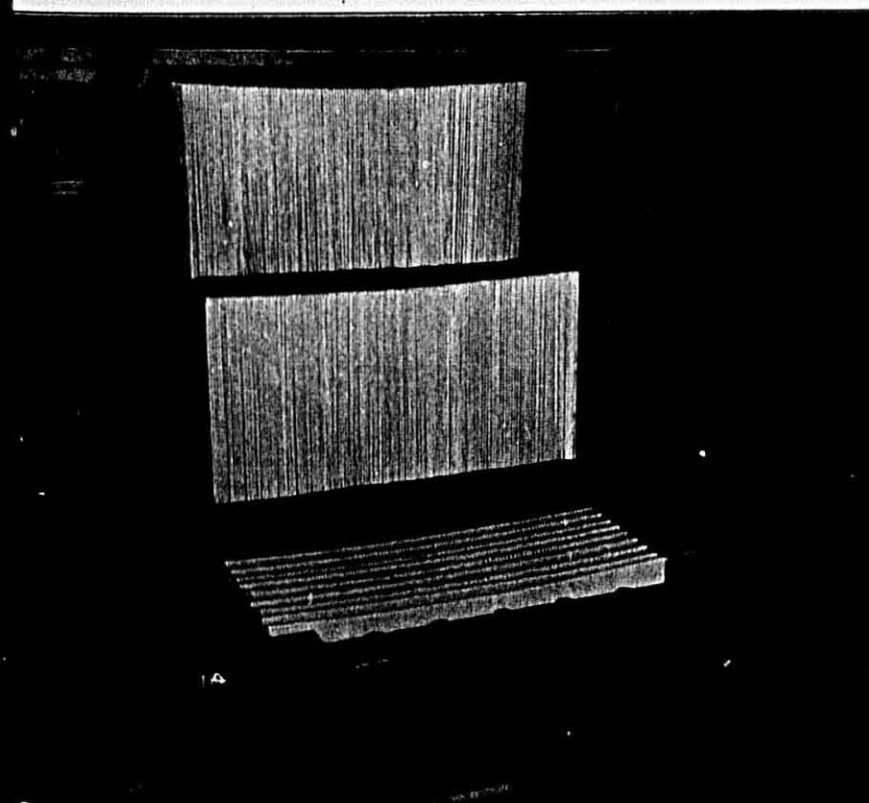
Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds

Top Picture

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



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

Operation fully automatic.

TIME PROVEN AUTOMATIC PRESSES

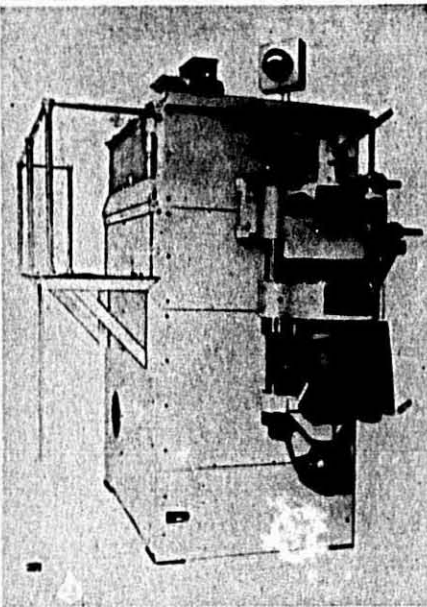
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

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

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

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

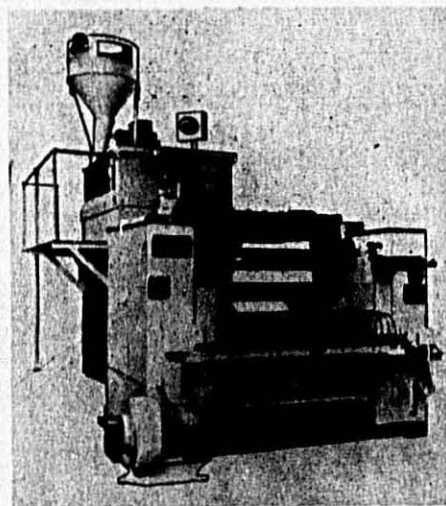
DURABLE—ECONOMICAL—BEST FOR QUALITY



Proven Automatic Spreader

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

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



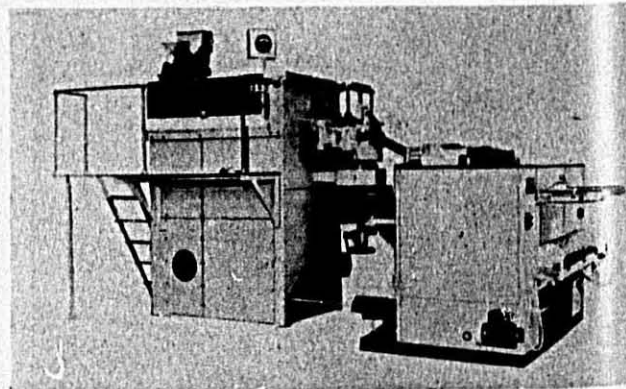
Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production
Patented Model SAFSC—800 Lbs. Production

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

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES



Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

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

WHY?

*Time
Proven*

*Hygienic
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

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

THE ONLY DRYERS THAT ARE:

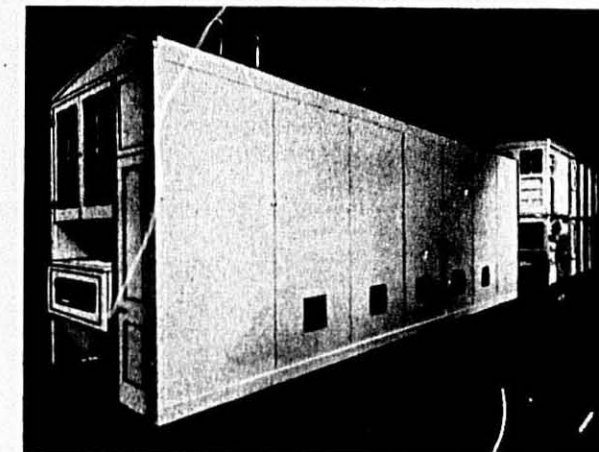
1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and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

BE MODERN

STAY MODERN

with

CONSOLIDATED



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

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

Noodle Soup Maker Presents Service Awards at Christmas Party

Thirty-three employees with a total service record of 367 years were given Service Recognition Awards at the Annual Christmas Employees party of the I. J. Grass Noodle Company, makers of noodle soups and noodles, held at their Chicago plant on December 16.

Irving Grass, president of the firm, made the awards in the form of Service Recognition Pins to employees whose length of service ranges from 5 to 30 years. A number of one-year employees received \$1,000 life-insurance policies, similar to those given previously to older employees. Twenty-one of the employees who received the Service Recognition Pins have been with the company for 5 to 10 years, five have records of 10 years, or more, four have been with the company 20 years, two for 25 years, and one for 30 years.

The firm which grew out of a local Chicago delicatessen store more than four decades ago, now does a nationwide business in packaged noodle soups and egg noodles.



Seated in the front row is Mrs. Grass, who with her now deceased husband founded the I. J. Grass Noodle Co. over 40 years ago. At her right is A. Irving Grass and at her left, Sidney Grass, her two sons now in active control of the operation of the business.

General Mills, Inc., Promotion

General Mills, Inc., Minneapolis, Minn., is planning a Lenten promotion of special macaroni products dishes, a Betty Crocker feature in February, 1951, during the Lenten Season (February 7 to March 25, 1951), according to officials of the durum division of the firm.

The announcement was made at a luncheon meeting at the Union League Club, Chicago, December 8, to which leading officials of the National Association and Institute were invited. The general idea was explained by H. I. Bailey, manager of the durum division of General Mills, Inc. The planned dishes were shown in colorful pictures that will be used in advertising the promotion, called "Easy-3-Some."

Three new and enticing recipes were tested by those who attended the luncheon, and all pronounced them excellent, tasty, satisfying and photogenic, as well as easy to prepare. It was announced that Mr. Bailey would present details of the promotion at the Winter Meeting of the Industry at Miami Beach, Florida, January 23-25.

The Macaroni Saute recipe will be of particular interest to manufacturers. It's a brand new way to saute macaroni, in cooking oil without pre-cooking. The recipe is believed to be the only one of its kind and its time-saving feature is sure to appeal to many women. Kick-off of the promotion will be Betty Crocker's Magazine-of-the-Air program, February 22, aired over 201 ABC stations.

