

**THE
MACARONI
JOURNAL**

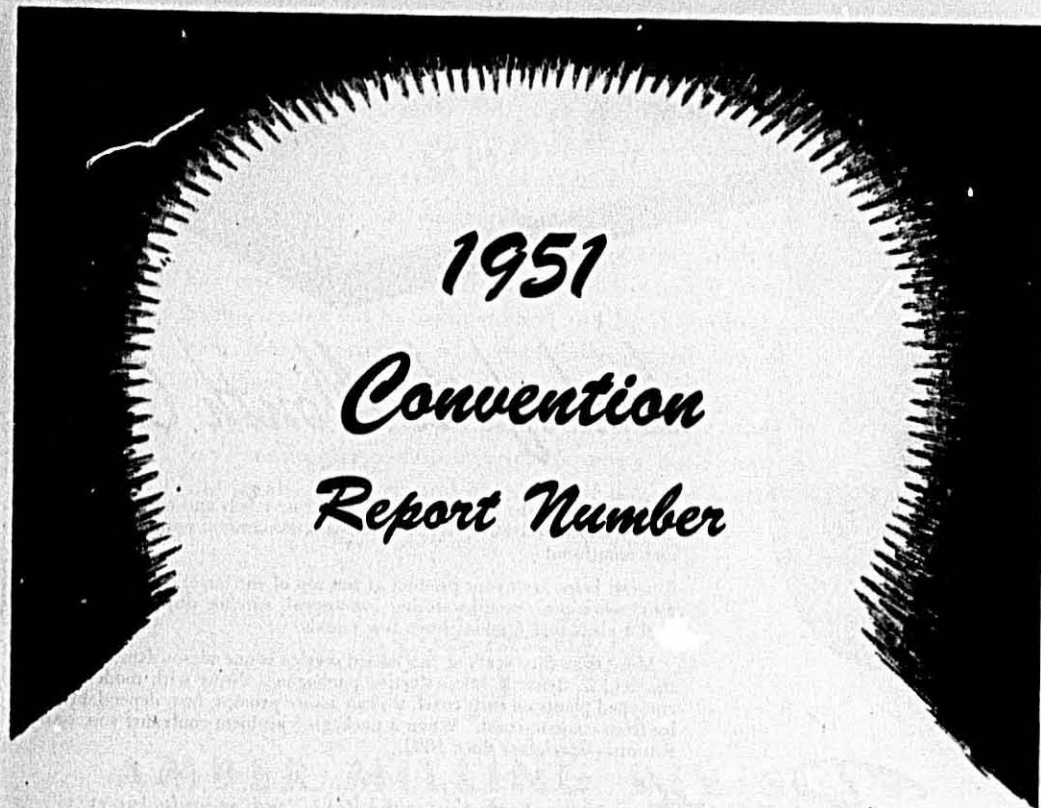
**Volume XXXIII
Number 3**

July, 1951

JULY, 1951

the **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

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VOLUME XXXIII
NUMBER 3



Look of the Month Club

Best sellers in the package parade are those labels and cartons that make the customers look—and buy . . . that serve as constant reminders, month-in and month-out.

Rossotti helps keep your product at the top of the buyer's list. For perfect purchase-appeal, mouthwatering eye-appeal, surefire display-appeal, Rossotti Labels and Cartons have few equals.

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INDEPENDENCE



THIS month we commemorate the 175th Anniversary of our nation's independence . . . the breaking of the yoke of servitude to foreign power.

We, here at Amber Mill, and each of our many customer friends, may well reflect upon the meaning of independence to us in our individual business enterprises.

Only with the assurance of independence can true competition exist. Freedom to formulate our own policies has enabled Amber Mill to establish quality standards highly respected by competitors, and by individual macaroni manufacturers who pridefully guard the quality standards of their products.

Independence and the sincere desire to serve others well have made our nation strong, its many businesses, large and small, the envy and objective of men the world over.

Let us guard that independence well.



AMBER MILLING DIVISION

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CUPID TRUMPS



THE ACE

Sports history records Suzanne Lenglen of France as one of the greatest female tennis champions in the game, perhaps the greatest of all time! Back in the fabulous Twenties, when the glamorous Suzanne was at the height of her fame, a French tennis star, Alain Gerbault by name, fell in love with her. He was not only a celebrated tennis star of great promise, but also a noted yachtsman, an author and a World War ace.

But when he fell in love with the incomparable Suzanne, the famous tennis champion rejected Gerbault's love. Heartbroken, he turned his back on civilization and became a hermit of the seven seas. For years, always alone, he sailed to all the forsaken places of the world . . . and he never played tennis again! Finally one day, Alain Gerbault was found dead in the loneliness of the jungle and in his lifeless hand was a faded picture of the glamorous Suzanne Lenglen. This was the

curious end of a strange story of a vanished tennis player who gave up the game and became an outcast from civilization because one of the greatest female tennis champions in history had spurned his love.

While we can't promise to carry it to the extremes of the monastic Mr. Gerbault, Commander-Larabee has a pretty fair sense of devotion, too. It's a devotion to OUR business . . . to the never-ending search for improvement in the Commander-Larabee family of Durum Products. It's also a devotion that has paid off for you. You've seen the results in the bright, amber colored macaroni products turned out in your own plant. Constant research has meant better flour and semolina, giving you better manufacturing results day after day, regardless of season. That's why it pays to rely on Commander-Larabee Durum Products. Try them yourself—you'll see the difference!



WHEN PERFORMANCE COUNTS . . .

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GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA



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Set up rotation program without delay and send Maldari Dies for reconditioning regularly.
Don't kill those dies!! Baby them along!!!

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SOC. A. R. L.

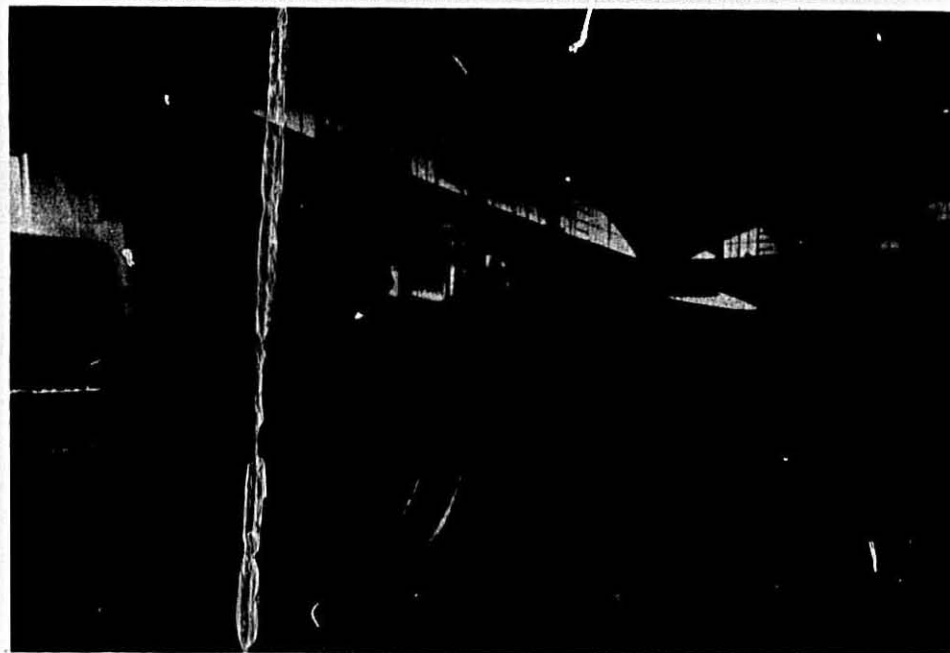
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The MACARONI JOURNAL

Volume XXXIII

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United Industry Action

June 28 and 29, 1951, are historic days for the macaroni-spaghetti-noodle manufacturers of the U. S. A.

In keeping with its usual practice, the National Macaroni Manufacturers Association sponsored its annual convention or conference on those days. The attendance was up to expectations, considering the conditions that generally confront all business. Though far from record-breaking, interest was keen and those in attendance are thus more than ever on the alert for whatever may befall.

Matters of special concern to the macaroni makers of America naturally had priority over others that always present themselves at such conventions. Those who found it convenient to attend last month's conference in Chicago were well repaid for the expense and trouble the executives were put to in so doing.

The panel discussion of the problem, "What's Ahead in the Food Field?" by outstanding representatives of various segments in the food trade, convinced all that the macaroni men were not alone in the mess that is not improving too fast. Besides this panel, there were many other reports, papers and discussions equally fruitful.

Of great interest, too, was the presence of a delegation of millers, manufacturers and officials of France and its colonies, and their contribution to the convention procedure in line with raw materials improvement, modernization of plants and profitable distribution of their products was in the general interest. The exchange of samples of prize durum, the best grown in northern Africa, for types produced in our northwest, which are to be tested to create types that are more rust-resistant, higher in protein and of fine color, all this for the future benefit of processors in both countries.

In no other country in the world are there held so many free meetings of trades, professions and groups for their special good and general promotion as are permitted to be held in this country. Industry conventions and trade conferences are requisites in American business, with the result that such affairs number many thousands.

Trade association in this country may be grouped into two classifications: the tightly-knit ones and the semi or loosely-knit kind, as are the great majority. In the first

group are those that include every important component in the industry, and which speak for practically the entire industry. In their case, conventions or conferences are merely friendly get-togethers, since the governing boards usually look after the business matters.

The semi or loosely-knit organizations are those which represent only a volunteer group, with some of the important firms wishing to withhold their support. Annual or more frequent conventions are necessary to ascertain the special wishes of the members and the industry as a whole, including the hopes of the non-members for the industry's good.

In such organizations there is often a lack of facts essential to proper promotion. Then, too, there are misunderstandings that grow out of non-co-operation, and a general failure to realize the relation of industry action to the general economy of the country, as well as the general good that comes out of studied and approved policies for protection and promotion. The natural result is that in such organizations it is quite difficult to attain objectives as quickly as in the case of the closely-knit groups.

Industry-wise the National Macaroni Manufacturers Association is generally recognized as the organized entity of the United States macaroni industry, since it is considered as speaking for the big majority of the progressive element, in both plants and output. That is why every operator of a macaroni factory, large or small, is always invited to the annual meetings.

Representatives of firms that are allied to the industry as suppliers of the many needs have always been and are welcome. And this policy has time and time again proved its worth. While listening to the discussions of the trade's never-ending problems, the suppliers learn first-hand the needs of their customers, enabling them to strive to help them meet those needs. Furthermore, it builds good will from which good flows both ways.

Non-supporters of the organized activities for improving the trade surely should understand the fact that the good things being aimed at will best be realized through a stronger, tighter organization.

industry conference highly successful

UNDER the auspices of the veteran organization, the National Macaroni Manufacturers Association that has spearheaded the industry action for nearly half a century, the 37th annual conference of the macaroni-noodle industry of America in Chicago, June 28-29, 1951, was a success beyond the expectations of its sponsors.

The attendance was record-breaking, with manufacturers from almost all manufacturing states in the Union, from Canada, from Italy and France. Interest in the well-planned program was keen.

The theme of the 1951 industry conference was "The Road Ahead." The program was beamed at the many problems of concern to business generally and the macaroni-noodle industry particularly.

Association President C. Frederick Mueller called the 47th annual convention to order at 10 a.m. the morning of June 28 in the Edgewater Beach Hotel, Chicago, following the registration breakfast, which was sponsored by the national association. He welcomed the members and visitors, asked for their full support in carrying out the official program, and then presented Vice President Peter La-Rosa, who conducted the first session.

In his presidential message to the convention, Mr. Mueller expressed the hope that all present supporters and many new ones would join in plans to minimize the trade ills by taking united action to benefit to the limit the possibilities presented. His full message appears elsewhere in this issue.

T. R. Sills, president of Theodore R. Sills Co., Inc., New York, public relations counsel for the National Macaroni Institute, outlined the accomplishments to date and the program for promotion during the coming months, stressing National Macaroni Week to be observed October 18-23, 1951. He stated that last year's "week" was a huge success, gaining the co-operation of producers of related foods to the extent of over \$400,000 in advertising their products as accompaniments of macaroni-spaghetti and egg noodles. He feels that this year's celebration deserves even greater support, both by macaroni-noodle manufacturers and related trades. The text of his remarks appears on page 12 of this issue.

To present an over-all picture of "What's Ahead in the Food Field," a panel of outstanding representatives of the general food field presented

Attendance at record high—interest at peak. French delegation lends international flavor. Domestic problems discussed and acted upon, including Macaroni Week in October.

their views and offered timely suggestions on how they and the macaroni industry can best collaborate for the benefit of each, and for the general good.

The panel that handled its assignments with frankness and optimism included:

—Rose Marie Kiefer, secretary of the National Association of Retail Grocers, who had just completed the management of her convention and gigantic exhibit in Chicago earlier in the month, won applause by the breezy presentation of her subject; excerpts appear in other pages in this issue. She is also the managing editor of the *National Grocers Bulletin*, the official publication of the Association of Retail Grocers, the outstanding magazine in the retail food field. She is also a member of President Truman's Famine Emergency Council.

—James B. O'Neill, merchandising manager, food division of Wieboldt Stores, Inc., with six department stores in Chicago, Oak Park and Evanston. He has had many years of experience in the food field and told the macaroni men that present conditions were a challenge to all—growers, wholesalers, retailers, processors and the government. Copy of his talk was not available, but he stressed the fact that progress in any business was dependent on good human relations.

—Colonel Paul P. Logan, director of food and equipment research, National Restaurant Association, Chicago, discussed the problems of business and lib. He stated that the restaurants of the country now serve 25 per cent of all foods consumed in America; therefore, restaurant managers are ever on the alert for suggestions to better prepare foods to the satisfaction of their many customers. New tested recipes for preparing and serving macaroni products dishes, a current need, are always welcome.

After 15 years in the infantry, Colonel Logan was transferred in 1932 to the Quartermaster Corps and in succeeding years became a so-called subsistence specialist. In addition to his army training in foodstuffs, he attended the American Institute of Baking

and took a postgraduate course of food technology at the Massachusetts Institute of Technology. In commenting on wheat as the so-called "staff of life," he observed that practically half of the world's people are rice eaters, but that the more progressive half are those who subsist on wheat. He recalled his experience with the Chinese armies in 1945 and 1946, noting that the soldiers of southern China, principally rice eaters, were considerably smaller than those of the northern armies, whose principal fare is wheat instead of rice.

—Harold O. Smith, Jr., in presenting the wholesalers' view with respect to the future food picture, pointed to the economies to be realized by the wholesalers' functions of warehousing and assembling goods, making them readily available to retailers, whose primary jobs are merchandising. The full text of his remarks appears elsewhere in this issue.

Questions were hurled at the panel from every part of the convention hall, lasting more than an hour. Many were directed at specific members of the panel, with the result that, from the answers given and the talks made, the macaroni men are satisfied that they now have a better idea of what's ahead for them in the food field.

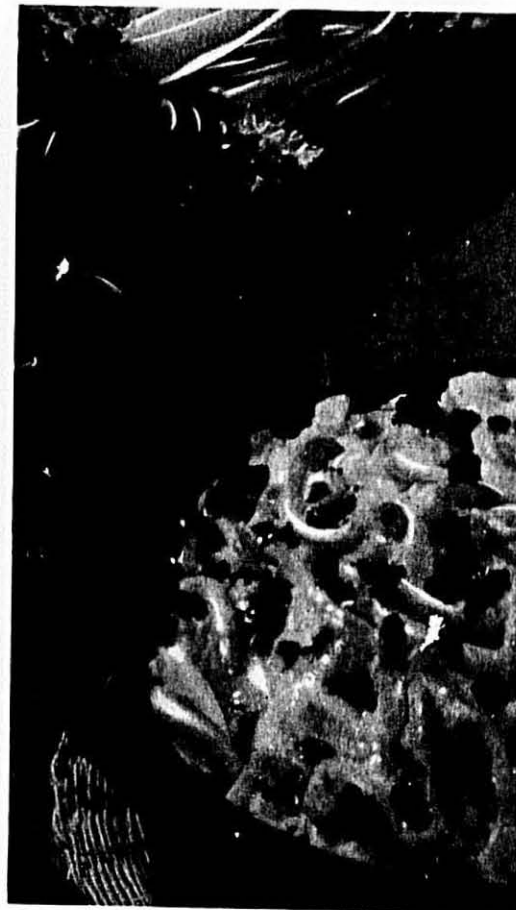
In the evening, those constituting this year's convention and their ladies and friends were feted and feasted by Rosotti Lithograph Corporation, North Bergen, N. J., at a spaghetti buffet supper, with added Italian delicacies and wines. This delightful social function has now become a fixture by the host.

The second and final day of the conference opened auspiciously with the "early birds' breakfast" for the registrants and their ladies, with the ten durum mills as hosts. C. M. Johnson, chairman of the durum millers' group, was toastmaster and presided over the distribution of valuable door prizes. As an added attraction, Miss Madeline Constant, manager of Constant Macaroni Products, St. Boniface, Canada, presented two prizes to

(Continued on Page 43)

Macaroni You're Proud of—Everytime!

MADE WITH General Mills DURUM PRODUCTS



You're SURE because General Mills MAKES Sure . . .



IN THE FIELD—We take samples of wheat before or during harvest, mill, and then check them for color before actual purchase.

IN THE MILL—We make continuous checks during milling to see that our Durum products are uniform and have proper color.

IN "PRODUCTS CONTROL"—We analyze wheat after purchase and before milling it for sale to determine protein content, and by actually milling samples, color characteristics. We check our Durum products after milling for uniform granulation and proper color.

That's why you're SURE because General Mills MAKES sure.

General Mills
Durum Department
MINNEAPOLIS, MINN.



The President's Message

by C. Frederick Mueller

President, The National Macaroni Manufacturers Association



President Mueller

THE HUMAN SIDE

MANUALS for personnel practices, during the last ten years, have been written and rewritten by a myriad of amateurs, professionals and personnel consultants which, to my way of thinking, is good.

Certainly, these people in this new profession have exposed many of the facets which may be tapped to bring about harmony and better working conditions in American business. The phrases, man hours, job analysis and work simplification are now part of the average businessman's lingo.

Yet, in all fairness to this new profession and the competent people in it, we should observe that their work has of necessity been general and in essence amounts to a written procedure for dealing with people. I wish to repeat the word, "written," because this marks the departure from the old days when each employer operated under his own set of standards without having the opportunity and the consequent advantages of the information which this new personnel effort has made available in written form.