Betty Crocker will devote the entire program to the Easy 3-Some dishes. Literally millions of women will hear her praise and describe the dishes and point out their time-saving features. The promoter invites the co-operation of every macaroni-noodle manufacturer interested in increased Lenten and year-round consumption of their products.

Buhler Brothers, Inc., Moves to New Jersey

On February 1, Buhler Brothers, Inc., moves to a new and larger plant at 2121 State Highway No. 4, Fort Lee, New Jersey.

The move was necessitated to accommodate the increased sales expansion of Buhler industrial manufacturers, which include macaroni manufacturing machinery, flour milling equipment, brewing equipment, equipment for preparing all types of oil seed for pressing or extraction, mills for processing ink and soap, chocolate mills, chain conveyors, automatic conveyor-weighers, pneumatic conveyors for granular materials, can manufacturing equipment and sheet mills for the rubber industry.

The company has been in existence in Europe since 1860, with headquarters and factories in Switzerland, and with New York headquarters for the States and Canada since 1935.

Honest apology works—in home or business—results guaranteed.

A synonym is a word you use when you can't spell the first word you thought of.

Lent 1951

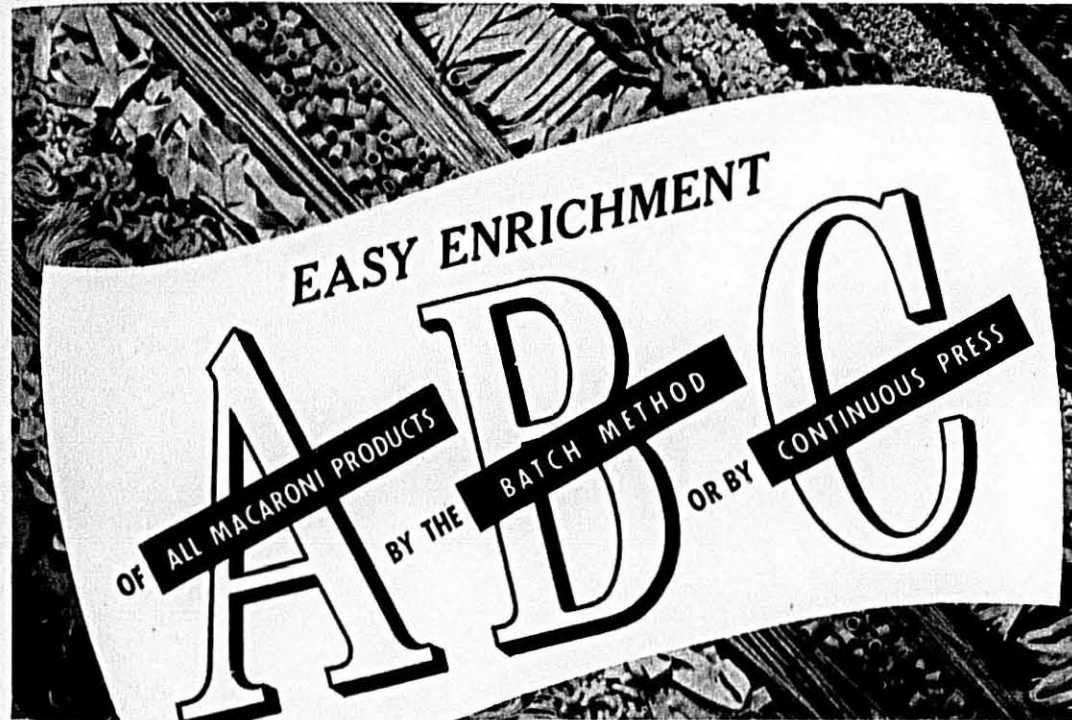
The 1951 Lenten Season will be early this year, about as early as it ever occurs. It begins on Ash Wednesday, February 7, and ends Easter Sunday, March 25.

Samuel Regalbuto Honored

Samuel Regalbuto, Philadelphia flour broker, was honored recently by the government of Italy for his charitable work in behalf of Italian people. Nino Dante, member of the parliament of Sicily, was on hand to officiate at ceremonies during which Mr. Regalbuto was presented with the Star of Grande Ufficiale of the Military Order of Saint George of Antiochia. The affair opened with a cocktail party and dinner at the Barclay Hotel. Among the more than 100 in attendance were H. J. Patterson, Pillsbury Mills, Inc., Minneapolis; Joseph Carroll, Philadelphia representative for Pillsbury, and Francis J. Myers, U. S. Senator from Pennsylvania. Mr. Regalbuto has contributed heavily to the welfare of those in Italy whose lives were disrupted by the war, and has been an important factor in the development of an Italian boys' town.

Decline in Premiums

Heavy shipments from farms and elevators to durum mills caused a slight drop in premiums on durum in early December. While the figure fluctuated slightly from day to day, the premium averaged 20 to 21 cents over the December future.



For the Batch Method

B-E-T-S

The ORIGINAL Enrichment Tablets

For Continuous Press



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

ENRICHMENT MIXTURE

Accurately...

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

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

Economically

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

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

Easily

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

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

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

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

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

1450 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

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

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

Pennsylvania Dutch "Bott Boi"

FIRST PRIZE WINNER.—Mrs. Virginia I. Drake of Beaver Road, Paxtonia, Pennsylvania, accepts from C. W. Wolfe, President of the Megs Macaroni Co. of Harrisburg, Pa., a check for \$500 which she won as first prize in the \$1,000 Bott Boi Recipe Contest conducted by Wolfe's firm. Mrs. Drake's recipe for Pennsylvania Dutch Bott Boi Egg Noodles, prepared as a traditional chicken pot pie, was selected from among thousands by judges at the Home Economics Department of Albright College, Reading, Penna.

The Prize-Winning Recipe

4 pounds cut-up chicken
2 quarts boiling water
3 teaspoons salt
2 cups cut celery
¼ cup chopped parsley
6 tablespoons flour
6 tablespoons cream
6 peppercorns—if desired
1 package Pennsylvania Dutch Bott Boi.

Simmer chicken in the boiling



Mrs. Drake receives her first-prize check from C. W. Wolfe
Photo courtesy Harrisburg Evening News

salted water until tender. Remove chicken from stock, add celery and parsley. Add Bott Boi slowly to rapidly boiling stock so that stock con-

tinues to boil. Boil at moderate speed until tender, about 30 minutes. Thicken stock with mixture of flour and cream. Add chicken and serve.

7 Times Monthly to G.I.'s Macaroni, Spaghetti, Egg Noodles High in Preference

Macaroni, spaghetti and egg noodles are high on the list of preferred foods of the American G.I., according to the office of the Quartermaster General of the department of the Army.

In the continental United States, food served to soldiers and members of the Air Force is based on a master menu which serves as a guide for troop feeding for all units. The master menu calls for macaroni products to be served on an average of seven times a month. Master menu items are selected on the basis of their nutritive qualities and acceptability by the soldiers.

Macaroni dishes are served in Army messes approximately twice a month and typical recipes include macaroni au gratin, macaroni with tomatoes and cheese, macaroni with corn and bacon, and macaroni salad. Noodles are served about three times a month in such dishes as chicken noodle soup, baked chicken and noodles and noodles with buttered crumbs. The G.I. has spaghetti an average of twice a month, with spaghetti and meat balls a high-ranking favorite with the soldiers.

Army emergency rations also reflect the G.I. preference for macaroni products. The B ration, served to troops operating on beachheads or under field conditions where fresh foods are not available, includes macaroni three times in two weeks. The C ration which is served to soldiers under emergency conditions, consists of six menus which

include meat and noodles in one menu and spaghetti and ground meat in two. The 5-in-1 ration, developed for groups of soldiers separated from their unit kitchens under combat or field conditions, consists of five menus with spaghetti and meat balls included once.

Better Housekeeping in Food Plants

In the September issue of *Food, Drug and Cosmetic Law Journal*, observes James J. Winston of Jacob-Winston Laboratories Inc., New York City, there appeared an article entitled "Better Housekeeping in Food Plants," which is of great interest to every food processor. This was written by Milton P. Duffy, chief of the bureau of food and drug inspections of the State of California and is of special significance, since the law of California parallels very closely that of the Food and Drug Administration.

The following information taken from this article is of particular concern to every macaroni and noodle manufacturer.

In determining sanitation, modern concepts of food control require conditions which exclude those elements which are obnoxious or repulsive regardless of their importance as agents of disease. Accordingly, an establishment operating in a manner to invite or permit contamination of its output with matter properly classified as filth, may be described as unsanitary. The responsibility for sanitation of the

plant is on the owner or the chief executive of the corporation as the case may be. It is his responsibility to see to it that someone who is competent, well informed, and trained in sanitation is placed in charge of this most important phase of food production. The sanitation expert should know the plant's problems from A to Z. He should be practical in reporting his recommendations to management; his suggestions to management should be a matter of record.

It is very advisable for every macaroni manufacturer to exercise a careful check on each car of farinaceous material received. Therefore, it is strongly urged that each manufacturer check the car of semolina or flour as it arrives and most important: check the interior of the car after unloading. Here is a most important index as to whether the raw materials are arriving under good, sanitary conditions. Often an inspection of a car will reveal the presence of insects, worms, urine stained sacks and rodent matter.

New "Packomatic" Offices

Eastern offices of J. L. Ferguson Company, Joliet, Ill., builders of Packomatic automatic packaging machinery, are being moved from 99 Lincoln Park, Newark, New Jersey, to the Kinney Building, 790 Broad Street, Newark, New Jersey. Phone is Mitchell 2-5890. Carl A. Claus is resident vice president in charge of Eastern Operations.



Only a handful of the world's greatest swimmers have succeeded in swimming the treacherous English Channel, and most of the fortunate few who have done it have paid a heavy price for their glory.

It was Matthew Webb, an Englishman, who was the first man in history to swim across the English Channel. He did it in 1875, and when Matthew Webb conquered the English Channel, it made him the most famous swimmer in the world, but in the end, that moment of glory was to cost him his life.

After Matthew Webb swam across the Channel everyone craved to see the first man in history who had conquered the Channel. So, Matthew Webb came to the United States to show Americans why he was the world's greatest swimmer. While in America, Matthew Webb agreed to a 25-mile swimming race against an American swimmer named Paul Boyton. The contest was for a thousand-dollar purse, and a \$500-side bet. It was a swimming event that set all America by the ears! But in the first few miles of that race, Matthew Webb was seized with

cramps and had to be pulled out of the water to be saved from drowning. And so, he not only lost the race, the purse and the side bet, but he became the laughing stock of America! To silence the mocking laughter of a nation, Matthew Webb attempted a mad swimming stunt. To reclaim his place as the greatest swimmer in the world, he tried to conquer Niagara Falls . . . and drowned!

Now there was a man who valued his reputation! And wise manufacturers everywhere are protecting their own business reputations, too, perhaps not to the point of death as did the sensitive Mr. Webb, but at least to the point of using only top quality ingredients in the macaroni foods that bear their name. To these manufacturers, that means a Commander-Larabee Semolina, Gr.ular or Durum Patent Flour. Color excellent, good cooking qualities, and top flavor . . . you can count on these results every time . . . in any season, with a Commander-Larabee Durum Wheat Product that's tailored to your particular needs. Try it yourself—you'll see what we mean!



Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

Macaroni-Spaghetti-Noodles Brands Trend

Indicative of the trend of brand sales in Greater New York, the New York Market Merchandise Inventory, monthly movement report of the *New York World-Telegram* for the months of October and November, 1950, shows the following:

Brands and Size	Avg. Units Sold per Store	Total Units Sold	Percentage of Distribution
Total, All Brands:	712.5	142,499	
Goodman	54.9	10,980	55.0
La Rosa	294.9	58,980	85.5
Mueller	182.0	36,407	82.0
Ronzoni	159.7	31,944	31.0
Tenderoni	2.5	491	19.0

A Nasty Jolt

Maurice L. Ryan, Vice President of the National Macaroni Manufacturers Association and Chairman of the organization's Durum Growers Public Relations, has been in touch with the leading growers of essential macaroni wheat in the Northwest with the result that many growers, most of them in fact, have agreed to continue planting the best available durum wheat seed to insure larger crops of durum in 1951 and subsequent years. He has convinced them that it is to their advantage to continue producing better amber durum for an industry that assures them of a ready, constant and profitable market. To show the trend in the general thinking in the natural



Maurice L. Ryan, V.P. of NMMA
Chairman Durum Growers Relations

durum area he recently sent a clipping from *The North Dakota Farmer* of December 2, 1950, which reads:

"Jolt one chap, and someone else gets a jolt in the ribs. An example of how shocks are transmitted was the durum wheat damage in North Dakota this season, and the instant concern felt in the macaroni industry.

"The finest macaroni requires high grade durum, and North Dakota produces the bulk of it grown in the nation. Whatever hurts the State's du-

rum producers is a nasty jolt for an industry which is important, because it provides a ready and constant market."

Tampa Plant Destroyed Fire Chief Suffers Heart Attack

A fire of undetermined origin destroyed the Tampa Macaroni Corp. factory at Tampa and Spruce Streets in West Tampa early on December 24, causing an estimated damage of \$120,000.

While on the scene answering the call, City Fire Chief L. D. Blanton was stricken by a heart attack and was taken to Tampa Hospital. He was reported in "fair" condition, according to the *Tampa Morning Tribune* of Christmas Day, Dec. 25, 1950.

Although nine fire engines were called, firemen could not keep the spreading flames from gutting the large two-story brick building.

The corporation's president, Andrew MacAlister, said the damage was covered by insurance and that a new building would be constructed soon.

The fire broke out about 4:30 A.M. in an upstairs room facing on Tampa St. and spread through the entire building before firemen arrived. No other buildings were damaged.

A safe containing papers was found a few feet away from the safe door on the bottom floor of the building. MacAlister said it was kept in an upstairs room.

City Fire Marshal C. F. Dreves, who investigated, said it had not been determined yet how the fire started. MacAlister said he had taken particular care during the two years he has been operating the company to see that all fire precautions were taken.

The building was an old cigar factory but had been used in recent years for making macaroni. MacAlister said business would continue as soon as possible.

Packaging Costs

Packaging averages 60 per cent of the total direct labor hours in the food field, according to C. L. Barr of the Redington Co., Chicago. He says from a labor-hours viewpoint, development of packaging machinery is not as advanced as processing equipment, and that packaging is a bigger function than processing. It requires such special functions as art, advertising, research, purchasing, production and equipment, and therefore deserves a department head. He points out that packaging co-ordination and management offer great opportunities for cost reduction.

"Plug-in" Humidity Controller

The Abbeon Supply Company, Woodside, New York, announces its Plug-In Humidity Controller which

fulfills the need for a simple automatic control to operate electrically powered humidifiers and dehumidifiers. With this new Plug-In Humidity Controller the necessary electrical work previously required has been done at the factory, and only 3 steps are now necessary:

First: Plug the Humidifier or Dehumidifier into the Control.

Second: Plug the Control into a wall outlet.

Third: Set the dial at the percentage of relative humidity desired. This controller can handle a load of 15 amps. at 115 v., that is to say a continuous load of 1700 watts, or putting it another way it can handle a goodly number of standard Industrial size electric Humidifiers or Dehumidifiers plugged into it at one time.

Upward Price Trend

"Macaroni-Noodle price increases are being reported hourly," says Glenn Hoskins of the Glenn G. Hoskins Consultant Service, Chicago. "Throughout the middle West the increases are averaging about one-quarter of a cent a pound. Our information from the East is that there must be a general increase within the matter of days to offset the increased costs which have already amounted to more than the price increases which are now being made (the first part of December, 1950).

"Beating the Freeze of prices on macaroni products should not be considered a reason for adjusting costs and selling prices. On the other hand, the maintenance of prices which do not show a normal differential between costs and selling prices is not sound policy—because if prices are rolled back, there will certainly have to be some basis for establishing a differential between costs and selling prices and what could be more logical than using the date of the freeze as at least one factor in determining that differential?"



Glenn G. Hoskins
Industry Consultant

Food to Save World Peace

Stockholders of Farmers Union Grain Terminal Association launched a campaign to use American food to save world peace, while at the same time blueprinting a course of action for their giant co-op to follow in the national emergency.

Mobilization plans were drafted at the 1950 Annual Meeting of the Grain Terminal Association in the St. Paul Auditorium, December 11 to 13, by 3,500 delegates from Montana, the Dakotas, and Minnesota. These stockholders represent 150,000 grain farmers who market through 615 affiliated co-op elevators.

Leading defense proposal at the co-op session was a call for building up huge grain supplies, and the dispersal of new terminal facilities away from big cities as precaution against bombing attacks or transportation tie-ups.

The Grain Terminal Association pledged all-out support to meet the "challenge of an aggressive and imperialistic world" and asked Congress to recognize that agriculture is an essential industry in the U. S. Defense Program. The co-op called for a "realistic program of national security."