Of one thing I am certain, and that is that you cannot take these written procedures too literally and apply them in every instance. Several years ago, shortly after I was elected executive vice president of our company, and before I had had a great deal to do with personnel administration, I was told that you do this this way and you don't do that that way. I resented these theoretical interpretations of the one best way to solve a human relations question then and I would resent them today. All of us have the latent talents to deal with our fellow workers. Haven't we been dealing with human relations problems since the day we were born?

I have a very vivid memory of being the bad boy who was seated in the back row in the 6th grade in grammar school and the teacher's pet, sitting in the front row in the very next or 7th

grade. Now, I'm not so wise as to know whether I was practicing human relations in the 7th grade or whether the teacher was, but I do know that one of us was and that I was a much happier boy because of it.

Our own experience at Mueller's has been one typical of many American businesses. Prior to World War II, hiring was done by the plant manager. We soon found, however, that the wartime employment traffic was more than our plant manager could bear. With some of the profits, then available, we solved this problem by establishing a modern, up-to-date personnel department, complete with conference room and in addition created a medical department adjacent to it. This project was well done because it was fathered by our late president, Mr. Henry Mueller, whom many of you remember and knew for his selflessness and keen sense of fairness. The new personnel department was managed by an employment manager, which started our formal exploration into the human side of things. We started to put things down on paper and then the fun began.

Wishing to be fashionable and wanting to put things in writing, we created a rough of an employee's handbook, which was a composite of the work of an outside firm of personnel consultants (for \$2,000) and that of our new employment manager. After studying this rough and sleeping on its contents, we were conscious of two questions. One: were these really our policies and did we really want to put them down on paper? Two: would this literary effort in the form of a handbook come home to haunt us as a result of the inevitable change in our policies? At any rate, the book fell by the wayside and we have been everlastingly happy that we did not join the fashionable procession of handbook publishers.

The next move, and one which was represented as essential to efficient

management, was the organization chart. It was supposed to give us a clear definition of authority and an open line of communication from the top to the bottom of our organization. Our only objection to this, after it was drawn up, was that it was too thick. Too thick for ideas to permeate down the line and too thick for ideas to permeate up. We felt that information going down the line could be stopped or altered on the way down and that any part or all of the valuable ideas emanating from our fellow workers at, or near, the bottom could be filtered or even stopped before they reached the top. We preferred to continue an open-door policy where management might go direct to anyone in the organization and every employee knew he could go to top management with his idea and his problem. An employee's problem is to him sometimes the most important thing in the world and will be treated so by a wise management.

Not so long ago a couple of our employees returned from their honeymoon only to find that they were not entitled to holiday pay because they hadn't worked the day before a holiday. The union contract said "no"—management said "yes," just to make a couple of newly married employees happy.

There were, and are, other problems which confronted us. One was an answer to the question of how much work can we expect of our production people. We have not attempted to put the answer to this one on paper, but we at least have created a yardstick—and that is that we do not expect, nor will we permit, our people to work to the point where they cannot rest up with a reasonable night's sleep. This is possibly a homely yardstick and one which will not be found in any book. Nevertheless it is very

(Continued on Page 43)



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



CAPITAL FLOUR MILLS



Reports and addresses given at
the 47th Annual Convention in
Chicago—with emphasis on

“The Road Ahead”

THE NATIONAL MACARONI INSTITUTE
PROGRAM OF MERCHANDISING
AND EDUCATION

By Theodore R. Sills
Public Relations Counsel

The second National Macaroni Week, which will be held October 18 to 27, will present macaroni manufacturers, durum millers and others connected with macaroni production with the greatest sales promotional opportunity in the history of the industry. It is predicted that this year's Macaroni Week will have even greater advertising, merchandising and publicity support than last year's successful event.

The 1950 Macaroni Week was backed up by approximately \$400,000 worth of advertising by other food producers who used the occasion to tie in their own products with macaroni, spaghetti and egg noodles.

According to the response we already have received from manufacturers of other foods which combine well with the macaroni products, we are confident that the dollar volume of co-operative advertising for the 1951 Macaroni Week will be much larger than a year ago. This tremendous support from the rest of the food industry is convincing evidence of the promotional value of Macaroni Week to the macaroni industry, its suppliers and distributors.

Among the food producers who already have indicated plans to tie in with Macaroni Week are Pet Milk Sales Corporation; Carnation Company; Campbell Soup Company; Hunt Foods, Inc.; H. J. Heinz Company; MacIllhenny Company; Kraft Food Products; Westgate-Sun Harbor Company; Swift & Company and Wilson Company.

The co-operative advertising will appear in every type of medium—women's service magazines, consumer magazines and newspapers and on network radio and television programs. The advertising dollars invested by these firms and others in the food field will help to bring Macaroni Week and macaroni products to the attention of millions of people.

In addition to the advertising support from others in the food field, most macaroni manufacturers are planning heavy concentrations of advertising prior to and during Macaroni Week to identify their individual brands with the national event.

The media advertising will be augmented by point-of-sale advertising material and merchandising pieces developed by the National Macaroni Institute, the individual macaroni manufacturers and manufacturers of other foods which combine with the macaroni products.

Four-color shelf-talkers, featuring each of the three main macaroni products—macaroni, spaghetti and egg noodles, along with National Macaroni Week—are available in quantities to individual manufacturers through the National Macaroni Institute. It is urged that manufacturers place orders immediately for the shelf-talkers to give their merchandising departments plenty of time to enlist retailer co-operation in the use of the point-of-sales pieces in grocery stores throughout the nation during Macaroni Week.

The advertising and merchandising support for Macaroni Week will be supplemented by a full-scale public relations and publicity program aimed at bringing the occasion and the macaroni products to the attention of every homemaker in the nation during the October 18 to 27 period.

Last year's Macaroni Week pub-



Mr. Sills

licity included feature stories on macaroni products in such top consumer magazines as *Good Housekeeping*, *McCall's*, *Woman's Home Companion*, *Ladies' Home Journal*, *Better Homes and Gardens*, *Parent's Sunset*, *Today's Woman* and more than 25 other mass circulation publications in the consumer field.

This year we have contacted, in person or by letter, the editors and food columnists of more than 100 top magazines and many of them have indicated to us they will give prominent

Registrants at the 47th Annual
Convention of the NMMA

MANUFACTURERS

Company	Individual	City
Jacobs-Winston Laboratories	James J. Winston	New York City
American Beauty Macaroni Co.	Joseph Winston	New York City
V. Arena & Sons, Inc.	Louis Vagnino	St. Louis, Mo.
Catelli Food Products Ltd.	S. Arena	Norristown, Pa.
Colonial Fusilla Mfg. Co.	Rene Samson	Montreal, Canada
Constant Macaroni Products	Luigi Abbonante	Brooklyn, N. Y.
Constant Macaroni Products	Lucien Constant	St. Boniface, Canada
The Creamette Company	Madeleine Constant	St. Boniface, Canada
The Creamette Company	C. L. Norris	Minneapolis, Minn.
	Otto Koenig	Minneapolis, Minn.

attention to macaroni products in their October issues. Although it is too early to list specific placements, we are sure that magazine coverage of this year's Macaroni Week will exceed even last year's outstanding results.

The nation's newspapers will be supplied with special Macaroni Week material in the form of stories, recipes and photographs which will be sent to more than 1,700 daily newspapers and thousands of weeklies from coast to coast.

In addition to direct newspaper mailings, Macaroni Week material also will be placed with top newspaper syndicates which service hundreds of newspapers and reach millions of readers. Among the syndicates are NEA with 802 newspapers and claimed circulation of 25,000,000; Western Newspaper Union, 4,000 newspapers; King Features Syndicate, 6,000,000 circulation; Associated Press, 1,100 daily newspapers and United Press with an estimated circulation of 6,000,000.

Other recipe material, story suggestions and scripts on the macaroni products will be distributed to more than 1,000 radio and television stations, to help focus public interest on the macaroni products during Macaroni Week.

Other publicity for the macaroni products in magazines and newspapers and over radio and television will result from the co-operative efforts of groups and companies which produce foods that commonly are served with the macaroni products. More than 50 of the top foods associations and manufacturers have indicated they plan publicity tie-in of their own products with macaroni, spaghetti or egg noodles during Macaroni Week.

We know that the 1951 Macaroni Week will be a huge success from the standpoint of advertising, merchandising and publicity support. The extent to which the individual company will benefit from Macaroni Week depends upon that company's ability to take advantage of the tremendous selling forces which Macaroni Week will generate for the macaroni products.

Everyone connected with the production and sale of macaroni products—the durum wheat miller; the macaroni manufacturer, his salesmen and brokers; the retail grocer—can help to make Macaroni Week an even bigger success by pitching in and doing a real selling job on the week from now until October 18. Macaroni Week will be working for you if you'll work for Macaroni Week.

WHAT'S AHEAD IN THE RETAIL FOOD FIELD

By Rose M. Kiefer
Secretary, NARGUS

Just to give you a brief background of the membership of National Asso-

- The Creamette Company
- The Creamette Company
- Crescent Macaroni & Cracker Co.
- Cumberland Macaroni Mfg. Co.
- Delmonico Foods
- Delmonico Foods
- Fort Worth Macaroni Co.
- Alfonso Gioia & Sons
- Gooch Food Products Co.
- A. Goodman and Sons
- I. J. Grass Noodle Co.
- I. J. Grass Noodle Co.
- I. J. Grass Noodle Co.
- I. J. Grass Noodle Co.
- Keystone Macaroni Mfg. Co.
- Kraft Foods Co.
- Kraft Foods Co.
- La Premiata Macaroni Corp.
- La Premiata Macaroni Corp.
- V. LaRosa and Sons
- LaVita Macaroni
- Megs Macaroni Co.
- Megs Macaroni Co.
- Milwaukee Macaroni Co.
- Mission Macaroni Co.
- Mission Macaroni Co.
- C. F. Mueller Co.
- Procino-Rossi Corporation
- The Quaker Oats Co.
- Quality Macaroni Co.
- Ravarino & Freschi
- Ravarino & Freschi
- Ravarino & Freschi, Inc.
- Ronco Foods
- Ronzoni Macaroni Co.
- Peter Rossi and Sons
- Peter Rossi and Sons
- Roth Noodle Co.
- Skinner Manufacturing Co.
- Skinner Mfg. Co.
- St. Louis Macaroni Mfg. Co.
- Viviano Bros. Macaroni Co.
- V. Viviano & Bros. Mac. Mfg. Co.
- V. Viviano & Bros. Mac. Mfg. Co.
- Weiss Noodle Company
- National Macaroni Mfg. Assn.

- A. Russo and Company
- Skinner Manufacturing Co.
- LaRosa & Sons, Inc.
- Chef Boy-Ar-Dee-Am. Home Foods
- G. D'Amico & Co.
- Quaker Oats Co.

- John Linstroth
- C. F. Meyer
- R. H. Schmidt
- Edward Nevy
- Joseph Viviano
- Peter J. Viviano
- John Laneri
- Anthony J. Gioia
- J. H. Diamond
- Erich Cohn
- Sidney Grass
- A. Irving Grass
- Donald Grass
- Alvin M. Karlin
- Raymond Guerrisi
- Stephen Lumppp
- J. W. Mull
- Jesse C. Stewart
- Vincent Cuneo
- Vincent P. LaRosa
- Renato P. Alghini
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- Benjamin Jacobs
- Arthur Russo
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- Peter LaRosa
- John Romei
- Carl D'Amico
- V. C. Hathaway

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- Cumberland, Md.
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- Louisville, Ky.
- Ft. Worth, Tex.
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- Lincoln, Neb.
- Long Island City, N. Y.
- Chicago, Ill.
- Chicago, Ill.
- Chicago, Ill.
- Chicago, Ill.
- Lebanon, Pa.
- Chicago, Ill.
- Chicago, Ill.
- Connellsville, Pa.
- Connellsville, Pa.
- Hatboro, Pa.
- Chicago, Ill.
- Harrisburg, Pa.
- Harrisburg, Pa.
- Milwaukee, Wis.
- Seattle, Wash.
- Seattle, Wash.
- Jersey City, N. J.
- Auburn, N. Y.
- Chicago, Ill.
- St. Paul, Minn.
- St. Louis, Mo.
- St. Louis, Mo.
- St. Louis, Mo.
- Memphis, Tenn.
- Long Island City, N. Y.
- Braidwood, Ill.
- Braidwood, Ill.
- Pittsburgh, Pa.
- Omaha, Neb.
- Omaha, Nebr.
- St. Louis, Mo.
- Detroit, Mich.
- St. Louis, Mo.
- St. Louis, Mo.
- Cleveland, Ohio
- Braidwood, Ill.
- Palatine, Ill.
- Washington, D. C.
- Chicago, Ill.
- Omaha, Neb.
- Brooklyn, N. Y.
- Milton, Pa.
- Steger, Ill.
- Chicago, Ill.

FRENCH DELEGATION

Roga Amselem	Minotene Semoulerie	T'Lemcen, Algeria
Jacques Audigier	Comite Professionnel de L'Industrie des Pates Alimentaires	Paris, France
G. Benedeti Gerald	Agriculteur	Alger
Jean Brusson	Ets Brunon Jeune	Villemeir, France
Rene Esclapez	Les Monlins Relizane	Algerie
Hanouda Haddad	Inspector Office Cereals	Tunisia
Jules Narbonne	Ste Minoterie Jules Narbonne	Algerie
Andre Revon	Rivoire et Carret	Paris, France
Paul Valay	Durum Grower	Mateur, Tunisia

ALLIES

Company	Individual	City
Amber Mills	J. M. Waber	St. Paul, Minn.
Amber Mills	Jim Driscoll	Chicago, Ill.
Armour & Co.	Charles Wilbur	Chicago, Ill.
Ayers & Associate	W. J. Ayers	Lincoln, Nebr.

ciation of Retail Grocers: we have more than 70,000 members, operating nearly 130,000 retail food stores. They are made up of all types, kinds and sizes of retailers, including those doing less than \$50,000 annual volume up to—and the largest I know of in the organization—seven million dollars worth of business under one roof.

There are cash and carry, semi-self service and self-service operations, and



Mrs. Kiefer

these retailers buy from all types of suppliers, including old line wholesalers, voluntary group wholesalers, retailer-owned co-operatives, and direct from manufacturers.

At our recently closed convention we learned that among our stores the volume for the first five months of 1951 averaged 15.2 per cent over the same period of time in 1950. You will be interested to know, too, that they are buying closer now, and are not overstocked with inventory as some were a few months ago.

Incidentally, just to show the growth of this great retail food industry of ours, let me mention that the volume has multiplied four times in the last 18 years, up to over 33 billion dollars in 1951.

Keep in mind that these retailers have as their sole aim and purpose the accumulation of food supplies for their customers, offering them in modern-up-to-date stores to satisfy the appetites of their consumers, and to earn a reasonable profit for themselves.

There is a greater trend almost daily to self-service operations, which means that we must depend more and more on impulse buying on the part of consumers and less and less personal selling by store personnel. This means more special promotions, better displays, more interesting and inviting and intriguing packages, more effective point-of-sales display material and a determined effort to sell meals and not

Braibanti & Co.
Braibanti & Co.
Buhler Bros.
Buhler Bros.
Buhler Bros.
Capital Flour Mills
Capital Flour Mills
Capital Flour Mills
Capital Flour Mills
Capital Flour Mills
Capital Flour Mills
Clermont Machine Co.
Commander Larabee Mills
Commander Larabee Mills
Commander Larabee Mills
Commander Larabee Mills
Commander Larabee Mills
Commander Larabee Mills
Consolidated Macaroni
Machine Corporation
Crookston Milling
Crookston Milling
Crookston Milling
Dobeckmun Co.
Dobeckmun Co.
Leo-Domingo & Co.
Doughboy Industries
Gen. American Transportation
Corp.
General Mills
General Mills
General Mills
General Mills
General Mills
Hoffmann-LaRoche, Inc.
Glenn G. Hoskins Co.
Glenn G. Hoskins Co.
Glenn G. Hoskins Co.
Glenn G. Hoskins Co.
Johnson-Herbert Co.
H. H. King Flour Mills
H. H. King Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
King Midas Flour Mills
Landon Experiment Station
Drying Machines
Donato Maldari
Martin-Williams, Inc.
Merek & Co.
Merek & Co.
Milprint, Inc.
Monark
North Dakota Mill & Elev.
Northwestern Miller
Northwestern Miller
Pillsbury Mills
Pillsbury Mills
Pillsbury Mills
Pillsbury Mills
Pillsbury Mills
Pillsbury Mills
Rossotti Lithography
Rossotti Lithography
Rossotti Lithography
T. R. Sills & Co.
T. R. Sills & Co.
Star Macaroni Dies

Joseph Santi
Eng. G. Parenzo
Arthur Kohn
O. R. Schmalzer
E. O. Eberhardt
M. C. Alvarez
George Hackbush
Paul Petersen
Jack Spagnol
Louis A. Viviano
Pierce Wheatley
John Amato
C. W. Kutz
A. R. McRae
C. M. Johnson
Leonard Bram
Harry Wiltse
Ellis English
W. E. Albright
Paul Ambrette
Conrad Ambrette

Ulysses De Stefano
E. F. Anderson
E. J. Burke
James M. Deegan
Walter Wilhelm
G. Rossi
Ray Wentzel
John Gleason
Philip Klein
G. C. Minter
Harry Raeder
Earl Cross
Harry Bailey
S. E. McCarthy
E. V. Hetherington
J. C. Lamping, Jr.
Glenn G. Hoskins
Charles M. Hoskins
William G. Hoskins
Edith S. Linsley
Frank Herbert
Urban Arnold
Arthur Quiggle
W. F. Ewe
George Faber
W. M. Steinke
Lester Swanson
David Wilson
W. H. Stokes
Victor Sturlaugson
Frank Lazzaro
Donato Maldari
Lawrence Williams
F. O. Church
E. P. Ferrari
James Hopkins
M. E. Krigel
Evans J. Thomas
Henry S. French
Don Rogers
Pat Albano
R. C. Benson
H. J. Patterson
Samuel Regalbuto
Paul G. Thacker
Frank Fodera
Charles Rossotti
Paul Shilling
John Tobia
Gerald Lynn
Ted Sills
Hugo Mandolini

Milano, Italy
Milano, Italy
Fort Lee, N. J.
Fort Lee, N. J.
Chicago, Ill.
New York City
Chicago, Ill.
Minneapolis, Minn.
Pittsburgh, Pa.
Minneapolis, Minn.
Minneapolis, Minn.
Brooklyn, N. Y.
Minneapolis, Minn.
Minneapolis, Minn.
Minneapolis, Minn.
Minneapolis, Minn.
Buffalo, N. Y.
Minneapolis, Minn.
Minneapolis, Minn.
Brooklyn, N. Y.
Brooklyn, N. Y.