General Manager M. W. Thatcher of the Grain Terminal Association told delegates that even with present world demands for full-scale farm production, most American farmers still do not receive full parity prices.

Dynamic North Dakota

North Dakota (1950), entering a dynamic decade of development, seems destined for more rapid progress than any other state—and it has been in the Union but 61 years. It is a young state, going places, and there is destiny in its destination.

As a young state, North Dakota still has a romantic history in which are entwined the names of famous Americans—the Marquis de Mores, Generals Custer, Miles, Sully, Terry, and others. Theodore Roosevelt, who rode, rained in the Badlands said:

"I have always said I would not have been President had it not been for my experiences in North Dakota."

North Dakota is one of the most healthful states in the nation. Drive into North Dakota, breathe its ozone-filled air, enjoy its brilliant sunshine, and sleep comfortably under blankets during cool nights even during the heat of summer. Enjoy a restful, zestful vacation close to nature in the wide open spaces of the West.

North Dakota, the most truly rural of the states, during the past decade raised lush crops and farmers received high prices which brought real prosperity. North Dakota produced more than 90 per cent of the nation's durum for macaroni manufacture.

It is second in the production of all wheat, first in rye, one of the leading states in growing flax and certified seed potatoes. More than 90 per cent of its farms are operated under scientific soil conservation practices.

Greater North Dakota Association

Caruso

When Enrico Caruso was asked what were the requisites of a great singer, he said, "A big chest, a big mouth, ninety per cent memory, ten per cent intelligence, lots of hard work and something in the heart." This statement appears in a book by his widow, Dorothy, who eloped and lived with him three years till his death twenty-nine years ago.

Caruso's memory was phenomenal. He knew sixty-seven roles, and had a repertoire of more than five hundred songs.

He was a natural artist. When he sang he never thought of his throat or the position of his tongue. He concentrated on the words because he thought it was the words that gave the music meaning. It was his genius to be able to grasp the whole of what the composer was attempting. The same thing goes for great actors.

Caruso was a stickler for personal hygiene. He took two baths daily and sprinkled himself and his rooms with perfumed water. Once he told his host in an opera box to go brush his teeth. He complained that a hefty soprano nearly floored him during a love scene with the fumes of garlic.

In his lifetime he collected nearly two million dollars in royalties from the Victor company. Once his wife admired a big open Packard she saw parked at the Casino in Central Park. He bought it from the owner on the spot for \$12,000.

—Bagology.

Eggs in Political Stew

Eggs seem to be stirring up an economic-political-industry omelet . . . from Washington to Washington, reports a National Egg Products Association release.

Charles J. Mentrin, president, Washington State Egg, Poultry & Feed Council, A.P.I., has made a hard-boiled protest to the powers that be in D. C. He's mad as a wet hen because 700 tons of dried "Red" eggs from Communist China recently were admitted through the port of Seattle.

That's the equal of 230-carlots of shell eggs, and, despite a tariff increase of 10c a pound, the "Red" eggs were reported to be underselling do-

mestic eggs in Chicago by as much as 23c a pound.

Mrs. R. M. Kiefer, secretary-manager of the National Association Retail Grocers, is plenty peeved too. It's astonishing, she says, that our military should be buying in the open market foods that Secretary Brannan has in the federal stockpile and could legally turn over to the services.

At a time, for instance, when the CCC was purchasing great quantities of eggs at 32c a dozen, the services bought in the open market almost 5 million dozen at 40c per.

And, at the time of her comment, Mrs. Kiefer said Uncle Sam had in mothballs 107 millions pounds of dried eggs (320,000,000 dozen), not to mention 192 million pounds of butter, 322 million pounds of dried milk and sundry other heavy poundage.

Insects Common to Macaroni-Noodle Plants

James J. Winston, director and chief chemist of the Jacobs-Winston Laboratories, Inc., successor to Jacobs Cereal Products Laboratories, Inc., New York, N. Y., has prepared and distributed a table that will enable macaroni-noodle manufacturers to easily and quickly identify the insects commonly found in their plants. They are:

a—*The Confused Flour Beetle*, which is reddish-brown in color and about one-eighth inch long. The female lays about 400 eggs which develop from egg to adult in about 4 weeks.

b—*Mediterranean Flour Moth*, white to gray in color and with a wingspread of one inch. The female lays about 200 eggs, requiring from eight to nine weeks to develop from egg to adult.

c—*Cadelle* (Weevil) is a black beetle, one half inch long. The female lays about 1,000 eggs which require about 10 weeks to develop into adults.

d—*Black Carpet Weevil*, black in color, as its name implies. It is from 2/16 to 2/16 inches long. The female lays about 100 eggs which will develop into adults in about six months.

e—*Silverfish*, silvery in color, one half inch long. Female lays 100 eggs which require about 11 to 12 weeks to develop into adults.

This authority further states that the presence of insects in a plant, if unchecked in their activities, may result in a serious infestation problem. The use of an effective insecticide is recommended. "Our laboratory, in its investigations of a number of insecticides, has found the insecticide MCI's "B" very effective in destroying various stages of the insects listed. This product is properly labeled, non-toxic to humans and leaves no residual deposits on either food or machinery when used as directed."

Trademark Department

The Official Gazette, U. S. Patent Office, has announced the following applications for trademarks, renewals and registrations.

Applied For

CREAMELLS—Serial No. 554,863, The Creamette Co., Minneapolis, Minn. For macaroni. Filed April 17, 1948. Published November 14, 1950. Claims use since April 2, 1948.

Mark consists merely of name in heavy caps.

CHIN and LEE—Serial No. 574,570, Chin & Lee Co., Inc., New York, N. Y. For noodles, noodle soup, etc. Filed February 26, 1949. Published November 21, 1950. Claims use since April, 1939.

Mark shows name on a paper Chinese lantern.

LITTLE ELF—Serial No. 584,798, Bursley & Co., Inc., Fort Wayne, Ind. For egg noodles and chicken dinners, and other foods. Filed September 14, 1949. Published November 21, 1950. Claims use since February 15, 1919.

Mark consists of the word "Little"

Artos Macaroni Extruding Machine

Artos, Ltd., London, England, is rightfully proud of the macaroni extruding machine which it has developed after years of preparatory work. According to Mr. H. Knoch, director, the machine is fully automatic. He grants that most existing extruders operate on the same principles and vary only in appearance, workmanship, or performance. "In our extruder we incorporate an entirely new principle, i.e., extrusion under vacuum. Its marked effect on the product has been described by British and American experts as something fundamentally new, giving the products a better color, flavor, cooking and keeping qualities as well as manufacturing properties."

One of their machines is operating successfully in England, but it will be some time before it will be produced in numbers. The macaroni industry in Great Britain has increased greatly since the beginning of World War II.

Paper Napkins Popular

Ninety-seven per cent of housewives now use paper napkins, according to a recent survey. Paper napkins are such an accepted part of our daily life, it's difficult to realize that they were little more than a novelty just six years ago.

in small, light type over the word "Elf" in heavy large type.

MENNER'S—Serial No. 594,476, Menner Packing Corp., Newark, New Jersey. For canned macaroni with creole sauce and other foods. Filed August 4, 1949. Published December 5, 1950. Claims use since November 18, 1947.

Mark is name in script lettering.

Trademarks Granted

MRS. GRASS—No. 533,118—I. J. Grass Noodle Co., Chicago, Ill. For Noodle Soup Mixture, etc. Filed April 1, 1949. Published June 6, 1950, and granted November 7, 1950.

PARTY—No. 533,016, Anthony Mac & Cracker Co., Los Angeles, California. For macaroni, spaghetti, spaghetti and egg fusilli. Filed September 19, 1947, Serial No. 524,971. Published June 13, 1950, and granted November 7, 1950.

CREAMETTES—No. 534,553, The Creamette Co., Minneapolis, Minnesota. For macaroni. Filed April 17, 1948. Published May 30, 1950, and granted December 12, 1950.

In those days they were chiefly used on picnics or in lunch boxes. If, occasionally, they found their way to the kitchen table, no sensible hostess would dream of bringing them into the dining room.

Yet, in just six years, paper napkins have won a place for themselves on pure merit. Today they are acceptable anywhere. Not only because of their wonderful convenience, but because improved manufacturing processes have made the paper napkin a thing of beauty. And full-scale production has brought the price so low, even the most modest home can afford them. One paper company says a family of four can have fresh, white napkins at every meal for little more than a penny a day. These napkins are snowy-white, absorbent, and so soft they drape and fold like old linen. Yet they are amazingly strong and will last a full meal without coming apart.