New York City
Crookston, Minn.
Chicago, Ill.
Cleveland, Ohio
Chicago, Ill.
Chicago, Ill.
New Richmond, Wis.
Chicago, Ill.
Chicago, Ill.
Chicago, Ill.
Buffalo, N. Y.
Minneapolis, Minn.
Minneapolis, Minn.
Chicago, Ill.
Minneapolis, Minn.
Chicago, Ill.
Libertyville, Ill.
Libertyville, Ill.
Libertyville, Ill.
Libertyville, Ill.
Chicago, Ill.
Chicago, Ill.
Minneapolis, Minn.
Minneapolis, Minn.
New York City
Pittsburgh, Pa.
Langdon, N. D.
New York City
New York City
Minneapolis, Minn.
Rahway, N. J.
Rahway, N. J.
Milwaukee, Wis.
Kansas City, Mo.
Chicago, Ill.
Chicago, Ill.
Chicago, Ill.
Chicago, Ill.
Minneapolis, Minn.
Minneapolis, Minn.
Philadelphia, Pa.
Chicago, Ill.
Brooklyn, N. Y.
N. Bergen, N. J.
N. Bergen, N. J.
N. Bergen, N. J.
Chicago, Ill.
Chicago, Ill.
New York City

Quality

During the past few years, the word *quality* has been abused a great deal. It has been used at random to describe practically any type of product regardless of value standards. We sincerely believe *quality* should stand as a measurement of the standard of perfection of a product.

Quality is not just an ordinary word. It's a descriptive word with a very definite meaning. *Quality* should mean a definite standard of worth. At King Midas, *quality* implies an obligation to our customers. *Quality* to us can mean only one thing—milling durum products with such care and skill that macaroni manufacturers will continue to use our products as the Standards for the finest durum products.

We pledge that we will continue to mill our durum products to the **QUALITY STANDARD** that macaroni manufacturers expect from us.

King Midas Flour Mills

MINNEAPOLIS MINNESOTA



individual products.

Certainly the macaroni business as well as the retail food industry should enjoy even greater volume in years to come. There are many, many more thousands of people throughout the country and they have not only higher incomes but they have built up an appetite for better quality additional food supplies.

We must give some attention, too, to food and food packages for smaller households. There are 42 million households in the United States of which 11,500,000 have only two people; 10,200,000 have only three people; 8,000,000 have four people in the household, and 9,000,000 have five or more people. In other words, 59 per cent of all households consist of three or less persons. These people need smaller units in food packages to satisfy the needs of smaller families.

Back in 1940, 4,200,000 married women had full-time jobs, and these were the married women who also kept house and prepared meals. In 1950, there were 8,700,000 married women in full-time jobs, and these women, too, need small packages of easy-to-prepare foods.

Since 1940, 13½ million old customers have died, 17 million marriages have taken place and 30 million babies have been born, so this is evidence of the need for continued promotion—including advertising, merchandising, and every other type of selling which can be developed. Furthermore, the adult American population does not have a very long memory. Only 63 per cent of those people remember World War I, and at the risk of getting tossed out of here on my ear—let me mention that 52 per cent of the adult population in America do not remember a Republican administration.

Not only as a reminder to our present customers, but to build more customers for our products, we must modernize, advertise, merchandise, if we are to maintain our present volume and attract new customers, and keep them all happy and satisfied.

You people have a large number of very fine products. Perhaps no one of your items is a complete single meal, but with other delicious, appetizing and healthful products you can really sell health and well-being in the way of complete meals to the consumers.

With a healthful product, one that is good to eat and good for you, with one which can be prepared easily and quickly, and with one which is certainly most reasonable in price, your industry should—and I'm sure it will—show remarkable sales increases.

Convention reports and addresses continue on page 28

Tanzi Dies
Triangle Package Machinery
William Penn Flour Mills
William Penn Flour Mills
Champion Machine Co.
Champion Machine Co.
DuPont Co.
Commander-Larabee
Crookston Mills
Crookston Mills

Guido Tanzi
R. S. Schrader
James Affleck
R. C. Woods
Frank A. Motta
Peter Motta
L. B. Steele
E. Melton
E. E. Turnquist
Walter Ousdahl

Chicago, Ill.
Chicago, Ill.
Philadelphia, Pa.
Philadelphia, Pa.
Joliet, Ill.
Joliet, Ill.
Wilmington, Del.
Chicago, Ill.
Crookston, Minn.
Reading, Pa.

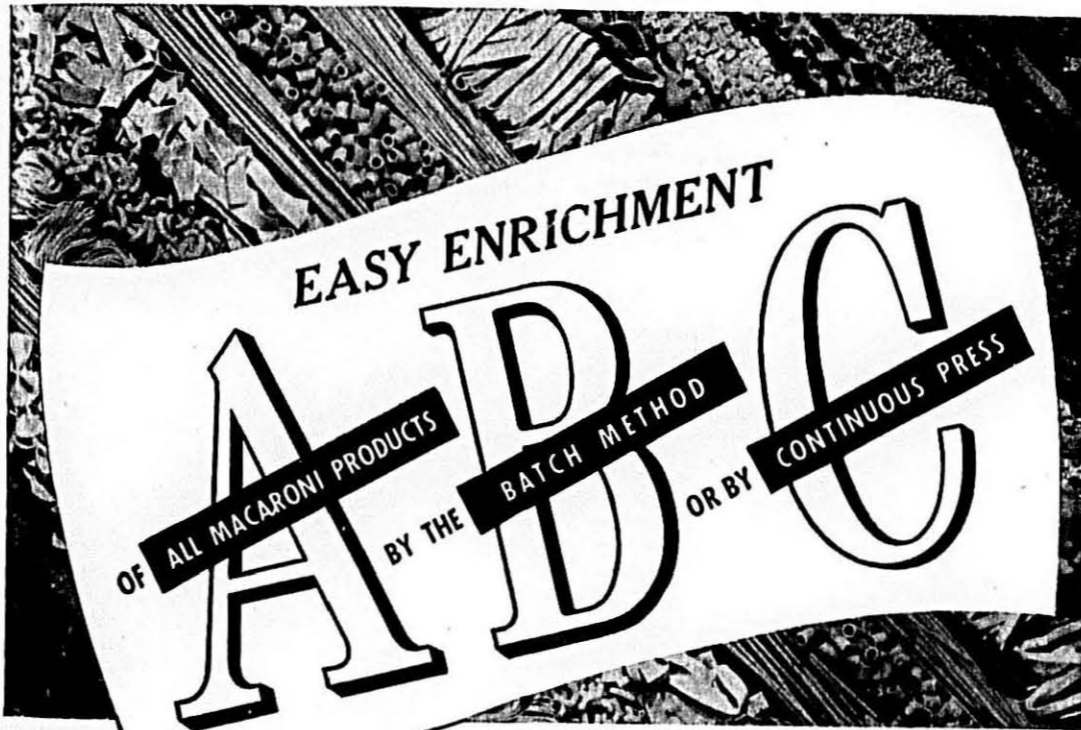
LADIES AND GUESTS OF CONVENTION REGISTRANTS

Mrs. Paul Ambrette
Mrs. Anna Arena
Miss Catharine Arena
Mr. Vincent J. Arena
Mrs. Harry I. Bailey
Mr. Glen M. Bronson
Mrs. E. Burke
Mrs. Lucien Constant
Mrs. L. Constant
Mrs. E. F. Cross
Mrs. R. H. Davis, Jr.
Mrs. J. H. Diamond
Mrs. W. F. Ewe
Mrs. Geo. L. Faber
Miss Faye Freeman
Mrs. W. J. Freschi
Mrs. Anthony J. Gioia
Mrs. Bob Green
Mrs. Clara Germer
Mrs. George Hackbush
Mrs. E. V. Hetherington
Mrs. B. R. Jacobs
Mrs. H. V. Jeffrey
Mrs. C. Maurice Johnson
Mrs. Esther Donna King
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Mrs. C. W. Kutz
Mrs. John Laneri
Mrs. Peter LaRosa
Mrs. Vincent P. LaRosa
Mrs. Vincent J. Marino
Mrs. Edward Melton
Mrs. Frank A. Motta
Mrs. Peter Motta
Mr. H. Neuwoehner
Mrs. H. J. Patterson
Mrs. Jack A. Procino
Miss Marilyn Procino
Mrs. H. H. Raeder
Miss Patricia Raeder
Mrs. A. Ravarino
Mrs. Lucy P. Rossomando
Miss R. Rossomando
Mrs. N. J. Roth
Mrs. Arthur Russo
Mrs. R. H. Schmidt
Mrs. Theodore R. Sills
Mrs. Lloyd E. Skinner
Mrs. Victor Sturlaugson
Mrs. Lester S. Swanson
Mrs. Guido Tanzi
Mrs. Louis Vagnino
Mrs. Frank P. Viviano
Mrs. John A. Viviano
Mrs. Joseph Viviano
Mrs. Louis A. Viviano
Mrs. J. M. Waber
Mrs. L. D. Williams
Mrs. David Wilson

V. Arena & Sons, Inc.
V. Arena & Sons, Inc.
V. Arena & Sons, Inc.
General Mills
Creamette Co.
Crookston Milling Co.
Constant Macaroni Products
Constant Macaroni Products
General Mills
Quaker Oats Co.
Gooch Food Products Co.
King Midas Flour Mills
King Midas Flour Mills
V. Viviano & Bros.
Ravarino & Freschi
Gioia Macaroni Co.
N.M.M.A.
N.M.M.A.
Capital Flour Mills
General Mills
N.M.M.A.
Skinner Mfg. Co.
Commander-Larabee
N.M.M.A.
N.M.M.A.
Commander-Larabee
Ft. Worth Mac. Co.
V. LaRosa & Sons
V. LaRosa & Sons
St. Louis Mac. Co.

Champion Machinery Co.
Champion Machinery Co.
Ravarino-Freschi, Inc.
Pillsbury Mills
Procino & Rossi Corp.
Procino & Rossi Corp.
General Mills
General Mills
Ravarino & Freschi
Procino & Rossi
Procino & Rossi
Roth Noodle Co.
Russo Macaroni Co.
Crescent Mac. & Cracker
Sills & Company
Skinner Mfg. Co.
N. D. Experiment Station
King Midas
Tanzi Dies
American Beauty
V. Viviano & Bros.
Viviano Bros. Mac. Co.
Delmonico Foods
Capital Flour Mills
Amber Milling
Martin & Williams, Inc.
King Midas

Westbury, L. I., N. Y.
Norristown, Pa.
Norristown, Pa.
Norristown, Pa.
Minneapolis, Minn.
Minneapolis, Minn.
Chicago, Ill.
St. Boniface, Can.
St. Boniface, Can.
Minneapolis, Minn.
Chicago, Ill.
Lincoln, Nebr.
Minneapolis, Minn.
Chicago, Ill.
St. Louis, Mo.
St. Louis, Mo.
Rochester, N. Y.
Palatine, Ill.
Palatine, Ill.
Chicago, Ill.
Minneapolis, Minn.
Washington, D. C.
Omaha, Nebr.
Minneapolis, Minn.
Chicago, Ill.
Berwyn, Ill.
Minneapolis, Minn.
Ft. Worth Mac. Co.
Brooklyn, N. Y.
Hatboro, Pa.
St. Louis, Mo.
Chicago, Ill.
Joliet, Ill.
Joliet, Ill.
St. Louis, Mo.
Minneapolis, Minn.
Auburn, N. Y.
Auburn, N. Y.
Buffalo, N. Y.
Buffalo, N. Y.
St. Louis, Mo.
Auburn, N. Y.
Auburn, N. Y.
Pittsburgh, Pa.
Chicago, Ill.
Davenport, Iowa
Chicago, Ill.
Omaha, Nebr.
Langdon, N. Dakota
Minneapolis, Minn.
Chicago, Ill.
St. Louis, Mo.
St. Louis, Mo.
Detroit, Mich.
Louisville, Ky.
Minneapolis, Minn.
St. Paul, Minn.
Minneapolis, Minn.
New York, N. Y.



For the Batch Method
B-E-T-S
The ORIGINAL Enrichment Tablets

For Continuous Press
VEXTRAM
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.

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

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

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

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

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

*Also available in double strength.

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 Wintrop-Stearns Inc., and Vanillin Division of General Drug Company

The French Delegation

visits durum areas, semolina mills and macaroni factories in U. S., participates in annual NMMA convention as final friendly relations act

Representatives of the agricultural department of the macaroni association and some leading macaroni manufacturers of France, together with durum millers and growers from Tunisia, Morocco and Algiers in northern Africa, constituted a large delegation on a good-will tour of the United States for an exchange of views, plans, information and durum seeds for the mutual benefit that will result from such personal contacts.

The group, headed by Jacques Audigier, general secretary of the Comité Professionnel de L'Industrie des Pâtes Alimentaires, the macaroni association of that country, landed in New York, June 14, and were immediately taken in hand by C. Frederick Mueller, head executive of the C. F. Mueller Co., of Jersey City and president of the National Macaroni Manufacturers Association. Others in the group were: Rene Esclapez, Algerian miller; Gerard Benmedette, Algerian farmer; Roga Amselem and Jules Narbonne, Algerian semolina millers; Paul Valay, Tunisian farmer; Homouda Daddad, Tunisian cereal board inspector; Jean Brusson, macaroni manufacturer, Toulouse, France, and Andre Reyon, macaroni manufacturer of Paris, Lyons, Marseilles, Algeria and Morocco.

Purpose of the French delegation's visit, according to Secretary Audigier, is to learn improved durum and macaroni methods and to give the members of the group an opportunity to study American ways of farming, business and living. After a luncheon in their honor, they were shown through several macaroni-noodle factories in the New York area, and other industries and places of interest.

As per the itinerary laid out at the delegation's request by M. I. Donna, managing editor of THE MACARONI JOURNAL and secretary emeritus of the National Macaroni Manufacturers Association, the group headed by Langdon, N. D., to inspect the durum farms in the northeastern part of North Dakota and the experimental station in Langdon. En route, the delegation visited the agricultural college in Grand Forks, the N. D. State Mill and Elevator, and other points of interest in that metropolis. A luncheon in the Ryan hotel at noon was jointly sponsored by State Mill and Elevator and the Grand Forks Chamber of Com-

merce, R. M. Stangler, general manager of State Mill, was chairman of the reception.

A delegation from Langdon met the party in Grand Forks and took it by autos for a two-day stay, June 18 and 19, in the famous durum triangle of that state. They were met at Langdon by Hubert Joffre, young exchange student from France studying agriculture in this country, who acted as interpreter, as only two of the visitors could speak English.

In the Langdon area, the group visited several of the big durum farms, modern elevators, the experimental sub-station where Superintendent Victor Sturlaugson, who is also president of the North Dakota State Durum Show, conducted a tour of the various plots of tillage trials, fertilizer trials and grain varieties, with special emphasis on durum varieties and experiments.

En route to the annual convention of the National Macaroni Manufacturers

Association in Chicago, June 28-29, which was the final destination of the Frenchmen's visit to America, the group stopped off at the Twin Cities for a visit to the durum mills and macaroni factories. They were taken in tow by Vice President Maurice L. Ryan, chief executive of the Quality Macaroni Co., St. Paul, who heads the public relations committee of the macaroni association as they effect the durum growers and the semolina millers.

At a luncheon at the Minnesota Club, St. Paul, it was made known that the visiting group was planning to place orders totaling nearly a million bushels of northwest macaroni wheat for early shipment to France. The visitors were told of the work under way at the University of Minnesota on breeding new rust resistant varieties of durum under the direction of Dr. H. K. Hayes, Dr. E. C. Stakman and associates there and at Langdon, under

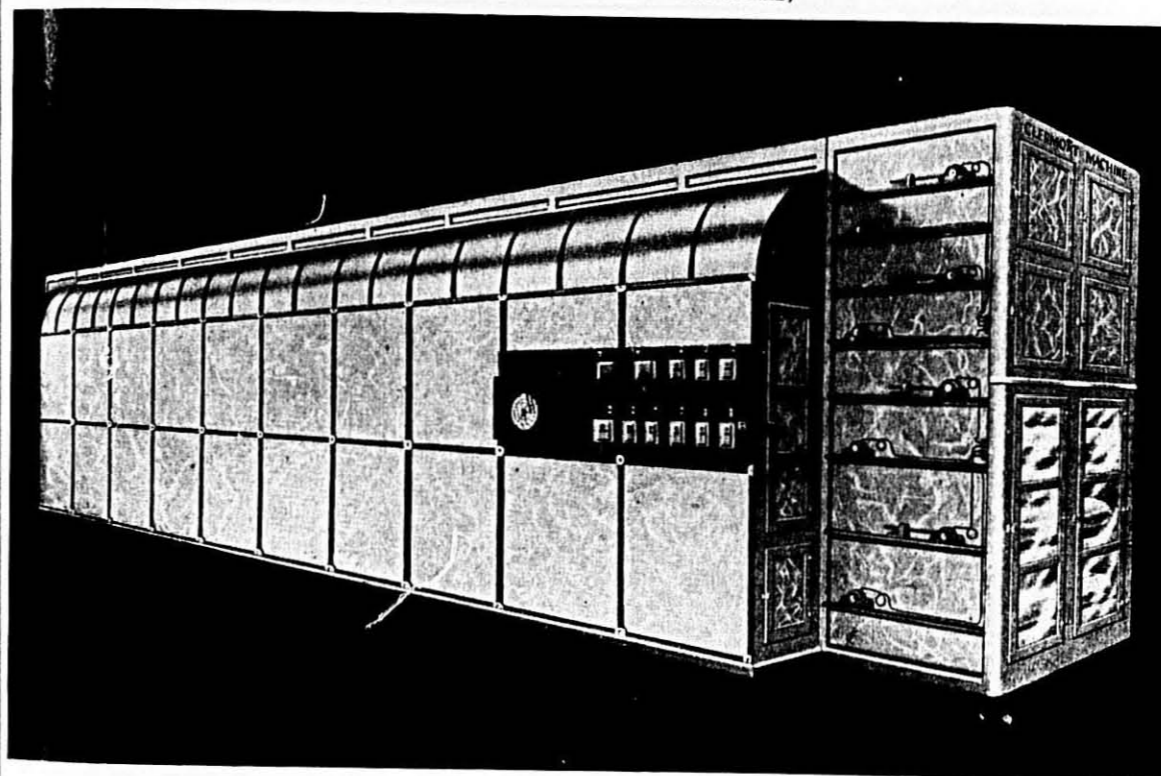
(Continued on Page 42)



C. Frederick Mueller (left), president of the National Macaroni Manufacturers Association, greets members of a French agricultural commission on their arrival in the United States to make a tour of American macaroni plants, semolina flour mills and the durum wheat growing areas in North Dakota. Left to right are Mr. Mueller, Paul Valay, Tunisian durum grower; Jacques Audigier, secretary general of the Comité Professionnel de L'Industrie des Pâtes Alimentaires; Jean Brusson, Toulouse macaroni manufacturer; and Rene Esclapez, Algerian semolina miller. The commission made a month-long study of American methods of manufacturing and distributing macaroni products, completing it by attending and participating in the 1951 macaroni-noodle industry conference in Chicago the last week in June.