Egg Quality

The albumen of the egg, which is secreted by the glands of the oviduct, is germicidal and retards the development of most bacteria. As a result most eggs are aseptic when first laid. However, subsequent methods of handling, frequently result in contamination and lowering of quality.

Cubans Eat U. S. Rice

Rice consumption in Cuba is more than 100 pounds per person per year, of which only 15 pounds are produced in Cuba and the balance is imported from the United States.

The consumption of all types of macaroni products by U. S. residents is estimated at around six and one-half pounds per person per year. No figures on macaroni consumption in Cuba are available, though conservative estimates place it at nearly twice that of the U. S.

FUGT Association's Expansion Program

Allocation of \$1,654,394 in co-operative savings to northwest grain producers was announced December 11 by Farmers Union Grain Terminal Association at its 1950 annual meeting in St. Paul. The regional grain marketing co-operative, largest in the nation, also announced that its expansion program has increased terminal grain elevator space from 13.5 million bushels to 19 million bushels in 1950.

In announcing comparative savings for the year, M. W. Thatcher, general manager of the Association, said that in 12 years of operation the grain co-op has saved more than \$22 million for farmer patrons.

Effective Preventive Sanitation

The Food and Drug Administration expects every manufacturer of Macaroni and Noodle products to comply fully with the sanitation laws to insure the public of clean, wholesome and appetizing food, advises James J. Winston, director of Jacobs, Winston Laboratories, Inc. It is therefore the manufacturer's obligation and responsibility to safeguard his interests by having continuous surveillance of his plant by a competent sanitation expert to eliminate any insanitary conditions which may exist.

The Food and Drug Administration is penalizing heavily those firms who violate the law. Recently, an executive of a firm was given a six months' sentence in a federal prison because of a violation.

There is no substitute for good sanitation except the determination of management to follow the recommendations of his sanitation expert and to comply with the best commercial practices for the industry.

Cheese It!

Macaroni is one of America's favorite dishes. Advice to consumers: Cheese it!

Jackson, Tenn., Sun

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School Lunch Puzzle

How to divide dollars by children and get the right answer in lunches is the school lunch managers' puzzle. They are looking through their recipe files for help with the answer, for it must include a nourishing meal at the price the children can afford, and a balanced budget.

Basic in this puzzle are these simple facts compiled from reports of 33 states for September: ten per cent more children had lunch at school, and there were ten per cent more schools in the National School Lunch Program in September, 1950, than in September, 1949. The federal appropriation for school lunches is the same this year as last.

To make the puzzle more intricate, labor costs are increasing, and the prices of many foods bought locally are higher than a year ago. Nor can the school lunch manager look as fully to contributions of food bought by the government under its price support and surplus removal program for a solution to her puzzle. This year there will probably be fewer than usual of these price support and surplus removal foods. Last year they made up 16 per cent of all the food used by the National School Lunch Program, the U. S. Department of Agriculture reports.

But what else can school lunch man-

agers do? They can encourage community help, improve their management practices, and scan their recipes with care. Fortunately there are quantity-portion recipes for many foods prepared in co-operation with the Bureau of Human Nutrition and Home Economics.

U. S. Chestnut Experience Aids Italy

What America has learned about combating chestnut blight may turn out to be a blessing for Italy. The chestnut tree is used for food, timber, and tannin. As the disease advanced and made skeletons of chestnut forests from New England to Tennessee and Missouri, forest pathologists of the U. S. Department of Agriculture were working to restore the tree through creating strains resistant to the fungus disease. They have had considerable success.

Now this same Oriental blight is raging through the chestnut forests of Italy, where the nuts are considered a sort of second front against hunger. The resistant strains developed in the United States and methods of breeding and propagation are being used to start rehabilitation even before the destruction has become disastrous.

Italian authorities, with co-operation of the U.S.D.A., division of forest pathology, are supplying Italian farmers

with blight-resistant seed, cuttings and trees.

Last spring, under the Point 4 Plan, we sent the Italians 3,700 scions, 14,100 trees and 3,800 pounds of seed. The Italians are co-operating in the scientific work of improvement.

Is It AGE, or What?

It seems to me that they are building staircases steeper than they used to. The rises are higher, or there are more of them, or something. Maybe this is because it is so much further today from the first floor to the second floor, but I've noticed it is getting harder to make two steps at a time any more. Nowadays it is all I can do to make one at a time.

Another thing I've noticed is the small print they're using lately. Newspapers are getting farther and farther away when I hold them, and I have to squint to make them out. The other day I had to back half way out of a telephone booth in order to read the number on the coin box. It is obviously ridiculous to suggest that a person of my age needs glasses, but the only other way I can find out what's going on is to have somebody read aloud to me, and that's not too satisfactory because people speak in such low voices these days that I can't hear them very well.

Everything is farther away than it used to be. It's twice the distance from my house to the station now, and

they've added a fair-sized hill that I never noticed before. The trains leave sooner too. I've given up running for them because they start faster these days when I try to catch them.

You can't depend on the time tables any more, and it's no use asking the conductor. I ask him a dozen times a trip if the next station is where I get off, and he always says it isn't. How can you trust a conductor like that? Usually I gather my bundles and put on my hat and coat and stand in the aisle a couple of stops away just to make sure I don't go past my destination. Sometimes I make doubly sure by getting off at the station ahead.

A lot of other things are different lately. Barbers no longer hold up a mirror behind me when they're finished, so I can see the back of my head, and my wife has been taking care of the tickets lately when we go to the theatre. They don't put the same materials into clothes any more either. I've noticed that all of my suits have a tendency to shrink, especially in certain places such as around the waist or in the seat of the pants, and those laces they put in shoes nowadays are much harder to reach.

Even the weather is changing. It is getting colder in the winter, and the summers are hotter than they used to be. I'd go away, if it wasn't so far. Snow is heavier when I try to shovel it, and I have to put on rubbers when-

ever I go out, because rain today is wetter than the rain we used to have. Drafts are more severe, too. It must be the way they build the windows now.

People are changing too. For one thing, they're younger than they used to be when I was their age. I went back recently to an alumni reunion at the college I graduated from in 1943—that is 1933—I mean 1923—and I was shocked to see the mere tots they're admitting as students these days. The average age for freshmen couldn't have been more than seven. They seem to be more polite though; several undergraduates called me "Sir," and one of them asked me if he could help me across the street.

On the other hand, people my own age are much older than I am. I realize that my generation is approaching middle age (I define middle age roughly as the period between 21 and 110) but there is no excuse for my classmates tottering into a state of advanced senility. I ran into my old roommate George at the bar, and he's changed so much that he didn't recognize me.

I got to thinking about poor old George while I was shaving this morning. I stopped for a moment and looked at my own reflection in the mirror. They don't seem to use the same kind of glass in mirrors any more.

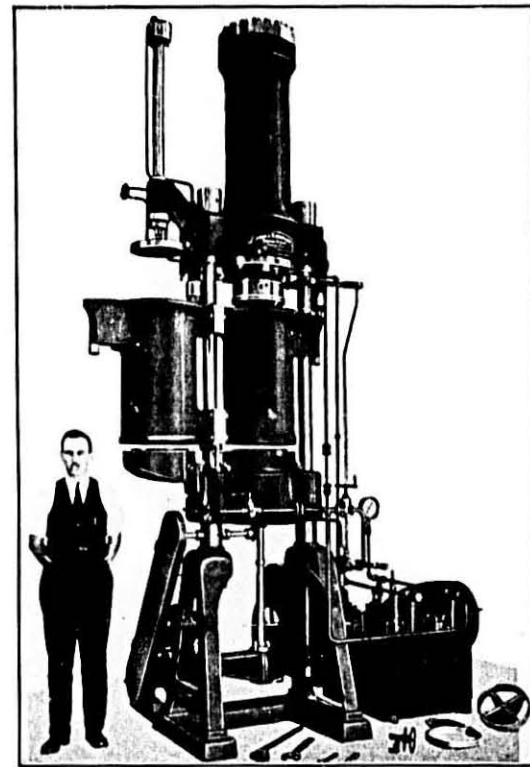
From *F. H. Garbutt of The Merchants Cry, Cincinnati, Ohio.*

Developing Safety-Mindedness

An important function of safety education is the development of safety-mindedness, or a constant consciousness of accident prevention, in every worker.