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 rust 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 air guide.

SELF-CONTAINED HEAT: no more hot air oven dryer air roundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD: of uniformly superior product, because Clermont has taken the art out of drying macaroni and brought it to a routine procedure. No super-skill required.

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

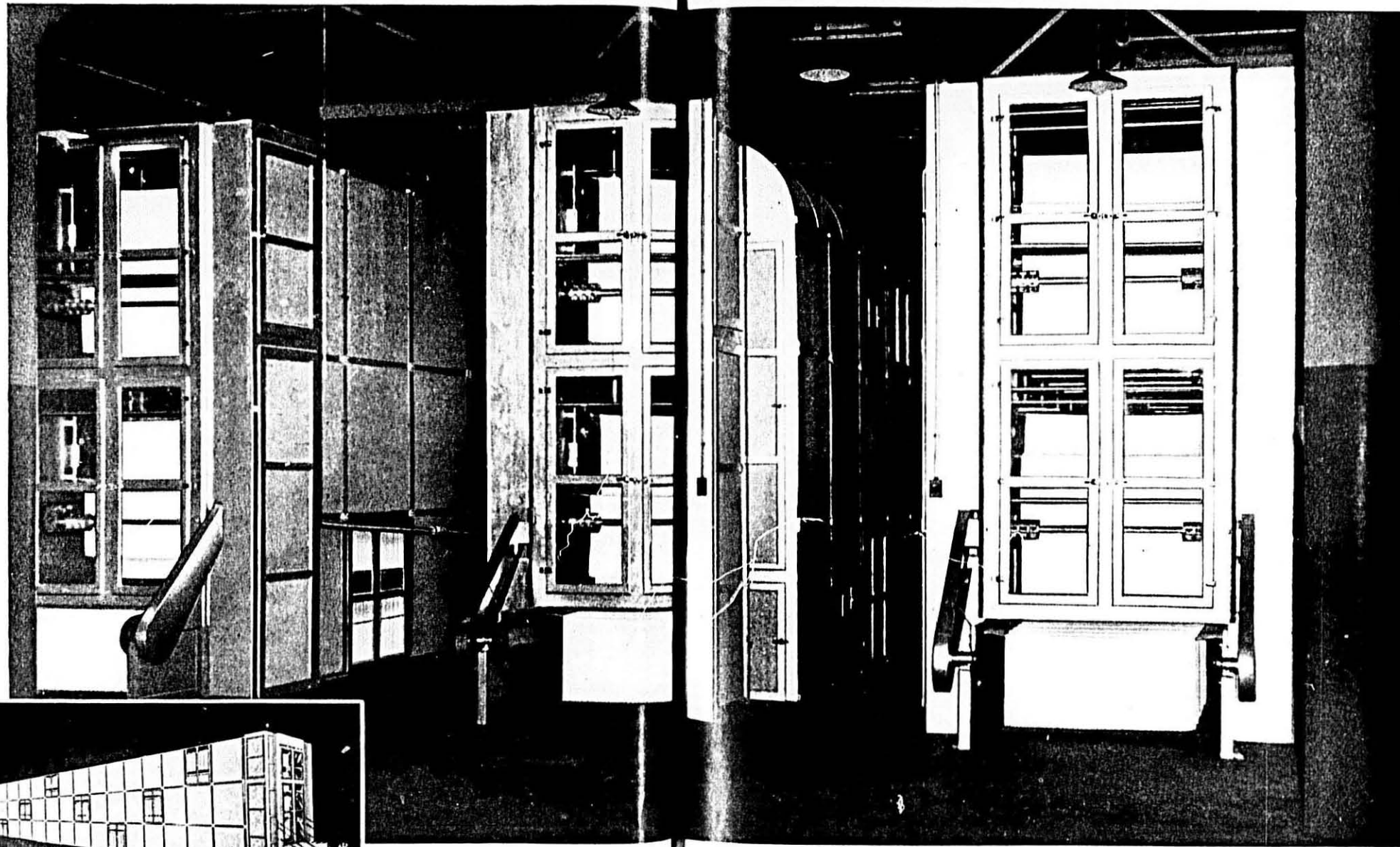
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



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

Patent Pending

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

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

ers, that macaroni and noodle manufacturers have reserved a special place for them when they speak of their distinguished line of dryers. And this new year of 1951 is a good time to see Clermont's measure of leadership.

and strengthened in every respect 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.

Macaroni, a Budget-Saver

Today, when food prices are at all-time highs and budgets must be watched carefully, says *Tan Confessions*, April, 1951, a popular magazine in a well-illustrated article, macaroni and spaghetti are the answer to the housewife's prayer when she has to make ends meet. But these dishes are more than just budget savers. There is a real adventure in the many combinations of dishes that can be served for dinner.

Pictures of appetizing dishes of different shapes of this fine wheat food are used to illustrate the very interesting article. Among dishes that are illustrated, black and white, are: Parsley Spaghetti with Barbecued Lamb; Spaghetti Beef Casserole; Elbow macaroni Chicken Gumbo; Elbow Spaghetti Delectable; Spaghetti with Wine Herb Sauce; Spaghetti with Bordelaise Sauce; Noodle Lamb Curry and Olive Noodle Casserole.

"TWIST" and "Knack"

There's a Twist in Eating Spaghetti . . . and a Knack in Preparing It

The magazine *Friends*, published by the Ceco Publishing Co. of Detroit, recently ran a well-worded, finely illustrated article which deserves wide distribution.

Using five photos of an attractive young lady to show the proper spaghetti-eating technique and to prove its "twist," the magazine story states—"There's no need to shy away from ordering spaghetti when you're eating out. You, too, can become an expert. A little study of the approved technique—plus a few practice runs—will make you a self-assured spaghetti handler. No longer must you attack this food by cutting it in little pieces, and chasing them around the plate. Neither need you resort to hopefully hoisting a forkful of dangling strings and ducking at them to get a bite before they slip off. Both such inefficient makeshifts are the mark of an amateur. It's easy to develop real poise with a plate of spaghetti—just practice the twist technique with fork and spoon. Here's how:

1) Twist your fork into the plate of spaghetti to load up, then twist the fork, keeping it resting lightly on the spoon.

2) Keep winding and soon you'll have most of the loose ends gathered in. Always hold spoon lower than fork and almost horizontal.

3) Now you have a compact bit of spaghetti wound around the fork. All it took was a steady hand and concentration on the job.

4) A final quick thrust, and you've made it. Don't hesitate to lean forward over the plate, to reduce the chances of a slip en route.

5) Down it goes. A swift intake

of breath draws in the stragglers. After a few tries, you'll be able to judge how much to wind up.

The "Knack" of Preparing Spaghetti The Sauce—The Meatballs

Spaghetti Sauce: Be sure to allow plenty of time to make this sauce. It should cook two to three hours. For two pounds of spaghetti, mix together the following sauce ingredients in a medium-size pot: 2 cans tomato puree; 1 can Italian paste; 2/3 tablespoon of grated Italian cheese, 1/4 teaspoon garlic powder. Add a quart and a half of water, and let all come to a boil. Then add about a half pound of the meatball mixture, described in the recipe that follows. Brown the meatballs, also as per recipe below, in a skillet, and add to the sauce. Cook uncovered on medium heat for two and a half hours. Add water as needed—usually about two or three glassfuls are required during the course of the cooking. (The sauce and meatballs may be cooked an additional hour or so, if desired).

There are dozens of ways to dress up a dish of spaghetti; every expert has his favorite sauce, and each is good. But you won't go wrong with these recipes for sauce and meatballs. The amounts given should make eight generous servings, and should be used with about two pounds of spaghetti.

Meatballs—For meatballs, which should be served with the sauce described above, you'll need the following: 2 1/2 pounds of ground beef, 3 tablespoons of chopped parsley, 3 medium size onions, 2/3 tablespoon of grated Italian cheese, two slices of dampened and crumpled bread, 2 eggs, 1/2 teaspoon of garlic powder, and salt and pepper to taste.

Mix all ingredients thoroughly with

the hands for approximately ten minutes, working them together until they are well blended. Then, before rolling the balls, brown about a half pound of the mixture in a skillet (use either olive oil or butter, whichever you prefer) and add to the sauce. Roll the remaining meat mixture into balls about the size of golf balls. (To make the ingredients hold together better, dip the balls into a little flour.) Brown the meatballs in a skillet, add them to the sauce and let cook until well done.

\$30,000,000 Experimental Station Dedicated

The Du Pont Company formally dedicated its new \$30,000,000 experimental station at Wilmington, Del., last month with appropriate ceremonies. Research men from nearly every section of the nation were taken on an inspection tour after the dedication ceremonies and addresses by Dr. James B. Conant, president of Harvard University, and Crawford H. Greenewald, president of the Du Pont Company.

The new station area occupies high ground, overlooking the older area of the station along Brandywine Creek, a short distance downstream from where the company's first plant was built nearly 150 years ago. The original experimental station was established in 1903, one year after Du Pont founded, at Gibbstown, N. J., its Eastern Laboratory, believed to have been the earliest organized research effort in American chemical history.

Fundamental research work will be concentrated at the new station, aimed at uncovering new knowledge without regard to specific commercial ends.

outstanding achievement in bringing about a better understanding of the American way of life."

The Freedom's Foundation at Valley Forge, Pa., acts to encourage all citizens to "speak up for Freedom."

The Get-Out-The-Vote campaign was undertaken by the nation's independent retail grocers under the leadership of NARGUS to get out the vote of every qualified American citizen.

Freedom's Foundation Medal for NARGUS

A regional honor medal of the Freedom's Foundation for 1950 recently was awarded to the National Association of Retail Grocers for its nationwide "Get-Out-The-Vote" campaign.

The medal was presented to Mrs. R. M. Kiefer, Chicago, secretary-manager of the National Association of Retail Grocers. It is inscribed "For



July, 1951

THE MACARONI JOURNAL

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An Old Souvenir

Evans J. Thomas, manager of the durum division of the North Dakota Mill and Elevator with offices in Chicago, sent the editor a souvenir which the latter, as secretary-treasurer, had presented to him at the convention of the National Macaroni Manufacturers Association at Niagara Falls in 1924. It was a keycase bearing the inscription: "Cooperation—The Key To Success. Compliments of the National Macaroni Manufacturers Association, 1924 Convention, Niagara Falls, Canada."

"That convention is particularly outstanding in my mind because of the then prominent manufacturers in attendance, now passed to the world beyond. Among them—Mr. Henry Mueller, the association's president for many years and Mr. Al O. Krumm, long a director.

"A lot of water has gone under the bridge, M.J., since that time and many changes have come, not only in the macaroni industry, but also in the milling trade. But in passing, it brings to mind that you and I have attended a great many conventions together with the resultant fond memories of friendly association.

"It is always a pleasure to be with you and the fine group of manufacturers and allies who honor you on these occasions and also in the interim meetings, and I am looking forward to being with you again in October at the San Francisco Pacific Coast Conference."



Photograph taken at the 18th annual dinner-dance of the United Food Board of Trade, Inc., held recently at the Roosevelt Hotel, New York.

Photograph shows the Buitoni delegation. In the center are Mr. and Mrs. Giovanni Buitoni and from left to right:

The gentlemen—Mr. I. Cuti (Purchasing Manager), Mr. J. Sciacca (Credit Manager), Mr. E. de Lancellotti (Promotion & Adv. Manager), Mr. M. Foah (Sales Dept.), Mr. A. Carleton (Ass'l. Sales Manager), Mr. H. Principe (Sales Manager), Mr. Giovanni Buitoni (President), Mr. C. A. Cuneco (Vice President), Mr. M. Dean (Office Manager), Mr. J. Sichenze (Prod. Manager—Sauce Factory), Mr. F. Di Bari (Prod. Manager—Macaroni Factory).

The ladies—Mrs. A. Carleton, Mrs. J. Cuti, Mrs. M. Foah, Mrs. M. Dean, Mrs. H. Principe, Mrs. G. Buitoni, Mrs. C. A. Cuneco, Mrs. E. de Lancellotti, Mrs. F. Di Bari, Mrs. J. Sichenze, Mrs. J. Sciacca.

Ryan-Streit Wedding

Mr. and Mrs. Maurice Lyons Ryan of St. Paul announced the marriage of their daughter, Patricia Ann, to Mr. John McDonald Streit on Monday,

June 18, 1951. The ceremony was performed at ten o'clock in the morning in the Church of Nativity, Saint Paul.

The father of the beautiful bride is the first vice president of the National Macaroni Manufacturers Association. He received the congratulations of his many friends at the industry convention last month.

Macaroni Day at Devils Lake, N. D.

The Devils Lake, N. D., Chamber of Commerce is planning its second annual Macaroni Day for Tuesday, July 24, 1951. This will be a repeat performance of the rally and festivities started last year to acquaint more people in the durum area with the end use of durum.

Plans are under consideration by the Chamber of Commerce to select a Durum Prince and a Macaroni Queen for the occasion, to stage a big parade of floats, et cetera, featuring the royal couple, and to make available to the public endless quantities of properly cooked spaghetti and other shapes of macaroni products.

Representing the macaroni industry will be Maurice L. Ryan, St. Paul, chairman of the National Macaroni Manufacturers Association's Durum Relations Committee, Association Adviser C. L. Norris, Minneapolis, Ted Sills, publicity counsel of the National Macaroni Institute and Robert M. Green, association secretary.

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			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April	526,488	570,119	589,313	1,038,829
May	774,911	574,887	549,168	1,024,831
June	666,774	678,792	759,610	889,260
July		654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

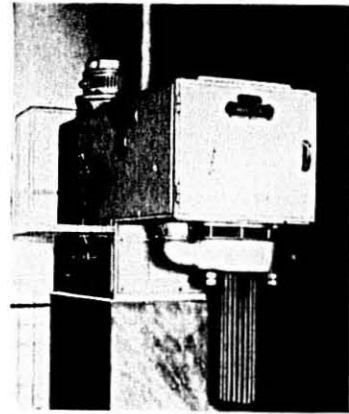
Includes Semolina milled for and sold to United States Government:

July 1, 1950 to June 29, 1951	9,802,621
July 1, 1949 to June 30, 1950	9,242,629

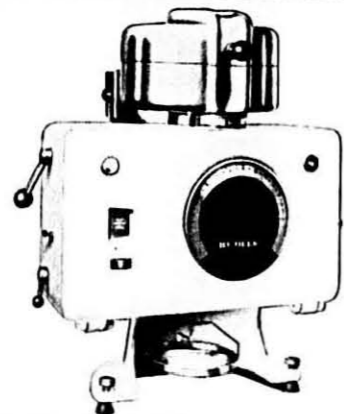
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER

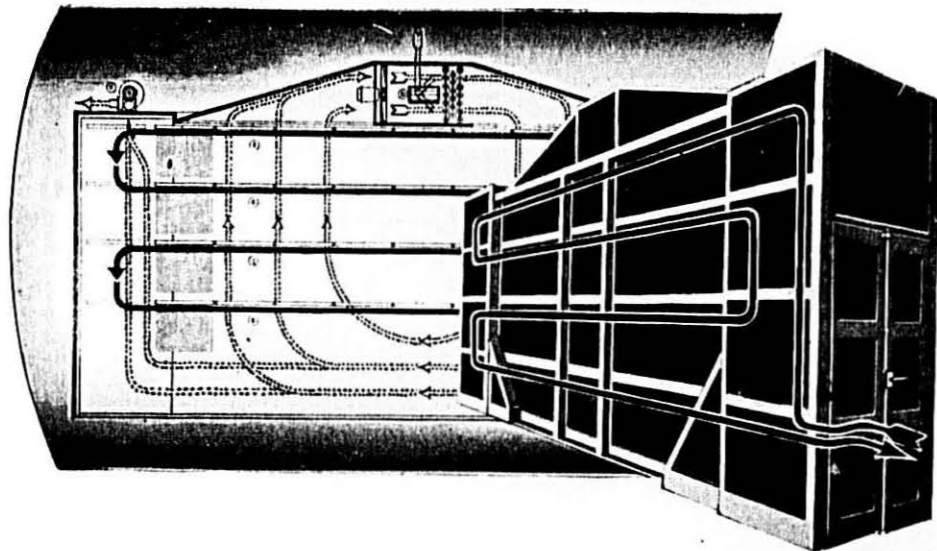


Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.

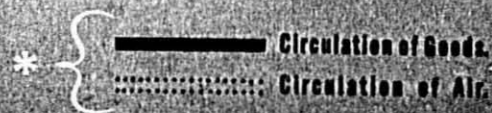


BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.

CONTINUOUS DRYER FOR MEDIUM AND SMALL PLANTS

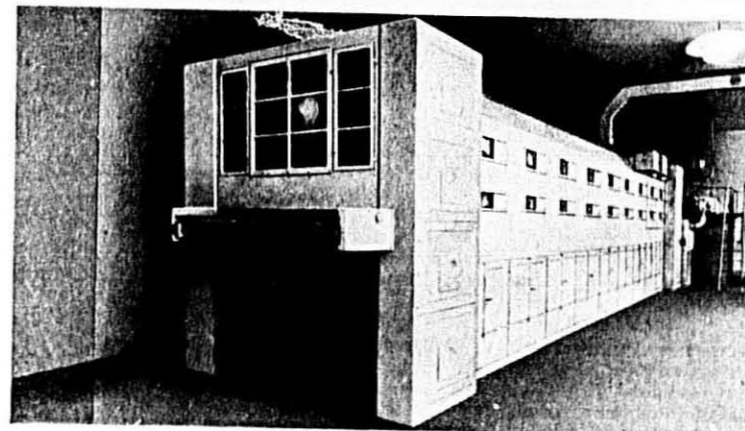


FOR LONG GOODS (TYPE 100)



ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

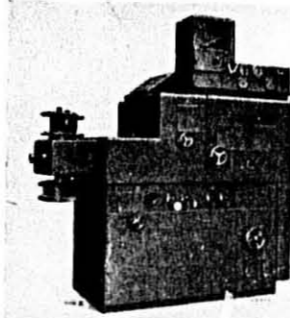
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



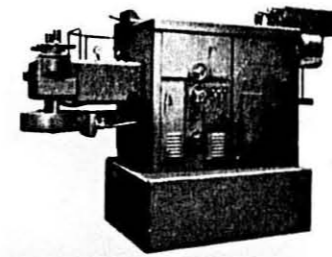
In sizes for capacities to 22,000 lbs. _____ in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG, Capacity 600 lbs per hour



MODEL TPJ, Capacity 1000 lbs per hour

Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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

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Prices and Controls

Indicative of the interest of pricing and control is the attendance record at two meetings on the subject recently held in Chicago and New York under the auspices of the National Macaroni Manufacturers Association that has been spearheading a move to protect, not only its supporting members but non-member firms, too. In addition to those listed below, there were several at each meeting who failed to register.

Chicago Meeting

Arthur Russo, A. Russo & Co.
 Mr. Henry, John B. Canepa Co.
 Mr. Albert Bono, John B. Canepa Co.
 Peter Ross Viviano, V. Viviano & Bros. Mac. Mfg.
 Jack Luchring, Tharinger Macaroni Co.
 Rita May Tharinger, Tharinger Macaroni Co.
 Lloyd Skinner, Skinner Mfg. Co.
 Alvin Karlin, I. J. Grass Noodle Co.
 Peter J. Viviano, Delmonico Foods
 Ralph Wylie, Milwaukee Macaroni Co.
 J. H. Diamond, Gooch Food Products
 Otto Koenig, Creamette Co.
 C. L. Norris, Creamette Co.
 J. T. Williams, Jr., Creamette Co.
 Albert Robilio, Robilio & Cuneo
 Carl D'Amico, D'Amico & Sons
 Guy D'Amico, D'Amico & Sons
 F. J. Janasek, Minnesota Macaroni Co.
 Jack Grant, Minnesota Macaroni Co.
 Frank Orlovski, New Mill Noodle & Macaroni Co.
 Feliks Basista, New Mill Noodle & Macaroni Co.
 Ralph Sarli, American Beauty Macaroni Co.
 Louis S. Vagnino, American Beauty Macaroni Co.
 Richard Schmidt, Crescent Macaroni & Cracker Co.
 Robert M. Green, National Macaroni Manufacturers Assn.
 Glenn G. Hoskins, Glenn Hoskins Co.
 Albert Ravarino, Ravarino & Freschi, Inc.

New York Meeting

John W. Sheetz, Keystone Macaroni Manufacturing Co.
 C. J. Travis, Keystone Macaroni Manufacturing Co.
 Joseph Scarpaci, Bay State Macaroni Co.
 Dale W. Cook, Megs Macaroni Co.
 C. W. Wolfe, Megs Macaroni Co.
 Joseph A. Gioia, Alfonso Gioia & Sons
 A. Frank, The DeMartini Macaroni Co., Inc.
 V. Giatti, The DeMartini Macaroni Co., Inc.
 Dan Piscitello, Quality Macaroni Co.
 Sam Arena, V. Arena & Sons, Inc.
 R. F. DiPasca, Ronzoni Macaroni Co., Inc.
 E. Ronzoni, Jr., Ronzoni Macaroni Co., Inc.

L. Roncace, Philadelphia Macaroni Co.
 Erich Cohn, A. Goodman & Sons, Inc.
 Robert I. Cowen, A. Goodman & Sons, Inc.
 Jacob L. Horowitz, Horowitz Bros. & Margaretan
 Frank J. Cardinale, Cardinale Macaroni Co.
 R. Coniglio, Paramount Macaroni Co.
 Joseph Coniglio, Paramount Macaroni Co.
 Mr. Miller, Paramount Macaroni Co.
 George T. Holden, National Macaroni Manufacturing Co.
 Luigi Abbenante, Colonial Fusilli Mfg. Co.
 B. LaBella, V. LaRosa & Sons
 Peter LaRosa, V. LaRosa & Sons
 C. Frederick Mueller, C. F. Mueller Co.
 Laurance Larson, C. F. Mueller Co.
 Ben Marchese, Refined Macaroni Co.

Horace Gioia, Gioia Macaroni Co.
 Ed Wolfe, Gioia Macaroni Co.
 J. V. Cavanaugh, A. Zerega's Sons, Inc.
 Ed Vermyley, A. Zerega's Sons, Inc.
 Jack Procino, Procino-Rossi Macaroni Co.
 Glenn G. Hoskins, Glenn Hoskins Co.
 Robert M. Green, National Macaroni Mfrs. Ass'n
 James J. Winston, National Macaroni Mfrs. Ass'n

Oldest Association?

On February 20, 1951, the Writing Paper Manufacturers Association, considered the oldest national trade association in the United States, held its 90th annual meeting and dinner in New York City.
 On this occasion, the association honored its executive secretary, Morris C. Dalrow, who has been a member of the staff since 1916.

The AT&T News

UN Flag for Colombia's Korean Battalion



United Nations Secretary-General Trygve Lie (right) presents to Colombia's Representative, Dr. Roberto Urdaneta Arbelaez, who is also Minister of War, the United Nations Flag for his country's infantry battalion which soon will join the U.N. Forces in Korea. Others shown here, left to right, are: General Gustavo Rojas, Commander of the Colombian Military Forces; Francisco Urrutia Holguin, Colombia's Deputy Representative to U.N.; Ambassador Eusebio Arango, Colombia's Permanent Representative to the United Nations.



Enriched Foods are Preferred Foods

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

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

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

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

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

Merck **KNOWS** Vitamins!



MERCK & CO., INC.

Manufacturing Chemists

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MERCK ENRICHMENT PRODUCTS

Production and Drying Technique in Italian Pasta Manufacture

By Dr. Ing. Giovanni Zuccari (Official Translator)

THESE notes aim at calling the attention of all persons directly concerned in the production processes of Italian pasta, or interested in the said production solely for motives of study, on the basic elements which have permitted a true independent technique of Italian pasta manufacture to rise and assert itself; a technique whose exigencies one cannot nowadays shirk and of which, therefore, one must always be well informed . . . (this in accordance with a recent article by G. Garbuio, noted authority on macaroni production).

If we go back in our mind to the production and drying methods in use fifty years ago, when the author, still a child, was entering into his career of Italian pasta manufacturer, we find that all operations were made by hand, creating a most complicated and hard pattern of work. One could sometimes reckon upon the concurrence of animal forces as to the most toilsome parts of the work, but that was quite exceptional. The factories were very modest and crowded with workmen, regardless of the most elementary hygienic rules, so that if a retrospective show were organized in order to exhibit the production methods of those days, the public would perhaps be horrified, thinking that the tempting spaghetti, the stelline, the farfalline, et cetera, came out of places and implements exposed to all unhealthy contagion.

One might object that speaking of systems now surpassed is useless, but this can be only partly true. In fact, the alimentary wheaten pasta, in order to have really praiseworthy characteristics for consumption, always requires (let alone hygiene and rudimental implements) the same treatment and the same factors or agents. The whole of it can nowadays be automatically coordinated, entrusted to machinery and to equipment under many aspects wonderful, but the technique of pasta manufacturing has substantially remained unaltered. Man-work has been almost excluded, the most perfect hygiene reigns in truly modern establishments, but the paste, in order to be good, to satisfy the legitimate exigencies of the consumer, must come up to the requisites obtained by the same original operations as of old.

The primitive development of alimentary paste production and con-

sumption took place in south Italy and Liguria, favoured, in quite peculiar manner, by the particular climatic conditions, amongst which the degree of dampness constantly suited for drying as well as by the natural temperature and ventilation allowed a perfect, natural drying of the product.

The manufacturing methods were diverse. In south Italy they worked with boiling water and soft dough, the machinery (kneading-machine and press) was swift, and swift likewise was the paste-drawing. In Liguria, on the contrary, they used very hard doughs, obtained with lukewarm water, and they drew slowly the paste with great heat in the bell.

These different systems in working up the dough were continually developed, so that a paste more fitted to the natural climatic conditions of the zone where it was to be exposed for natural drying might be obtained.

Such systems gave rise to some serious inconveniences impairing good production, if we consider that the preparation of the doughs, the working at the kneading-machines and at the presses were exclusively entrusted to the capacity of the workpeople employed in them, to their diligence, to their competence in judging the climatic conditions, and behaving, in their work, in conformity with them. The ability to work in such conditions was



Ing. Dott. Giovanni Coppa Zuccari, Rome, Italy, Technical Documents Service and Official Translator for The Macaroni Journal.

not easy to acquire. We must remember that if the head of the machine-room, then lacking any controlling means, had not well realized that hygro-metric state of the air and the degree of humidity of the raw material, the work of the whole morning, that is, quintals and quintals of paste, would be ruined and consequently, put back in the subsequent doughs in an excessive quantity, would also damage the subsequent working.

If the climatic conditions were not suitable, in many cases the morning work was not even entered into, because there was no assurance of success, either for the preparation of the dough, hanging it up, or drying it.

As we have said, drying the paste was substantially entrusted to the climatic possibilities of the place, thus carrying out a natural drying. It was accomplished through three different stages: exposition to the air, maturing, and drying up, which we shall hereafter illustrate.

It may be affirmed that, initially, south Italy produced nearly exclusively long sized paste. This was hung up on the canes as soon as it came out of the drawing-machine and carried out into the open air for its maturing. It was left there until it had attained a certain superficial hardening, which was greatly favoured by the boiling water used in the preparation of the dough. The paste thus came out of the drawing-machine still very hot, and the dampness easily evaporated.

The paste underwent this first stage, controlled, cane after cane, by a skillful paste-maker, and was then carried into cellars where it underwent a subsequent maturing.

This first stage of natural drying, in other regions (excepting some rare localities in Liguria), was not possible, owing to the manufacturing method there with cold water or with hard dough.

The cellars, cool underground places, were fit to prevent acidity, and while the paste was kept there, were rendered damp by putting wet bags on the walls and the floor.

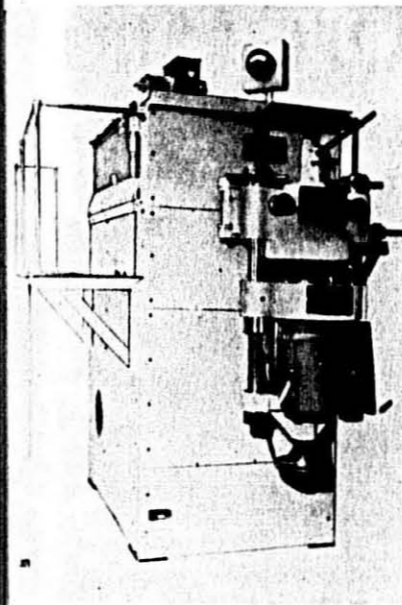
This humidification was not made in order that the paste might absorb humidity, but to saturate the place with humidity in order to stop the superficial evaporation, so that the internal humidity might spread uniformly through

(Continued on Page 41)

TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

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

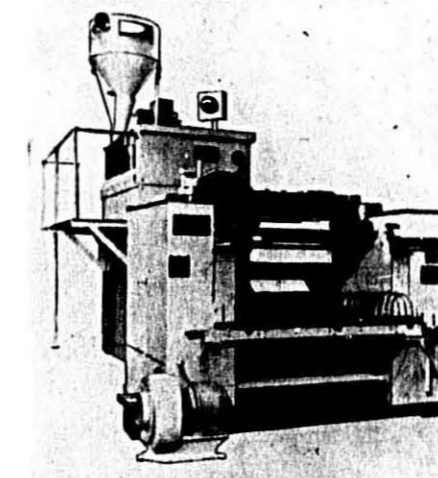


This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular.

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
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World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

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

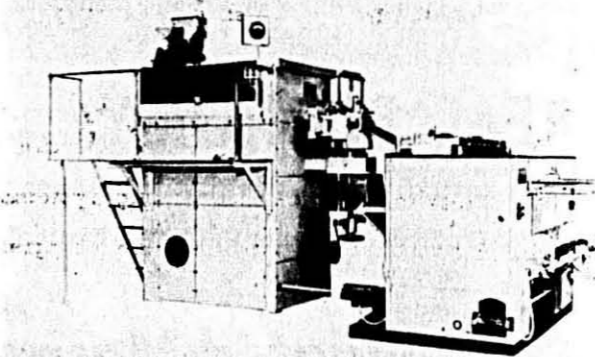
THE IDEAL PRESS FOR MACARONI FACTORIES
with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES

Consolidated Macaroni Machine Corp.

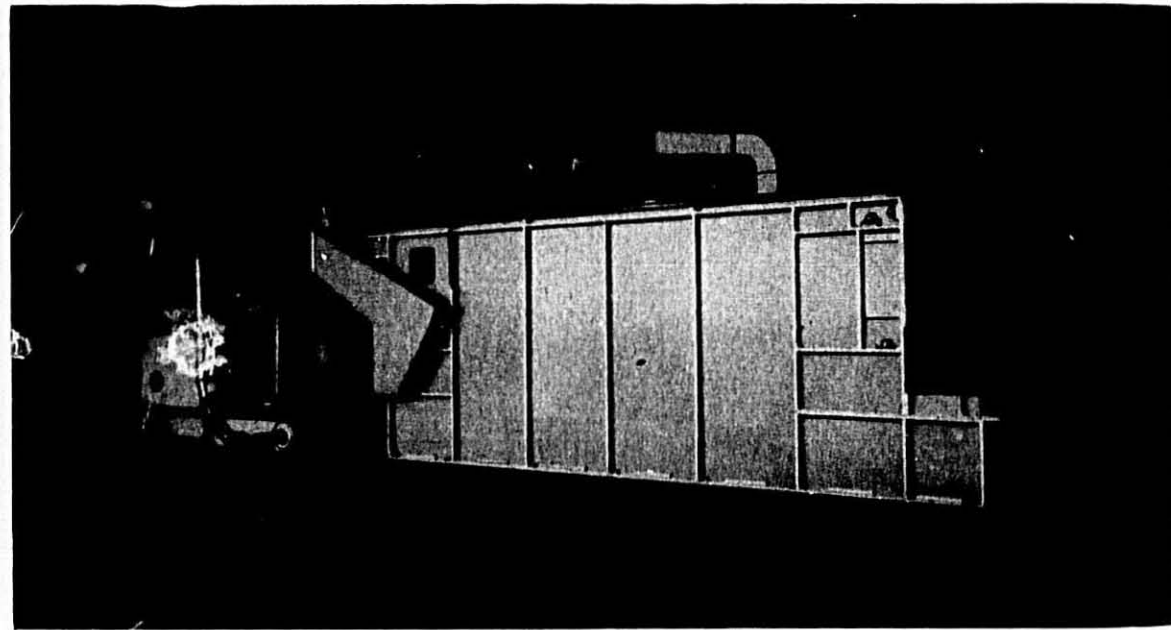
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156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street



FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC - IS HYGIENIC



A view of the machine room at the new modern V. La Rosa & Sons, Hatboro, Pennsylvania plant, showing an automatic long goods press, three long paste preliminary dryers and in the right background two short paste preliminary dryers.

REAL ECONOMY are the only words to describe these positive labor saving, progressive drying systems that produce a constant, high quality, check-proof paste under the finest hygienic conditions.

Consolidated Macaroni Machine Corp.

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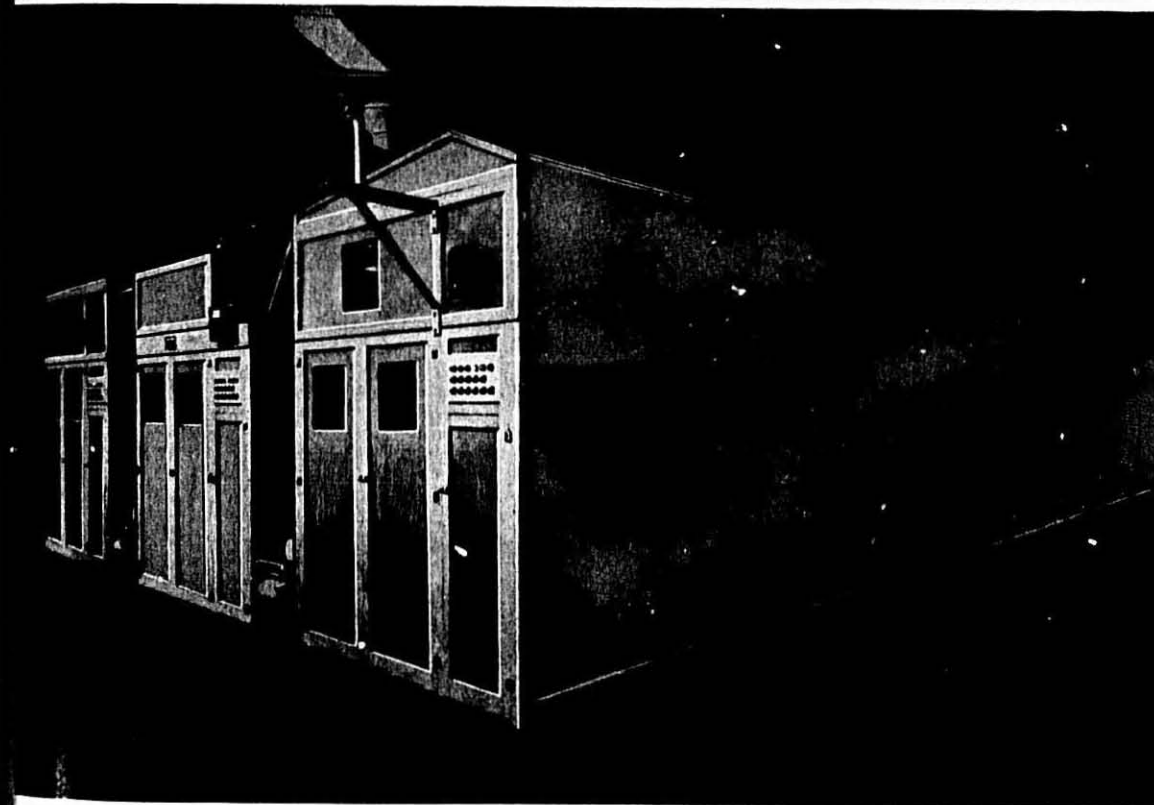
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COMPLETELY HYGIENIC

Structural Steel Frame and

GPX Plastic-Faced PLYWOOD

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



A view of the three finish sections of a complete short paste dryer of 2,000 pounds capacity per hour taken at the new modern V. La Rosa & Sons plant located at Hatboro, Pennsylvania.