Workers will reflect the behavior and attitude of their foremen. It has been established that a careless employe can get hurt on the best of equipment and that a careful employe can work safely under adverse conditions. Foremen must therefore develop a proper attitude among their men in addition to maintaining a comprehensive safety program. They can encourage a safe employe attitude in the following manner:

1. Show a personal interest in the safety of each man.
2. Stress safety when interviewing and breaking in new men.
3. Indicate hazards in all new methods and jobs.
4. Delegate men to perform specific accident prevention duties.
5. Encourage the wearing of protective equipment.
6. Post safety messages that apply to local problems.
7. Reconstruct men who have developed unsafe working habits.
8. Issue written orders and safe



PRESS NO. 222 (Special)

John J. Cavagnaro

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and Machinists

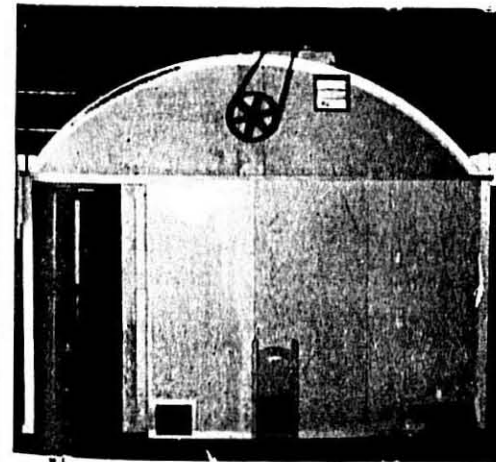
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operating standards.

9. Warn violators of safe practices rules and explain that discipline is necessary for their own protection.

10. Invite and apply suggestions from the men.

It is equally important to avoid those things that may discourage employe co-operation with the safety program.

The following conditions can result in an unsafe attitude:

1. Failure of the supervisor to set a good example.
2. Improper or vague instruction.
3. Poor discipline.
4. Delays caused by poor planning.
5. Inattention to complaints and grievances.
6. Lack of physical safeguards.
7. Poor arrangements and lax housekeeping.
8. Overemphasis on speed.
9. Failure to acknowledge employe safety suggestions.
10. Too many rules.

Safety Council

A Survey of Spaghetti Markets—Italy

Calisto Zambrano, in an interesting article in *Molini d'Italia*, October, 1950, issue, writes knowingly of the possibilities offered the Italian Spaghetti Manufacturers for expanding

their exports into the American countries. The article is replete with facts, tables and illustrations that make revelations even to the macaroni manufacturers in Canada, Mexico and the United States, the countries particularly surveyed. Here's a summary as published by the Editors:

Spaghetti in the World—by C. Zambrano

Giving further course to the survey initiated in our number of July-August, the Author exposes, in geographical order, starting from the American Continent, the conclusions which he has reached. Canada, in fact, which in 1918 was an importing Country of macaroni, in 1936 was already among those actively engaged in pasta exporting, and during the 30 years that go from 1921 to 1950 her production index signed an average increase of over 344 points with a maximum peak of 543 points which it reached in 1948-49. The situation, as it stands, offers only limited possibilities to Italian mass exportation.

From the point of view of productive increment, the situation of the United States is more or less like that of Canada. Greater hope may be sought in the careful study of the market outlets of American production, some of which are much too distant from the United States and very near to Italy, thus strengthening the reasons

in support of the efforts to win back those Countries where Italian macaroni products enjoyed a traditional preference in the past.

As far as the chance of Italian macaroni trade to resume its old positions on the United States market is concerned, the answer is no, with the exception for high quality and particularly valuable products.

Finally the Author gives a view of the situation in Mexico, stressing upon the fact that the local market integrates its requirements with United States products which, owing to the nearness of the source of origin, are difficult to be defeated on the economic level. But even in this case, the exception for high quality and valuable products still holds good.

Everyone Has a Blind Spot

If your best friend passes you on the street without a sign of recognition, don't get angry, advises the Better Vision Institute. It may be because of his blind spot.

Everyone has a blind spot, and that's not figuratively speaking. There's actually a blind area in every human eye at the head of the optic nerve.

One reason why a person is not aware of gaps in his seeing is that the

blind spot is outside the only part of the retina designed for "nice discrimination"—the part that he uses mainly in scanning a scene, taking in the details successively and constructing a mental image.

In the scanning, any detail which is pictured on the blind spot at one instant necessarily is pictured on a sensitive spot at another instant, and the impression of the whole scene is based on many "superimposed snapshots" of it.

If you want proof of your own blind spot, make an X on a piece of paper and a dot several inches to the right of it. Then shut your left eye, look at the X and move the paper towards and away from you. When the image of the dot falls on the head of your optic nerve, the dot will vanish.

The blind spot is big enough to blank out the face of a person only six or seven feet away. It sometimes even accounts for one's bumping into things and people, and no doubt results in many highway accidents, which take an enormous annual toll in deaths and injuries.

This fact highlights your vital need to know your eyes—their capabilities, potentialities, and shortcomings, and how to take proper care of them. For they're your only pair, and worth incalculably more than their weight in diamonds.

Milwaukee Safetygram

Everybody's Doing It!

Advertising and merchandising are never ending. Businessmen who feel that a spurt or an occasional broadcast will be sufficient, are entirely out of line with current thinking. Macaroni-Noodle manufacturers are doing some individual advertising and a whole of a job of joint co-operative publicity for macaroni products. That's fine, but others, many of them producers and distributors of directly competitive foods, are likewise seeking consumers' attention. In a recent bulletin to the supporters of the National Macaroni Institute, here's a partial list of what others are doing:

The BAKERS are launching a concerted drive to increase sales by using point-of-sale suggestions to the housewives on new and unusual ways to serve bread. The campaign is based on a new series of end labels showing 64 different recipes for dishes which use bread as the principal ingredient in interesting and tempting ways. Each recipe label is in a distinctive, eye-catching design to halt the shoppers. It is a natural package tie-in.

The POTATO GROWERS, through the National Potato Council, have asked the U. S. Department of Agriculture to help promote potatoes

and stabilize their prices. They want the dietary value of potatoes stressed in their program to increase consumption.

SARDINES, as well as potatoes, will be promoted by an industry tax levelled by the Maine Development Commission for an industry promotion program in 1951.

RICE is continuing its advertising and publicity campaign to make more rice-eaters among Americans.

Premiums

Macaroni—Knife

For 25 cents and a package top users of Mueller's egg noodles may obtain a steak knife said to be worth 75 cents at retail. C. F. Mueller Co., Jersey City, N. J., makes this offer in newspaper ads providing order coupons. Premium is a product of National Silver Co.—Premium Practice and Business Promotion—December, 1950.

Macaroni—6 qt. Pan

A six-quart aluminum macaroni cooker is being offered as a premium by the American Macaroni Co. of Kansas City, Mo. The three-piece utensil, described as a \$3.50 value, is obtainable for \$2.00 and two front panels from "American Beauty" packages. Coupons are available at retail food stores.

Let us help you modernize your plant
for greater profits in '51

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Consulting
Engineering
Service

The new methods and techniques in production now so widely used in the Macaroni and Noodle Industry call for high efficiency in the handling of flour.

The services of Champion engineers are available to you for consultation at any time for practically any type of flour handling unit that you might require.

Write us regarding your problem.

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THE BOSTON DECLARATION

The fifty-one business leaders who met recently in historic Faneuil Hall, Boston, for a conference on "The Future of the Individual under American Capitalism," drew up and unanimously adopted the following Declaration.

The towering strength of the United States rests on the individual freedom of all its people. Upon that foundation laid in 1775, we have built the highest standard of living in the history of mankind, and created an abundance that is the envy and the hope of the whole world.

Today there is a clear and consistent trend toward the impairment of the rights Americans have always enjoyed—the right to dream, to work, to achieve on our own, and the opportunity to develop to our full stature. We have been giving away little freedoms, a little at a time. The people are being traded out of basic liberties by promises of false security.

A time has come to challenge these dangers. We must strengthen our system by extending it, so that the individual may face the future with confidence.

To this end we pledge ourselves—
To stabilize employment, by leveling out seasonal peaks and valleys in production, by diversification of products, and a vigorous search for new markets. The best way to prevent unemployment is to produce goods at lower unit cost so that more people can afford them and more employees will be kept busy making them.

To create more jobs through research, new facilities, new equipment and new methods, to keep pace with the needs of the country and its rapidly expanding labor force.

To keep improving tools and production efficiency, so

that the earning power of the individual will be increased. To give to each employe the opportunity to develop his abilities, recognizing his right to improve himself as he improves the business.

To maintain the healthy competitive spirit that results in new ideas and better products and services to the public.

To encourage more widespread investment in common stocks, to the end that more millions of Americans may become owners of industry as well as employes.

In all candor it must be said that there are many obstacles in the way of complete fulfillment of this mission. A government that has grown faster than our ability to support it is taking away money that should be put to work. Regulations which serve only to retard production have been imposed. The power to tax has been used to dry up the flow of risk capital into new enterprises.

These things are detrimental, but not fatal. But if we continue to so regulate or control Americans that they are no longer able to venture and toil in projects of their own choice; or if we remove the incentive for them to do so; we shall in either case have taken a step that is not merely detrimental, but fatal.

The release of individual energy under adequate incentives is the most creative force in the world. Allowed to go forward this drive will carry us to undreamed of heights. Let us therefore dedicate ourselves to the task of securing for ourselves, for others, and for posterity these rights of free men in this century:

1. The right to personal initiative; to choose freely; to lead but not to dictate; to follow, but not to be driven.
2. The right to opportunity; to have a chance to forge ahead by his own efforts; to succeed or fail; and if he fails, to try again.
3. The right to personal dignity; to be protected from those impositions of others which they would not impose on themselves.
4. The right to participate in affairs of common concern; to hear and to be heard; to stand alone or to be one among equals.
5. The right to provide for the future; to save or to spend; to advance or hold still; to be the judge of his own welfare.

GIVEN THIS EIGHTEENTH DAY OF MAY, 1950, IN FANEUIL HALL, BOSTON, MASSACHUSETTS.



Co-operation

To hear some people talk, you would suppose that co-operation between labor and management is a revolutionary idea. Nonsense! For generations labor has had a part in management. Workmen have always shared the boss's troubles and helped him to meet competition. They have made suggestions to increase the efficiency of production, and the boss has helped them through periods of illness and hard times.

We are all stockholders in the business that pays our wages. If the business is losing money, salaries are cut, more work is loaded on fewer people, antiquated machinery is pushed a little harder. When the company is making money, everybody benefits. New files appear in the office, new and improved machinery in the plant; fresh paint, better lighting, and better ventilation—all are dividends in which we share. You can't separate labor from investment. Both take hard knocks in times of depression and rejoice together in prosperity.

Survey Employee's Military Status

Business firms should start immediately to take personnel inventories of their employes to determine which and how many men will be subject to draft

or being recalled by the Reserves, advises Austin Kiplinger of the *Chicago Journal of Commerce*. If among the men employes there are some whom you might wish to get deferments, an employer is given the right of appeal only in cases where a notice of such requested deferment reaches the draft board before the prospective draftee is classified. Enter such statement as soon as an employe registers for the draft.

Here's the deal: The employe registers, the local draft board sends him a questionnaire to fill out with information on his status, his work, his dependents, et cetera. The draft prospect has five days to fill and return the questionnaire. The employe should enter his request for deferment at the same time. On the basis of this information, the draft board issues its classification. Once the board has issued the classification, the employe has no technical right of appeal, unless he has filed the statement suggested. The young man himself can appeal the classification within ten days of the time he is notified. If the employe has entered a statement on this particular employe, he may also appeal.

Since about 95 per cent of all manpower in the country, including women, is available to industry, agriculture and commerce, and only 5 per cent can be drawn upon by the military, under those conditions only a few qualified men can be deferred.

COST CONTROLS

(Continued from Page 12)

3. A chart of the standard man hours per case for the various products and machines serves as a basis for comparison (not illustrated).

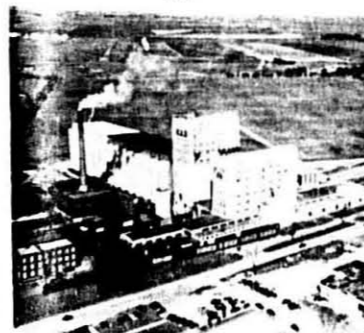
The Burning Question: Was Control Achieved?

Information as to how well the job has been done is of intense interest to the supervisor. However, the facts to which the information relates must be alive and fresh in his mind. I believe that it is more important to give the supervisor the comparative picture the next day, as it relates to production statistics, than it is to wait until the cost department has had the time to break down the figures showing the causes for variation. This is so because the supervisor is interested first of all in whether or not control has been achieved.

Among our illustrations the operation standard rate and instruction sheet tells him how the job is to be done and the results expected. The production time report shows the effectiveness of the operations of the previous day. A cost-minded foreman knows the reason for the deviation before the report is issued. What he does not know is the

You Get Better Merchandising Macaroni Made From

- Cavalier Extra Fancy Semolina
- Durakota No. 1 Semolina
- Prefecto Durum Granular
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From the vast crop of Durum wheat raised in our area we select only the finest wheat for milling our Semolina and Durum flour. You can always be sure of that RICH GOLDEN COLOR in your MACARONI PRODUCTS when you use our Durum Semolinas and Excello Durum patent flour.

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Exhibit 5

DAILY PRODUCTION TIME REPORT - PACKAGE DEPT										
DATE	TIME	OPERATOR	PRODUCT	QTY	WASTE	REWORK	DEFECTS	REMARKS	INITIALS	TIME
1-1-51	8:00	J. Smith	ABC BRAND 10 LB SPAGHETTI	1000	50	100	10			8:30
1-1-51	8:00	J. Smith	ABC BRAND 10 LB SPAGHETTI	1000	50	100	10			8:30

... by which he has bettered or missed the mark (standard). This information he can get from the daily production time report.

Important, too, is the need for revising both the standard and the data sheet as soon as a method has changed or the standard has been found incorrect. Data to be helpful to the supervisor must be related to the best practice available at the time the comparison is made. Also, in addition to the day-to-day approach implicit in supplying the supervisor with pertinent cost control information, it is essential, as has been indicated earlier, that re-

ports be issued periodically to show the location and causes for variation from standard. This kind of information is essential to the effective placement of responsibility and enables supervision to concentrate corrective efforts at essential points.

The Supervisors Control Labor Costs

In brief, labor cost control involves a written plan. It may be written in several parts, as job evaluation procedures, standard production rates, and recording techniques, and means of putting the plan into action to accomplish the desired result. It is the su-

ervisor who is responsible for efficient use of the worker's time and is he who must know what steps to take as the conditions change. If he is asked to contribute his thinking to the plan, it will have his endorsement and will serve as an incentive for further cost reduction planning.

How well he has "controlled" can best be determined by comparison. Results can be plotted against standards of fulfillment and, if the standards are ready for the supervisor's perusal the next day, he has a basis for intelligent action. How far the data need be broken down, is best determined by experience.

Vitamin Prices Advanced

Merck & Co., Rahway, N. J., manufacturers of vitamin ingredients for enriching macaroni products, announced a price increase effective December 8. Its No. 32P Vitamin mixture for macaroni enrichment in 25 or 100 lb. drums, the new price is \$179 a pound. According to the announcement, one ounce of this vitamin mixture added to each 100 pounds of semolina will add to each pound of semolina the following: 4,000 mg. Thiamine, 1,700 mg. Riboflavin, 5,000 mg. Nicotin, 11,000 mg. Iron. There is corresponding increase in all essential combinations.

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WHY! BECAUSE each user averages \$6,000 to \$10,000 ANNUAL SAVING!

Typical installation. Two operators now doing the work of 6 plus a 34% increase in production.

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... a similar increase in its "X-Richment A" for the enrichment of durum products. The addition of one ounce of Type 6 "X-Richment A" to each 100 pounds of semolina will add to each pound of semolina the following: Thiamine (B₁): 1,700 mg. Riboflavin (B₂): 25,000 mg. of Nicotinic Acid (Niacin) and 11,000 mg. of Iron. The new price is \$179 a pound.

DURUM MEETING

(Continued from Page 13)

... of the color of the wheat, and of course that affected the quality of the macaroni product.

Most purchases of durum wheat are made on the 58 pound bushel. 58 to 60 pounds seem to produce about as much semolina as the 62 to 64 pound durum wheat. Once the weight of the wheat drops below 56 pounds the yield drops more rapidly than the loss in weight. Such as weight of wheat from 56 to 54 pounds, you would lose more than 2 pounds of flour yield per bushel. That is the reason for the big spread between the 56 pound wheat and the 52 pound wheat. The price spread there is brought about due to the fact that the yield of flour is much lower.

George McCabe discussed durum

products from the view of a commission firm. Mr. McCabe said "durum from this area sells better than durum from any other area."