A REAL SPACE SAVER

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

"The Road Ahead"

(Continued from Page 16)

THE ROAD AHEAD FROM THE WHOLESALERS' ANGLE

By Harold O. Smith, Jr.
Executive Vice President
U. S. Wholesale Grocers Assoc.
Washington, D. C.

"What's ahead in the Food Field" gives rise to the important role macaroni products may play if meat prices go higher, or we run into short supply, or if money is syphoned off through higher taxes and bond-buying drives.

Macaroni is the perfect extender for meat and cheese; therefore, a careful exploration of all that was done during World War II would be timely.

It must be recognized that manufacturers have added so many lines that today's self-service stores do not have shelf space sufficient to give good display to more than a select number of items. Also, self-service loses that personal promotion at point of sale.

It might be well to look into Kroger's experience two years ago on redesigning their macaroni and spaghetti lines. This story was told at the packing show two years ago.

The package should be designed to give good shelf display and tie in with advertising, including television—keep in mind colors that will register on color television.

The package should carry information as to size—especially spaghetti—clearly mark number. Also give good practical directions (not 4 quarts of water—few people have large pans). Show the way to prepare and how to serve.

Manufacturers should get together on sizes of containers and uniform weights so as to simplify the packages as much as possible. Recently we have noticed that some manufacturers are putting out 6 ounce, others 7 ounce and still others 8 ounce packages. Then again we find manufacturers putting out a 12 ounce, another 14 ounce, and still another 16 ounce package. This is rather confusing to the retail trade.

Quality, of course, is of paramount importance. We can only sell what you put in the package. In our institutional business, the public feeding place stakes its reputation on the quality of its food, and trade names are not on the menu.

Therefore, here again, the quality is up to you as a manufacturer. Business built on quality will stand up, since the cheaper products have a market only during a depression.

Some years ago there was a great deal of very poor quality macaroni put out by some manufacturers. Most of it was made from bread flour and not macaroni flour. It was not palatable

and was only made to sell at a price. We believe this did great harm to the macaroni industry and caused many people to discontinue eating macaroni products.

This matter of packing and processing low quality sub-standard foods of any kind ought to be discouraged by every segment of the industry, for in the long run no one profits by it.

The cash discount is a very important factor in the wholesale grocer's operations, and there are many advantages gained by the manufacturer in giving the cash discount.

Also, sales policy and the question of direct selling is another matter which comes up frequently where many manufacturers have found that in the long run they are much better off not to get involved in the many problems of retail accounts and their, and their operations work much better when they leave these problems to their wholesale grocery distributors.

Another problem, to which some thought might be given, is that of taking into consideration trading areas rather than natural boundaries. I understand that General Foods made this change-over several years ago.

All in all, the macaroni manufacturing industry is certainly to be highly complimented on having made great strides in improving their products and doing a good merchandising job.

We, as your distributors, stand ready at all times to give you our fullest co-operation.

AMBER DURUM AND MACARONI IN FRANCE

By Jacques Audigier, National Secretary, Comité Professionnel de L'Industrie des Pâtes Alimentaires, Paris, France

First of all, you must bear in mind that the grain markets in France and north Africa are a monopoly of the French Government (Department of Agriculture acting through the channel of the ONIC in France and its sections in North Africa SAONIC STONIC-OCC) since 1936 for wheat only, and since 1939-40 for all grains. On account of this principle, the grain office controls more or less the bread mills, the semolina mills and the macaroni manufacturers. There are three offices named Comité Professionnel for each of these three branches. These comités are directed by a board of manufacturers under the chairmanship of a high civil servant and the control of a government commissioner. On account of these regulations, millers, semolina millers and macaroni manufacturers

work under quota rules which might vary and which are proposed to the government by the different comités. Though the grain business is still a state monopoly, private firms have still an activity and the ONIC sells or buys grain to the private firms, and in certain cases delegates its rights, as lately when the semolina millers purchased 900,000 bushels of durum wheat from this country.

That is, in a few words, how the French grain market is organized. I shall tell you now briefly how we are working in the durum line of the grain business. Amber durum is the best wheat for macaroni products, and before the war there was a food law in France obligating all macaroni manufacturers to make their products out of amber durum. The macaroni manufacturers are fighting now so that this law might be put in force again. It was suspended on account of war conditions.

The principal place from which comes the amber durum required for the needs of the French macaroni manufacturer is North Africa. With a normal crop, North Africa can meet the requirements of the French and North African macaroni manufacturers and of those of the natives of North Africa, which consume the most part of the amber durum produced in this part of the world under different forms, one of which is the couscous. As the crops over there depend mostly on the moisture, which is very irregular, one cannot always be sure of good average crops. For example, after the very good crop of last year, the spring drought has been so tremendous that the crops of this year are much under the normal average.

To improve the acreage of amber durum, the French government (which taxes once a year the prices of wheat) has fixed for amber durum a premium of 15 per cent based chiefly on the point that amber durum gives a lower yield per acre than other wheats. In the meantime, to improve the quantity and the quality of amber durum, the ONIC has organized a Commission of the Amber Durum Wheat, which consists of amber durum growers of North Africa (natives and non-natives) semolina millers, men in the grain business, macaroni manufacturers, consumers, and civil servants of different departments (agriculture and financial, including economics). The majority belong to the amber durum wheat growers and the chairman must always be a durum wheat grower. Every year during the winter, this commission meets in North Africa to fix the different standards of the amber durum wheat for the next crop, and again in June to give its advice on the future price.

This commission has promoted in Algeria and in Tunisia the exchange,



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pound by pound, of good seeds against regular ones. In Tunisia, they have built up a special elevator for this purpose. In the meantime, it helps the different experimental stations to find new varieties. The aim of the research is to find an amber durum with a good color, rust resistant qualities, short and strong straw, and early maturation. The Ariana Station in Tunis is very well equipped and you will see part of it in the motion picture which was taken in April of 1951, during the last session of the Commission des Bles Durs. There is another station at Maison Carree near Algiers for Algeria. A big laboratory is being built there with the help of the semolina millers and macaroni manufacturers to find out which are the best amber durum varieties for their products.

I pass now to the semolina millers, who either from France or Algeria or Tunisia are in the same professional comite. There are around twenty semolina millers in France, and about two or three times as many in North Africa, as there are quite a few very small millers in North Africa. I can say that French semolina millers and North African millers each send fifty per cent of the semolina required by the macaroni manufacturers. Every year they meet with the macaroni manufacturers to see what will be the standards of semolina for the next crop, and the government fixes the different qualities, generally in accordance with those required by the professional men. The price of the different types of semolina is taxed by the French government.

The comite of the macaroni industry includes only the French and Algerian manufacturers. It works in the same way as the semolina millers comite. There are 365 macaroni plants in France, and 50 plants in Algeria. Of France's 365 firms, the four largest have a daily capacity of above 100 tons and produce 42.28 per cent. The 42 enterprises which have a daily capacity of above 10 tons produce 39.58 per cent, and the 97 enterprises having a daily capacity above 1 ton produce 13.36 per cent. The 234 enterprises which produce under a ton daily produce 4.80 per cent.

Consumption of macaroni goods has increased during the last ten years. The years of rationing were very much unequal on account of the difficulties of getting semolina, or even soft wheat flour. Here are the quantities by crop year (August 1 to July 31 of the next year).

1939-40.....	396,000,000 pounds
1940-41.....	362,780,000 pounds*
1941-42.....	307,780,000 pounds*
1942-43.....	438,020,000 pounds
1943-44.....	398,420,000 pounds
1944-45.....	330,000,000 pounds
1945-46.....	455,840,000 pounds*
1946-47.....	311,300,000 pounds*

1947-48.....	217,800,000 pounds
1948-49.....	352,000,000 pounds†
1949-50.....	555,060,000 pounds
1950-51.....	Certainly over 550,000,000

The capacity of all the plants put together is certainly around 1,000,000,000 pounds for a year. The sales are approximately 40 per cent long goods, 40 per cent short goods, and 20 per cent rolled goods. By comparison, an Italian eats 88 pounds of macaroni products in a year, a Swiss nearly 20 pounds, a Frenchman more than 13 pounds, and, if I am correct, an American citizen nearly 7 pounds.

The war damage to this industry comprised eight plants completely destroyed, 36 plants partly damaged. The amount of the loss was roughly \$12,000,000 to which must be added all the German requirements (cars, trucks, semolina, flour and macaroni products).

The prices are still fixed by the government, but in a different way. For all kinds of macaroni products, except the ones made with egg for which the price is completely free, each macaroni manufacturer makes his own selling price, including the following elements:

1. Cost of the semolina plus its transportation, including a percentage of loss on the finished product.
2. Cost of the sacking material, plus its transportation, including a percentage of loss.
3. A fixed amount of money for the processing, the power, the overhead, the benefit.
4. A percentage of the selling price for interest and merchandising.
5. Taxes which are a percentage of the selling prices—14.5 per cent for taxes a la production (production tax) plus 1 per cent for sales tax.

Macaroni products are still one of the cheapest commodities. The price indexes base 100 in 1938, give in 1949 flour 1620, bread 1232, beans 1973, meat 1554, eggs 1718, milk 1976, butter 2021, sugar 1818, and macaroni products 1498.

To finish, I shall say a few words of the collective advertising campaign which has been built up this year by the semolina millers and the macaroni manufacturers. We hope that next year the amber wheat growers will join us. For every hundred kilos, which means about 220 pounds, the semolina miller gives 10 francs and the macaroni manufacturer 15 francs. These amounts have given us a small budget of 50 million francs which is the equivalent of \$170,000 to be spent in five months. We have emphasized that macaroni products are one of the most energetic foods and very digestible, the simplest food to prepare, the most economical food. We have done this advertising

*These figures do not include the Departments of Nord, Pas de Calais, Haut Rhin, Bas Rhin and Moselle.
†Last year of rationing.

in the daily, weekly and monthly press, in the motion pictures and on the radio, although it is state-owned. Four advertising movie pictures which went all through the cinemas. We passed also with the newsreel a cooking competition on the Eiffel Tower and a part of the session of the Commission des Bles Durs in Tunisia. I hope it will not bother you too much to see these pictures.

I have tried to give very briefly the picture of the macaroni industry in France, and of the amber durum business. We think, after having seen the Langdon sub-station which is handled in a very wonderful way by Dr. Victor Sturlaugson, your mills and your macaroni plants, that we can do a lot of work together. We are planning to send you our different varieties of durum and take yours in exchange. This will help in finding out which are the best varieties resisting disease, which give better yields, and above all which ones give to the consumer the greatest satisfaction. We must always remember that all our work is for him.

DURUM GROWING IN THE UNITED STATES

By Victor Sturlaugson, President,
Durum Show & Supl., Langdon
(N.D.) Substation

I shall endeavor to give you a few highlights with respect to the growing end of this great durum industry. A better understanding of the various problems involved and a greater correlation of our efforts with respect to the different phases of the durum industry are important factors incident to the future success of the convention theme, "The Road Ahead."

During the past few years, North Dakota has produced about forty million bushels of durum annually. This accounts for more than ninety per cent of the durum grown in the United States. About ninety per cent of the forty million bushels grown in North Dakota is confined to twelve counties in northeastern North Dakota which comprise the so-called "Durum Triangle." An area of approximately fifteen thousand square miles. The top twelve counties are Cavalier, Bottineau, Rolette, Towner, Ramsey, Nelson, Walsh, Benson, Pierce, Wells, Barnes and Grand Forks. The amber durum production is confined largely to five of these counties in the heart of the durum area. These are Cavalier, Rolette, Towner, Ramsey and Nelson. Cavalier county usually leads, with an annual production of about four million bushels.

The main factors incident to rendering this relatively small area suitable for durum growing are soil type, eleva-

tion, and cool, seasonal temperatures. The soil is of a medium loam type (not as heavy as the Red River Valley soils), the elevation is about 1,600 feet above sea level and the temperatures average about five degrees lower than the average temperatures for the remainder of the state.

Durum was first introduced into this area about 1905. Favorable yields, in comparison to the bread wheats, prompted a rapid increase in the durum acreage in succeeding years. At present, the top durum producing counties grow about eighty per cent durum against twenty per cent bread wheat. The durum growing farms run from a quarter section (160 acres) to a section or more (640 acres) with an average of about 400 acres.

The early varieties grown were Arnautka, Kubanka, Nodak and the like. These gave way to Mindum in the early twenties. Mindum is still one of the leading varieties grown in the durum class. In the late twenties, a durum breeding program was instituted co-operatively between the U. S. Department of Agriculture and the North Dakota Agricultural College, under the direction of Dr. Glenn S. Smith, then federal plant breeder and presently associate director of the North Dakota State Experiment Station, Fargo. When Dr. Smith was assigned to his present position, he was succeeded by Ruben Heermann as fed-

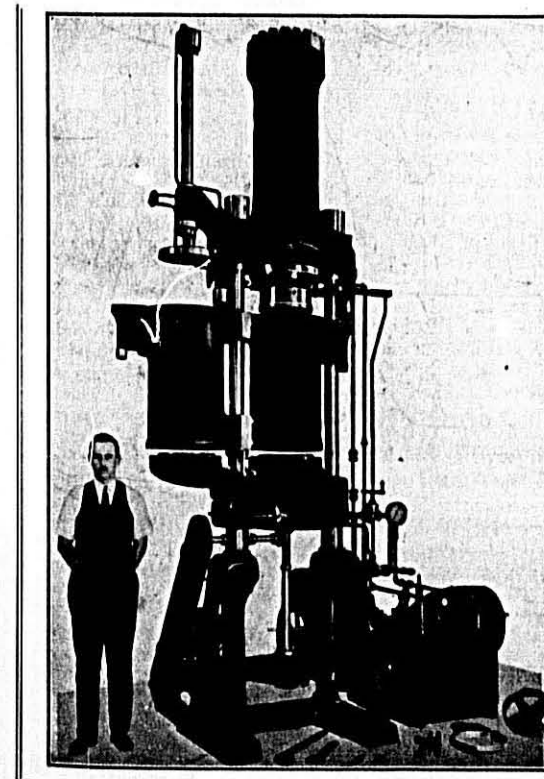
eral durum plant breeder, stationed at Fargo. The main durum plant breeding nursery is located at the Langdon sub-experimental station at Langdon, which is in the heart of the durum area. There new, improved varieties of durum are produced and ultimately distributed to the durum farmers of the area.

The objectives of the durum breeders involved the production of better durum varieties which would overcome at least some of the defects of the varieties being grown, such as susceptibility to rust and other diseases, low yield, weakness of straw, length of straw causing too much bulk for the farmers to handle. With these objectives in view, crosses between Mindum and Vernal Emmer were made in the late twenties and early thirties. Two new varieties resulting from this cross were purified and released to the farmers in the early forties (1943). These were Stewart and Carleton, both of which carried a great deal more resistance to the then known races of durum rust than did the standard Mindum. Stewart carried a greater yield capacity, slightly stronger straw and equal or better quality. Carleton carried distinct strength of straw, which facilitates handling, particularly on low land where lodging is a major problem, yields about equal to Mindum and has superior quality. In succeeding years, two additional durum varieties have

been released, namely, the Vernal and Nugget. The former is an early maturing kind, quite well suited to the southern portion of the durum area and certain areas in South Dakota. The Nugget is distinctly early maturing, has straw about nine inches shorter than the former durum varieties, of excellent milling quality. Some of its defects are weakness of straw and relatively low average yield in comparison to Stewart and other high yielding varieties.

The Stewart variety has gained the greatest popularity of any durum variety ever grown in the durum area, and is the only amber durum ever grown on more than a million acres in any given year (1949-50).

The greatest problem confronting the durum farmer at the present time is the hazard of the possible continued damage resulting from a new race of rust (15B) which invaded the durum area for the first time in 1950. This rust caused tremendous damage to the durum crop last year, reducing the potential yield by an estimated twenty-five per cent and causing further damage through lighter per-bushel weight and inferior quality. While the more recently produced varieties of durum, including the Stewart, Carleton, Vernal and Nugget, had inherited resistance to all the races of durum rust known to this area prior to 1950, nevertheless they are all susceptible to the



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rust race 15B. Whether damage from rust 15B similar to that which was sustained in 1950 will reoccur in 1951 and succeeding years is unpredictable; however, it is our firm belief that the greatest single factor responsible for the widespread damage in 1950 was the lateness of the season in that the general seeding operations could not be accomplished until after May 25, 1950, which was just a month later than the average seeding date for the durum crop. This placed the durum crop in a position where it was particularly vulnerable to damage from 15B rust. In other words, in a normal season we could reasonably expect much less, if any, damage from this new hazard.

In looking ahead another year, the most serious aspect of the problem is the fact that now, for the first time, stem rust race 15B will certainly predominate in the rust burden which the wind has carried south to Texas and Mexico where it will live over on the green wheat now growing. Never before has 15B been the most prevalent race in this area which is the primary source of our supply of stem rust for another year. Because stem rust requires a peculiar combination of plenty of inoculum, favorable south winds and heavy dews or light rains, not every year is a rust year. Therefore no one can forecast what will happen in 1951. However, with 15B on the loose, there is no basis for minimizing the seriousness of the problem.

There are two general ways of controlling rust: first with chemicals and second with resistant varieties. To date, the former method is impractical; however the present situation will be an incentive to develop new chemicals for the control of rust.

Rust-resistant varieties with the rust controlling chemical bred into them afford the most economical control. At the present time, neither the United States or Canada has any commercial varieties of hard red spring wheat or durum entirely resistant to 15B. However, resistant varieties of wheat and wheat relatives are known and a well organized program of breeding will certainly result in new varieties which can withstand this new hazard. All the plant breeder asks is one resistant variety suitable for a parent and some time. They already have been successful in controlling stem rust since 1935 with resistant varieties. There is every reason to expect that they will succeed again with this more virulent enemy.