Paul Abrahamson of Devils Lake was next on the program, and he discussed the cause of starched kernels in durum wheat. This appears to be a nitrogen relation and, of course, it is affected by the past cropping from the land and by the soil and by the temperature. This nitrogen must be balanced with the phosphate in the soil. Ways to reduce starch in kernels would be to plow under green crops, and use a crop rotation system so that the row crop or summer fallow appears before the durum. This will release more nitrogen. Commercial super phosphate may help and for crop rotations it would be best to use crops such as alfalfa, sweet clover, to increase the nitrogen.

This year was particularly bad as far as starchy kernels are concerned because the cool temperature kept the available nitrogen to a rather low level during the year.

There are other causes affecting the nitrogen such as the amount of alkali in the soil, the amount of straw plowed down the year before, and the amount of moisture at present.

Next on the program was Victor Sturlagson of the Langdon Experiment Station. The 153 Stem Rust which was affecting all wheat in this

area came rather sudden this year, and came in from the southern part of the United States. This rust does not winter over in the North Dakota area, and must come in from the south. This rust has been present for quite a number of years, but it has not made an appearance in the North Dakota area until the past season. It is difficult to determine if this rust will occur next year or not.

Mr. Sturlagson brought out the point that the crops here were extremely late this year and the durum wheat matured somewhat later than hard wheat. That is one of the reasons why the durum wheat was hit harder by the 153 stem rust. If last year had been a somewhat normal year Mr. Sturlagson felt that stem rust would not have affected the durum wheat.

After the program Mr. Sturlagson brought out the fact that rusted or light weight durum wheat is good for seed as the germination is usually excellent.

Gilbert Loken, Lakota, North Dakota, who has raised durum wheat and Angus cattle for many years pointed out that when a good Angus cow produced a long legged calf one year, this did not indicate that he should sell the cow. Mr. Loken thought that farmers should not be discouraged because the durum wheat was light this year.

Obert Anderson, Brocklet, North

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

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Dakota, expressed the belief that he would stick to his present system of cropping and not change because durum wheat had not been his best crop for one year.

William Powers, Lawton, North Dakota, first started to raise durum in 1908 and had to quit as the elevator did not handle durum. The durum market has been developed and production should continue.

George Stevens, Edmore, North Dakota, thought that durum production should continue on the same basis it had in the past.

Vernon Hilgers, Crary, North Dakota, said that many farmers in his area thought of changing to producing other crops, but that he planned to stay with his cropping system.

many fine eating places in the city. Some chefs in the better places can come up with just about any of the fancy-named dishes, a la carte. But Detroiters go more for the good, old-fashioned stand-bys. Italian spaghetti can be found cooked to perfection in a great many restaurants—and in a great many more homes.

These restaurants will really have an opportunity to show off their skill in preparing macaroni-spaghetti dishes—as well as other kinds—next year.

Thousands of visitors will be flocking to the Motor City to join in celebrating Detroit's 250th anniversary. From July 23 through August, a gala series of events is scheduled to mark the festivities. Big feature of the celebration is to be a series of professionally staged, historical extravaganzas depicting important events in Detroit's history.

A good many of the visitors who come for the birthday festival will be seeing the Arsenal of Democracy for the first time. But Detroit likes visitors—and visitors like Detroit, for they find a friendly and hospitable welcome. They discover a bustling, progressive city that often finds itself in the national spotlight. And they see a beautiful town that is calm and peaceful enough to enjoy living in spite of the terrific pace it sets.

For the first-time visitor, the Motor Capital of the World will be somewhat

of a surprise. If he expects to spend his time protecting his car drums from noise, and washing factory smoke from his person, he will be much disillusioned.

In spite of Detroit's reputation as the industrial heart of the nation, motor capital, arsenal of democracy, and what-have-you, the town is cleaner and more quiet than most cities one-tenth its size. Somewhat related, perhaps, is the fact that Detroit is the world's healthiest large city. Its death rate is the lowest of any city in the world with more than a million population, and it has been barred from future competition in the National Health Contest because it won the title three times.

Detroit is a city with many places to go and things to do that never cease to amuse and amaze visitors. Its industrial plants, public institutions and exhibitions, and commercial entertainment places provide them with a full schedule during their stay.

Detroit is a hustling, industrious town that almost single-handedly snap the country out of a great depression and later produced the material to win a war. It is a city that takes pride in its many virtues, and works hard to defeat its shortcomings. It is a warm, friendly town that likes to have visitors see everything from its macaroni plants to its baseball team . . . which covers a great deal in dynamic Detroit!

SALUTE DETROIT

(Continued from Page 8)

plant produces about 1,000,000 pounds of a full line of macaroni products annually.

There are only three manufacturers of macaroni products in Detroit, but thousands of consumers, as one can witness by visiting any one of the

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Macaroni Mfg. Machinery
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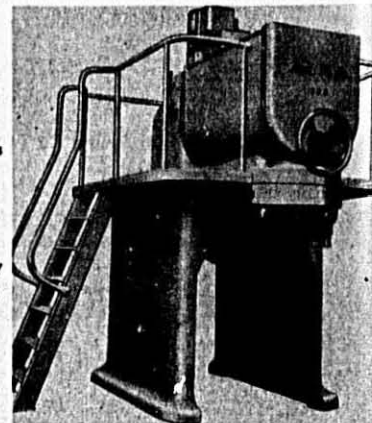
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FORMER WORLDS
CHAMPION SAILOR
(STAR CLASS),
OFFERS THIS NEW
RECIPE:
SPAGHETTI VOLUNTEER

1. COOK SPAGHETTI AS USUAL. (2 POUNDS)
2. ADD CAN OF FROZEN TOMATO JUICE (ADD NO WATER). MIX.
3. MELT 1/4 LB. CHEDDAR CHEESE. MIX WITH 1/2 LB. CHOPPED BACON. ADD TO SPAGHETTI.
4. PLACE IN BUTTERED BAKING PAN. BROWN. SERVE. IT'S SWELL!

HOLLYWOOD:
NICK DENNIS—
ONE OF THE STARS OF
THE NEW FILM "A
STREETCAR NAMED
DESIRE" ONCE OWNED
A SPAGHETTI HOUSE
ON NEW YORK'S WEST
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Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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

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Vol. XXXII January, 1951 No. 9

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Vincent DeDomenico, Golden Grain Macaroni Co., San Francisco, Cal.
Region No. 11
John Laneri, Fort Worth Macaroni Co., Fort Worth, Texas.
At-Large
Peter La Rosa, V. La Rosa & Sons, Brooklyn, N. Y.
C. F. Mueller, C. F. Mueller Co., Jersey City, N. J.
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.
Jerry Tulague, National Food Products Co., New Orleans, La.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, O.
Robert S. Williams, Robert Williams Foods, Los Angeles, Cal.
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only with the protection of plants where "classified" contracts were in process.

Before hiring people today employers should look into their past carefully, find out what social organizations they belong to, what activities they are interested in, and whether or not they have a reputation for wishing to preserve our American Way of Life. Present employes should also be checked.

Is Your "Manpower House" In Order?

If we look back to 1941 and remember how rapidly Government controls were instituted once the "voluntary" idea began to fade, we realize the possibility of a repetition of this procedure during the next few weeks—that both price and wage controls may very possibly come out of this Congress, prophesies the Employers' Association of Chicago.

Mr. Bernard Baruch's plan for total mobilization, presented to the National Security Resources Board about two years ago, set forth drastic controls for practically every phase of our economy and is rather well thought of in Washington today. On July 25 Mr. Baruch called for all-out economic mobilization with a quick freeze on prices, wages and rents. He said: "Events have left us no choice. We have to mobilize."

If economic regimentation is required, there is little doubt that it will be done in somewhat the same order as it was in World War II with price and consumer credit controls coming first, and a wage freeze next. Along

with these there may be profit controls such as Canada used in the last war, and a stabilization program to keep labor turnover down.

Efficient manpower is the key to our economy. Without it machines are not invented, produced or operated. In peace or in war, manpower is always important. Therefore, it is our firm belief that serious thought should be given to the advisability of introducing training classes or on-the-job training programs in industrial plants if this has not already been done. Skilled workmen are scarce even now and older applicants are being given more consideration than they were just a few weeks ago. As a practical measure, an analysis should be made now of the status of your employes as it pertains to the draft and enlistment.

As to your executive staff, this, too, should be scrutinized from a standpoint of upgrading and training. Remember in World War II, almost overnight a plant with a few hundred employes blossomed into one with thousands.

Very recently the Munitions Board listed hundreds of industrial organizations as "critical." This means, among other things, that some of the plant protection policies of these facilities will now be supervised by the Government. Prior to this action by the Board, the Government was concerned



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Market studies indicate that already many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

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