Plant breeders and plant pathologists have been aware of this new rust race for several years and have been getting ready for the possibility that sometime it might occur on a widespread scale. Wheat breeders in Minnesota, North Dakota and Canada all had new wheat hybrids growing in the nursery in 1950 which showed varying degrees of resistance to this new rust. To be spe-

cific, some of the durums were crossed in 1944 with Kapli emmer (resistant to 15B) and the progeny tested in the seedling stage in the greenhouse in December, 1946. Some Progenies showed a high degree of resistance in this greenhouse test, and they were crossed again in 1947. Some of the material from this cross was grown in nursery rows in 1950 both at Fargo and at Langdon, and showed very satisfactory resistance alongside of highly susceptible check rows. This resistant material, however, still has poor kernel shape and will not make satisfactory macaroni. It is early and short strawed, but probably will not yield well enough to be considered a satisfactory commercial variety. It will be necessary, therefore, to make further crosses with Carleton, Stewart, Mindum and other promising newer durums before a commercial variety resistant to 15B can be expected.

For the durum, it probably will still take at least five or six years. The bottleneck is the high requirements for macaroni quality placed upon any new variety. To combine these characteristics with the rust-resistant features of a poor quality foreign durum or with Kapli emmer will require repeated back-crossing to the commercial variety, combined with careful selection and greenhouse testing for resistance to 15B. Furthermore, the resistant progenies must be examined and tested for other numerous characteristics which are required of a commercial variety such as earliness, strong straw, resistance to other diseases and good yielding ability.

The breeding program is being accelerated through the expanded use of the greenhouse, both for testing for rust and for increasing the new hybrid progenies. Two generations can be grown every winter and one in summer. Thus, with the help of adequate greenhouse space, three generations can be grown in large quantities and numerous progenies must be produced, tested and examined. Because only one in a thousand will re-combine all the desired characteristics, most of the material will be thrown away. There is, however, no other way to do the job, and it will be done as speedily as possible, consistent with funds and facilities available for that purpose.

A substantial increase in the durum acreage grown has been noted in the past five years. The 1949 acreage was estimated at 3,577,196, as compared with 2,179,258 acres in 1944. The increase is due to improved durum varieties, market demands, and the fact that, during the past ten-year period, the best durum varieties have out-yielded the best bread wheat varieties by three bushels per acre in the area designated as the Durum Triangle. Further, a comparison of the prices, including premiums, received for du-

rum verses hard wheat during the past ten years reveals a nine-cent-per-bushel advantage for the durum. Yields of all crops in our area are being increased through better tillage methods, application of fertilizer and control of weeds by chemical sprays.

Some of the durum acreage formerly grown gave way to other highly competitive crops, including hard wheat, barley and flax, this year (1951). This was largely due to the fact that last year, 1950, durums suffered greater damage from rust 15B than did the earlier maturing bread wheats. Most of durum farmers, however, are anxious to continue production of this specialized crop adapted to their area and are "taking a chance" in spite of the possible reoccurrence of 15B rust damage. The durum acreage reduction in 1951, which I would estimate at ten per cent, is confined largely to the border areas of the durum belt. Should we escape serious damage from 15B rust in 1951, we probably will not have to be too concerned about a further reduction incident to the future durum acreage. The increased outlet for durum products will prompt the durum grower to produce a sufficient bushelage to fill the increased demand.

Favorable weather and adequate rainfall over most of the durum area thus far this year gives promise of another good crop. The durum crop still has a long way to go prior to maturity, and as always, many things can happen between now and harvest time. However, as of now, I would venture to say that prospects for a good durum crop are favorable.

And now prior to concluding my remarks I wish to convey to this splendid convention the most hearty greetings and good wishes from the management of the North Dakota State Durum Show and the durum growers in North Dakota. Through the medium of the State Durum Show, which has been held at Langdon, North Dakota, annually during the past twelve years, we have been very happy to note progress incident to improved quality of durum, a better understanding between the durum growers and the durum processors, and an improved general relationship of all concerned. We have been very happy over the fine support you folk have given to us, financially and otherwise. Many of your members, including Mr. Donna, Mr. Green, Mr. Ryan, Mr. Norris, F. J. Hetherington and others have attended our shows on many occasions and have made most valuable contributions towards their general success. It will be our continued aim to build the North Dakota State Durum Show and the Macaroni Festival, instituted at Devils Lake, N. D., last year, into institutions which will help to reflect the true picture of the importance of the durum and macaroni industry as a whole, endeavor-

ing to promote progress beneficial to all concerned.

Last week we were most happy over the privilege of escorting Mr. Jacques Audigier of Paris, France, and his party of seven other distinguished gentlemen from France, Tunisia and Algeria, through the durum area, visiting several points of interest including the North Dakota State Mill & Elevator at Grand Forks, Minn-Kota Power (Electrical) plant, Grand Forks, Langdon Sub-Experimental Station, Langdon, several large durum farms, large modern Co-op Elevator at Edmore, N. D., and other points of interest. We sincerely hope that these distinguished gentlemen enjoyed their visit in our midst and I deem it a personal privilege and distinct pleasure to meet them again here at this memorable convention.

And in conclusion let me say thank you very much for your most splendid hospitality and the many acts of kindness extended to Mrs. Sturlaugson and myself since we arrived in your fair city of Chicago. This is indeed a most happy occasion for us and we deeply appreciate the privilege of being with you. A most hearty invitation is extended to each and every one of you who are assembled here to come to our North Dakota State Durum Show at Langdon and the Macaroni Festival at Devils Lake whenever any of you

could arrange such a sojourn to North Dakota. The Durum Show is usually held early in November and the Macaroni Festival during the latter part of July. Farewell and thank you very much.

MAKING AND SELLING MACARONI PRODUCTS

By C. L. Norris
Advisor, N.M.M.A.

"Making and Selling Macaroni" and "Efforts that Should be Made for Future Industry Progress" are the subjects assigned me. The last nine words of the printed introduction are packed with significance. They embrace the very reason for our gathering here.

These nine important words are "Efforts that should be made for future progress." We are vitally interested in what we can do for progress, individually, as a company and as an industry. We purchase the future with the present. Our future will always depend on what we do today.

The old saying, "When My Ship Comes In," originated in Salem, England. From there went ships that roamed the world to trade. Each member of the crew could conduct private ventures to the extent of the capacity of his little sea chest or sea bag. He could take money and bring

back precious gems, pearls from the South Sea Islands, silk, exquisitely carved ivory and sandalwood, which would sell at a fortune.

When a sailor didn't have funds, he would take the money of his relatives and friends and share the fortune.

Once these Salemites had invested money, the ship would become their ship and they were wont to stroll on the seashore of an evening, scan the horizon for sight of the sails of their ship and dream and talk about the life



Mr. Norris

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of luxury they would live when their ship came in.

We have come to use the term "when my ship comes in" to mean good fortune drifting to us unplanned and unexpectedly. But these old Salemites had no such impractical view. They knew full well that they could expect nothing unless they had invested in the cargo.

We must take that same practical view in conducting our industry. We must plan, invest, and strive for our progress. We must do the things now that will bring returns in the future.

When the late Henry T. Ford reached his seventieth year, he said, "The future fairly startles me with its impending greatness. We are on the verge of undreamed possibilities."

Unquestionably we are, but how will we prepare for it? By solving our problems.

Every problem yields to thought and work. Solutions may seem to be outside the realm of possibility, yet persistent work and thought sometimes will suddenly bring an answer to our most baffling problem.

What are the chief problems in our industry today? Are they mechanical? We have the French commission of macaroni industry representatives as our guests at this convention. This group is composed of growers, millers and macaroni manufacturers from France and north Africa. They have been doing some visiting around our country and I am sure that they will agree that our most serious problems are not in the fields of production in this country. I am not saying that we should not continue to encourage the dreams that are in the minds of our inventive personnel, of our patient research workers, and our laboratory kitchen economists. Let's not be satisfied with what we have done and what we are—let's continue to want better and bigger things. Not more than a handful of people knew of the existence of Charles Martin Hall, yet today he is honored as one of the twelve greatest inventors of the century. He discovered a commercial method of recovering aluminum from the kind of mud called "bauxite" and founded aluminum, which, in turn, made it possible for men to fly. Until a few years ago, the dreams of a tunnel between Manhattan and New Jersey, under New York harbor, existed in the mind of only one man, Clifford M. Holland. Today about fifty thousand motorists drive through the famous Holland Tunnel daily.

People have an "aspiration factor" which makes tomorrow utterly unpredictable. No one here can say with certainty that some significant change will not affect the macaroni industry before we meet again.

You are all familiar with the fact that our industry is capable of produc-

ing, with its present equipment, a billion and one-half pounds of macaroni products annually. In 1950, a little less than one billion pounds were consumed. Yes, we should continue to strive to better our manufacturing processes but I am sure that you will agree that our chief problems are not mechanical.

Raw materials are not our problem. We have made great strides in improving our relations with the producers of our raw materials. We are working hand in hand with such people as Victor Sturlaugson, who is here with us, and the leading federal and state agronomists to the end that the best varieties of durum wheat shall be grown in this country. I am not minimizing the many problems with which these people are faced, but I am saying that the growers and all of these fine people engaged in the improvement of raw materials are aware of their market. They know what the macaroni manufacturer desires and they are striving toward perfection in supplying the choicest raw ingredients.

The millers, in turn, are doing the finest job they know how in the production link by working closely with growers in experimental work, before the seed is in the ground, during the growing period and right through the harvest. They select the best of the crop and place it into the hands of the macaroni manufacturer in the form in which he desires it for his individual needs. No, I would say our problems are not, at this moment at least, raw materials.

To me, the greatest challenge and the most constant problem of our industry, is to gain, maintain or enlarge our place on the American housewife's table. A solution of this problem will not drift into our lives. We must think, plan and work for it, and in these days when we are in competition with other food groups who have similar objectives, it is a strenuous fighting position that takes money, co-operation and exchange of ideas, such as we are doing now. Right here, we, of course, enter into conflict with every other aggressive food processor. The canners, the millers, the bakers, the potato growers, the rice converters, the meat packers, are all vying for position on Mrs. Housewife's table. To the strong and swift will go the victory because the human stomach will take just so many ounces of food. The vendor who does the best job of convincing Mrs. Consumer that his product is finest from the standpoint of nutrition, as well as eye and taste appeal, will make the table that day and the rest will remain on the retail shelf.

Selling, then, is our greatest problem for the future. I have been very pleased with the manner in which some of our smaller manufacturers have come to the front in their individual

territories in recent years, in aggressive sales and merchandising campaigns on their particular brand. Most of us have come to realize that it takes sales and merchandising ideas backed up by aggressive, well-planned efforts in the various advertising media in order that we may obtain the gains in volume which are an ever present challenge to our way of life and methods of doing business in this country.

Evidence that these individual efforts have been successful is apparent in the fact that, in the face of a declining consumption of wheat products in general and a declining consumption of potatoes (which, by the way, has the potato growers very much worried) the macaroni industry, on the other hand, has seen the consumption of its products rise from 4.3 pounds per capita before the war to 6.6 pounds in 1950. Production figures for this year indicate an increase in consumption of approximately 14 per cent.

However, with the possible exception of one brand, no one has even come close to a 100 per cent distribution in this country. This job of selling the American people on eating more macaroni products, and even coming close to the per capita consumption of some of the European countries, is too large and time-consuming for any one of us. It is on a national scale that we must guide and correct public thinking where unfair criticism has arisen with regard to our product. The ideas that macaroni products are fattening, that they are a foreign food, that they are not nutritious in themselves but simply the carrier of other more nutritious foods, must all be corrected quickly on a national level. Personally I am very happy to see a large producer of food products with a national distribution enter the macaroni field. I believe that it will be healthy for the industry to have in it a manufacturer who is capable and willing to expend the sizable sums of money in our national magazines and other media in the interest of extolling the merits of macaroni products to our people.

A few years ago a number of us, realizing the magnitude of the job before us, decided that the only way that it could successfully be overcome would be for all of the people in our industry to join themselves together in a co-operative effort in order that favorable publicity might be directed to our products. Most of you are familiar with the composition and the results of the National Macaroni Institute in the comparatively short time in which it has been in existence. The record shows that it has been successful in avoiding most of the pitfalls of previous like ventures. I would not say that some mistakes have not been made. Certain fashions tend to repeat themselves. So do certain mistakes. We make them over and over again in

rhythmic cycles. We have striven to appraise and acknowledge mistakes, take note of the ways in which we have gained or lost ground in the past, in this matter of creating macaroni eating habits, and I feel that we have made remarkable progress.

I like to think of every reputable manufacturer in our industry as a red-blooded American who believes in a fair deal for everyone, who wants to pay 100 cents for every dollar's worth of value he gets. Getting values for which one does not pay is wrong somewhere. It's like going to lunch with the same crowd every day and never reaching for the check. It's pushing his share of the expense unfairly on the shoulders of others, admittedly such good fellows that they overlook the little meanness of the side-stepper.

For instance, there are about two hundred and twenty-five macaroni manufacturers in the country. One hundred of these produce 80 per cent of the total volume. Seventy-five per cent of these are contributing to our co-operative publicity effort, designed to increase the sale of macaroni products. Everyone in the industry is admittedly being helped, regardless of whether or not they are bearing their fair share of the load. Just what are the thoughts of the other twenty-five men? Let us try to imagine:

No. 1 may say, "It's a good thing, I

have wanted to get behind it but I have just procrastinated. I will take care of it right away." (But he hasn't yet).

No. 2 says, "I am reaping the benefits of the aggressive action of industry leaders and I know that our industry, the same as all other industries, will not be healthy and grow without energetic leaders, but I won't pay a cent. Here's where I can get something I don't pay for. After all, I didn't ask them to do anything for me."

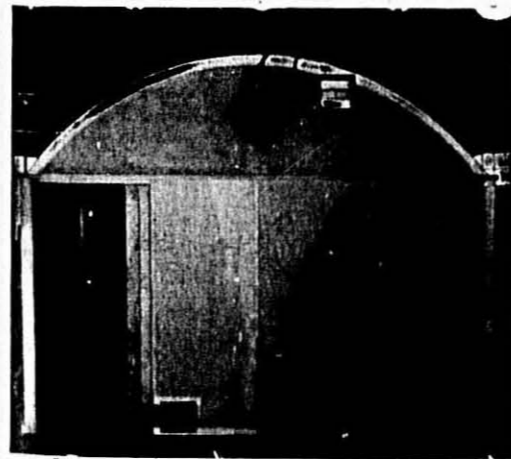
No. 3 says, "I stand on my legal rights. You can't make me join or pay. I don't care what anyone thinks of me as long as I can keep my money in my pocket."

And so on. Let us hope that you, if you are not now co-operating with your fellow manufacturers, have simply been the victim of your own neglect. That you have not stopped to think in how unfavorable a light your neglect to join the National Macaroni Institute has placed you, and that you will join today . . . not tomorrow . . . but today.

And so I would say that our problems, on which we are working industriously and constantly, are to obtain the finest raw materials possible and to process them in the most modern plants that we can operate under the guidance of trained engineering and production people. Our free enterprise system takes care of the vital necessity of satisfactorily handling these two problems

in the soundest, most economical manner. If they are not soundly handled, the manufacturer will simply be plowed under and soon forgotten. But to re-emphasize: to me, our greatest task in the days ahead is that of selling. To the degree to which you apply yourselves in the expenditure of brains, energy and money, in this field, you will in like degree reap the harvest. To my way of thinking, to the degree in which we are successful in getting 100 per cent of the manufacturers of our industry to co-operate with the aims and ambitions of the National Macaroni Institute, we shall be successful in bettering our position in this great competitive field of satisfying the food wants of the people of this country and elsewhere.

And so, as you stroll along the shore in the evening as the Salemites used to do, and wonder when your ship is coming in, ask yourself how much you invested in the sea chest of the crew. As in those days, it took a well-equipped ship and a thoroughly trained crew to complete a successful voyage; today in our business, I would liken the ship to the National Macaroni Institute, and the crew to your officers, board of directors, Bob Green and the Theodore Sills organization. In those days, it took willing and enthusiastic investors. In like manner, if our voyage is to be successful, it will take your enthusiastic



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backing in brains, energy and finances if we are to realize the dream of our ship coming in.

PROBLEMS OF DURUM MILLING

By Ellis English, President,
Commander-Larabee Milling
Company, Minneapolis, Minn.

Mr. English spoke of general milling problems from wheat to the finished product, elaborating on the progress that has been made to date and the continuing research going on in milling processes, in wheat handling and in handling and shipping semolina and durum products. Sanitation and house cleaning from the farm to country elevator to terminals to the mill was talked about and it was brought out that mill technicians and chemists were collaborating with federal food and drug officials to help produce the cleanest and best possible durum products. With the aid of the American Association of Railroads and the Millers National Federation, new and better box cars are now in production. Further improvements and changes in packaging are just around the corner, all of which will bring to the macaroni manufacturers the best possible raw materials to help produce the best possible macaroni foods.

Mr. English also commented about government regulations during the past war and the government's efforts to regulate and control industry today; that our macaroni foods industry should resist with all its power, efforts by certain government agencies to regulate, control and change raw and finished material standards. He further talked about the competitive system in America; about free enterprise and about our profit and loss system of doing business and that we should strive with all our might to keep our freedom and American heritage. It was urged that the durum wheat growers, millers and the macaroni foods manufacturers continue to co-operate and work together so that each can look ahead with confidence and that "the road ahead" will be paved with profit.

HOW THE ASSOCIATION CAN HELP YOU

By Robert M. Green
Secretary, NMMA

This is the 47th annual get-together of macaroni and noodle manufacturers and their allies. The road we have traveled has been rocky, and we can be sure there will be more bumps on "The Road Ahead." The association can help you by lessening the bumps and speeding industry progress.

Your association today is composed

of 80 leading macaroni and noodle manufacturers and 25 allies. They are banded together to promote and safeguard the welfare of the industry and to elevate macaroni products and noodle manufacture to the highest plane of efficiency, effectiveness and public service.

These objectives are being approached in a number of ways. First, in order to insure a good supply of quality raw material, the association, through its durum relations committee, headed by Vice President Maurice L. Ryan, has done a consistent job in past



Mr. Green

years in improving our relationship with the growers by getting to know them and their problems and by letting them know us and our endeavors.

This advertisement, "More Durum Means More Money for You," was run this spring throughout the durum belt and pointed out to our suppliers that 10 year averages prove that durum gave a better average yield and a better dollar revenue than any other type of wheat. The popularity of macaroni foods made from durum is being increased through our association and National Macaroni Institute efforts, so that the market for durum is assured of being strong and steady.

This is the advertisement we ran last year. Our coverage this year was stepped up to include the *North Dakota Farmer*, a bi-monthly magazine with wide circulation in the durum area.

Here are pictures from the 13th annual Durum Show. We retain a membership in the show and award a plaque to the sweepstakes winner for the best entry in the show. The picture on the right shows Maurie Ryan holding the plaque, the winner, Mr. Wolfe, is in the center, and our friend, Vic Sturlaugson, is on the left. The picture to the left shows Vic and Maurie looking over the samples of Chilean wheat which were displayed at the show.

The Chilean ambassador, with his

commercial counselor on the right, is checking more of this wheat with North Dakota Representative Aandahl in Washington. We gained considerable publicity for durum and ourselves in this exchange of wheat which may be resistant to stem rust.

This type of work not only helps the durum farmer but the macaroni industry and you.

Jim Winston, who has been Ben Jacobs' right-hand man for quite some time, was appointed director of research in January. Ben went into semi-retirement but continues to keep up Washington contacts during the emergency. One of the most important things Jim does is to make examinations of noodle samples to see if they comply with federal standards. This is done as part of the association's law enforcement program. He also advises members on labeling requirements and sends out periodic bulletins and informative matter on sanitation and technical aspects of production.

As our official chemist, he is our representative in conferences with state regulatory officers and food and drug officials.

At his suggestion, the Association of Official Agricultural Chemists are now conducting a study to recommend techniques developed by the Jacobs-Winston Laboratories to obtain better recovery of egg solids and thereby enable chemists to make more accurate analyses.

Information that you want to preserve in your reference files comes to you in our official trade publication, the *MACARONI JOURNAL*, edited by our secretary emeritus, M. J. Donna, who has had 32 years experience with this association. The *JOURNAL* speaks for itself. It is read by virtually everyone in the macaroni field, whether he belongs to the association or not.

Association members are kept informed of current affairs by bulletins. *News and Views* is sent out every Monday, and periodic bulletins are released as the occasion warrants. The examples here include the Wage and Hour Survey, made at the first of the year; background material on profits; and a write-up on the Official Mark-ups for Wholesalers and Retailers under Ceiling Price Regulation 14.

During the emergency information on regulations coming from Washington are a very essential part of our services. With the issuing of Ceiling Price Regulation 22, a step-by-step procedure with illustrations drawn from your own business was sent to everyone in the industry.

Controlled materials—steel, copper and aluminum—are a more direct concern of our machinery manufacturers, but we keep you abreast of the activities of the National Production Authority in the defense effort as they affect our industry.

Much of our information from

Washington comes in the reports of the U. S. Chamber of Commerce, of which we are a member. The *Legislative Daily* comes in every day; the *Legislative Outlook* and *Business Action* weekly. When we get their urging for "action needed," we send it on to you. Special numbers, such as the background on "Controls and You," are sent out when we think they can do something for you.

All of this information is the type of thing you need in the day-to-day operations of running your business. It represents one of our most important functions—of being a clearing house of information, gathering that from the outside which affects you, and gathering from you information that affects the outside.

In stressing our story to the public, getting our news to the outside, we rely heavily on the counsel and service of Theodore R. Sills. These samples of recipes and photographs illustrate the backbone of our effort to win consumer approval. The photograph on the left represents a tie-in with the Tea Council, which will be promoting heavily during the month of July. The photograph on the right was prepared in co-operation with the dairy industry, which promotes hard during June as National Dairy Month.

Summertime is salad time, so in order to beat the slump which we normally have during this season, salad

ideas are distributed widely. The photograph on the right shows salads packed in paper containers for picnics, which is of particular interest to the paper processors. We're always co-operating with somebody.

After these photographs have served their purpose with the editors on an exclusive basis, they become available for use by National Macaroni Institute members.

The ideas presented in recipes and photographs are seeds which bring forth flowers such as these. This presentation of spaghetti and meat balls appeared in the February issue of *Better Homes and Gardens*. Currently, in May, there was an illustration of a macaroni and cheese casserole, and in April, noodles and goulash.

In all of these efforts, in telling the consumer our story, working with our suppliers and distributors, and by keeping you informed on matters of current interest as well as those of lasting importance, we are striving to help you, for only helping the individual can the industry progress.

We have made progress. This chart shows macaroni production for the past 10 years. While our increase has not been steady, it has been on a generally upward trend. In 1946, which was our second largest year of production on record, we did a large export business, shipping more than 72,000,000 pounds of products abroad. The

all-time high was reached in 1948, when exports took almost a quarter of our production, totaling over 223,000,000 pounds. In the past two and one-half years, the export business has dropped back to insignificance, with 23,000,000 pounds shipped in 1949 and just over 8,000,000 pounds shipped last year. Our domestic consumption, however, has been edging up.

The weekly index of macaroni production, taken from figures issued by Glenn Hoskins, shows the seasonal trend of macaroni production and also the gain we have made so far this year. The red line indicates production for 1950, the green line for 1949. Heavier business in the first part of the year is apparent with a fall off after Lent. A sharp dip is experienced on every holiday: the first at Memorial Day; the deepest during the week of the 4th of July, then a sharp climb until Labor Day, a further climb after Labor Day until Thanksgiving, and then a fall-off towards the end of the year.

The peak after the 4th of July slump last year came fast, with heavy production through August, and falling off during the period which had been heaviest during 1949, but after Thanksgiving, production rose above the previous year's level and has continued strong since. There will be skeptics who remember the sharp slide after the first six weeks during 1951 and an-

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other slide after Lent, but the year-to-date-average is running almost 15 per cent ahead of a year ago. That is progress, and I believe we can look for a continuation of this progress with an alert industry being served by a strong association and institute during the trying times on "The Road Ahead."

MANAGING EDITOR'S REPORT

By M. J. Donna, Managing Editor,
The Macaroni Journal

THE MACARONI JOURNAL is becoming more and more recognized as the spokesman for the macaroni industry, at home and abroad.

Its circulation is between 800 and 900, with around 1,000 in April, the Anniversary Edition.

It goes to 29 foreign countries in addition to covering about 95 per cent of the important manufacturers and suppliers. Occasional copies are sent non-subscribers to keep them acquainted with magazine.

The number of paid subscribers is down slightly from the peak of the post-war years.

Advertising is keeping up quite well, with some slight reduction among the less steady users of our space. There has been a very noticeable improvement in advertising layouts.

Our April, or 32nd Anniversary Edition, was up to standard editorially



Mr. Donna

and equally successful from the point of reader interest. There was a slight falling-off in total advertising space sold in April this year, as against the same month last year. Probable reasons: (1) The generally upset business conditions due to defense and controls. (2) Suppliers were loaded with orders, did not need to advertise for more, except for good-will advertising. (3) A slight let-down in interest by association members, includ-

ing directors, who in other years found more time to give to its promotion. However, one did get nine occasional advertisers; another got six, and several got several each. To all who helped, or tried to help, thanks.

All in all, the first six months of 1951 have been above the average. I trust all of you are satisfied with the way the JOURNAL management has operated. Of course, suggestions are welcome, as are articles, items, clippings and such that make our work easier, the JOURNAL better.

ACTIVITIES OF THE DIRECTOR OF RESEARCH

By James J. Winston, Director
of Research, NMMA

As you all know, the law enforcement policy of the industry on egg solids compliance of noodle products has been continued. On March 1, 1951, I sent a bulletin to the trade advising the members to co-operate in this study and send to our laboratory those noodle products which, for reason of price or appearance, appeared to be of inferior quality and not in conformity with the federal regulations. The response to this was poor, judging by the number of samples which were received. However, several samples, particularly from the west, were misbranded and in violation of the standards. These products were reported to the Food and Drug Administration for their investigation with one exception. Here it was felt that, although the egg solids were on the low side, it was more advisable to call this to the attention of the manufacturer of this product, since previous tests had always shown that the manufacturer complied with the requirements. It was gratifying to receive a letter from this company, notifying me that its management was surprised at the deficiency and that they would investigate this immediately. Subsequent analysis of this brand shows that it complies with the requirements.

On February 1, I sent a bulletin to the trade entitled, "Compliance with the Federal Standards of Identity." This was a result of a food and drug citation against a manufacturer of a macaroni product (Pastina) where one of the ingredients listed on the package was egg yolk. However, analysis of this product by the food and drug laboratory showed that it only contained 2-2½ per cent yolk solids. According to the food and drug regulations, any macaroni product or alimentary paste which contains as an ingredient whole egg or egg yolk must have the required 5.5 per cent egg solids, since the consumer expects to find the usual amount of egg in any macaroni product which makes mention of eggs. In this bulletin, I urged each and every manufacturer to exam-

ine closely his labeling and revise the label if necessary to avoid conflict with the law.

On April 1 I sent a report to the industry regarding Commissioner Duobar's annual report of the Food and Drug Administration activities on the enforcement of the federal food regulations. Here, it was encouraging to note that in the year 1950, there was a definite improvement in the field of sanitation in the macaroni-noodle industry as compared to 1949. A review of the statistics is interesting: In 1949, in our industry, the FDA made 23 seizures. In 1950, there were only five seizures. In 1949, 11 criminal actions were instituted, whereas in 1950 there were only eight criminal prosecutions instituted. The industry should continue to make a definite effort to comply with the regulations on plant



Mr. Winston

sanitation and I hope that 1951 will show a further improvement over 1950.

During the month of April, I had conferences with some state regulatory officials on the matter of slack-fill of macaroni and spaghetti products. To my surprise, I learned that in one particular state, the state officials were unfamiliar with the tolerances on slack-fill granted to the industry by the FDA in 1946. This state was determined to prevent any macaroni from entering its boundaries unless the slack-fill was under 10 per cent. I therefore explained to the regulatory officials, who in this case consisted of the commissioner and the chief inspector, the tolerances granted by the FDA and showed them official letters. They then assured me that henceforth they would be guided by the Food and Drug Administration figures. As a result of this meeting, I deemed it advisable to acquaint the industry again with the figures on tolerance and sent each member of the trade, Bulletin 128 re-

garding "Fill of Container for Macaroni Products." The tolerances are as follows: Long macaroni in cartons should show a fill of at least 75 per cent or better; long spaghetti and vermicelli should show a fill of at least 70 per cent or better; elbows and similar short cut goods should show a fill of at least 80 per cent or better.

Also, in the latter part of April, the matter of correct labeling of macaroni and noodle products by the industry was made an issue by a state department of agriculture and this was referred to the attention of the chief of the FDA of an eastern station. At this time your president, Fred Mueller, and I felt that the present method of labeling was correct and that the FDA should be shown that labeling in the industry was not in conflict with the Federal Standards of Identity. Therefore, a committee consisting of Joseph Giordano, Vincent S. La Rosa and myself spent a good part of the day discussing the Standards of Identity with the chief of the FDA station, and the fact that the industry did comply with them. The crux of the matter, according to the complaint lodged with the FDA, was that the varieties of macaroni and noodle products such as tufoli, bow ties, acini di pepe, linguine, et cetera, were not properly labeled, since they were in many instances not qualified by the word "macaroni" or

"noodle." The inference was that this would tend to cause confusion in the mind of the consumer. We went there prepared with data from the original hearing relative to the promulgation of the Standards of Identity for Macaroni Products. At this meeting, we brought out the following points:

1—Standards of Identity were promulgated for macaroni, spaghetti and vermicelli since these products, in 1940, were shown to constitute about 90 per cent of the total production.

2—More than 130 different shapes and sizes of macaroni products are marketed.

3—Consumers distinguish between different kinds of macaroni products on the basis of sizes and shapes.

4—Consumers buy macaroni products by requesting them by specific names; i.e., macaroni, spaghetti, vermicelli, shells, tufoli, bow ties, linguine, et cetera.

5—Manufacturers display the variety of sizes and shapes either in window cartons, cellophane bags or have descriptive pictures on cartons.

6—A conclusion from the findings on the hearing of the standards: It is impracticable and the evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for the various macaroni

products other than macaroni, spaghetti, vermicelli under the specific names under which they are known.

It was stressed to the chief of the FDA station that the present method of labeling caused no confusion, since a housewife refer to the varieties by the specific name when purchasing them.

This matter reached a successful culmination since the chief of the FDA agreed with our findings and he expressed the thought that, in his opinion, the present method of labeling of the variety forms of macaroni products was not in violation of the standards.

For the past year or so, manufacturers who have been making noodles under contract for the Army have been having difficulty with the analysis rendered by chemists of the Chicago Quartermaster Corps. Results often have been on the low side, and in a number of instances I have had to contact Colonel Kingdon of the QM in order to have the purchasing agent accept the merchandise because our analysis showed that the noodles were in compliance. I wish to take this opportunity to pass out to you a copy of a letter recently received from Chicago QM in which I was asked by Colonel Kingdon to have the Association of Official Agricultural Chemists, the official regulatory agency on standard

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procedures for analysis, incorporate the techniques of our laboratory in order to improve the method of analysis of noodles for egg solids content. I have already made arrangements with the referee on cereals for the Association of Official Agricultural Chemists and a collaborative study is now under way in order to eliminate discrepancies in analysis and to realize a better and more accurate recovery of egg solids in the official analysis. The study is now in progress and the results will be available in several months. Our laboratory, of course, is participating in this project.

On June 19, I sent every member of the industry the new Federal Specifications on Macaroni, Spaghetti and Vermicelli, N-M-51b—January 17, 1951. These specifications are now being used by every federal agency when purchasing macaroni products and it is interesting to note that a provision is now made for the purchasing of enriched macaroni products to conform with the Federal Standards of Identity. I shall be glad to send any manufacturer additional copies of these new specifications.

ALLOCATION OF CRITICAL MATERIALS

By B. R. Jacobs
Washington Representative
(Interview with Phil Talbot)

The National Production Administration has allocated metals—steel, copper and aluminum—to the Department of Agriculture for all food processors. If macaroni manufacturers want any of the above restricted metals, they must go to Mr. Talbot and present their case, as he is the claimant agent



Mr. Jacobs

for the macaroni industry for all items used by the macaroni manufacturers. This includes packaging material as

well as all other items used in the industry. He also has charge of tax amortization, loans, and is examiner for all requests for relief for the macaroni industry. However, even where materials are obtainable, authority to build in excess of building requiring 25 tons of steel must be obtained. (MPA Order M4).

The allocations to the Department of Agriculture are based on the material used on the first quarter of 1951, which, however is not determined as yet, but shall not exceed 85 per cent and for aluminum it may be less.

Allocation application blanks M4 form No. MPA-F24 may be obtained from any field office of the Department of Commerce and should be filed with Philip Talbot, PMA Grain Branch, U. S. Department of Agriculture, Washington 25, D. C.

The Federal Specifications Board has recently issued revised specifications for macaroni, spaghetti and vermicelli. These are now in use by many federal, state, county and municipal procurement agencies. They follow the Standards of Identity to a large extent but do provide certain choices of raw materials where the purchasing agency desires them.

Copies of these specifications may be obtained from the Superintendent of Documents, Washington 5, D. C., and are identified as follows:

N-M-51b 17—January, 1951 Federal Specifications Macaroni, Spaghetti and Vermicelli.

REPORT OF AUDITING COMMITTEE

We, your auditing committee, have checked the statements of the National Macaroni Manufacturers Association, MACARONI JOURNAL, and National Macaroni Institute, as well as the report of the auditing firm of Wolf and Company of Chicago, and find these statements and the books of account in order.

Respectfully submitted,

J. H. Diamond, Chairman
Peter LaRosa
Virgil Hathaway

REPORT OF COMMITTEE ON RESOLUTIONS

We, your committee on convention resolutions, having observed the many things prepared and presented for this 47th Annual Convention of macaroni-noodle manufacturers and allies, wish to submit the following resolutions for your consideration:

1. RESOLVED, that we express our thanks to the fine speakers who have participated on our program including:

Theodore R. Sills, public relations counsel;

Rose Marie Kiefer, secretary-manager, National Association of Retail Grocers;
James B. O'Neill, merchandising manager, Food Division, Winboldt Stores;
Colonel Paul P. Logan, director of food & equipment research, National Restaurant Association;
Harold O. Smith, Jr., executive vice president, U. S. Wholesale Grocers Association;
Victor Sturlaugson, superintendent of the Langdon Agricultural Station and president of No. Dakota State Durum Show;
Jacques Audigier, general secre-



Guido P. Merlino, Chairman
Director, Region 9

tary. Comite Professionel de L'Industrie Des Pates Alimentaires, Paris;
Ellis English, president, Commander-Larabee Milling Company;
C. L. Norris, vice president, The Creamette Company.

2. RESOLVED, that we commend the able service of the officers and directors of the N.M.M.A. throughout the past year for their able management of industry affairs and beneficial meetings under the able leadership of President C. F. Mueller.

3. RESOLVED, that we compliment the paid executives for jobs well done—

Robert M. Green, secretary;
Benjamin R. Jacobs, Washington representative;
James J. Winston, director of research;
M. J. Donna, secretary emeritus and MACARONI JOURNAL editor.

4. RESOLVED, that the social functions were most pleasing and that appreciation be expressed to:

The Rossotti Lithograph Corporation;

The Durum Millers;
Buhler Bros., Inc.;
Consolidated Macaroni Machine Corporation.

5. RESOLVED, that we extend to our President C. F. Mueller the sincere thanks of the Association and his many friends in the industry for his devotion and fine leadership during the past year.

Respectfully submitted,

Guido P. Merlino, Chairman
Luigi Abbonante
Frank Viviano

REPORT OF NOMINATING COMMITTEE

We, your committee on nominations, having in mind the general welfare of the association and noting the requirements of our by-laws as amended to enlarge the board of directors, respectfully submit the names of candidates whom we feel are willing and qualified to serve the organization nationally and in their respective regions.

Region 1, New England.

Joseph Pellegrino, Prince Macaroni Co., Lowell, Mass.

Region 2, Eastern New York and Pennsylvania, New Jersey, Maryland.

Samuel Arena, V. Arena & Sons, Norristown, Pa.
Emanuele Ronzoni, Jr., Ronzoni, Long Island City, N. Y.
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.

Region 3, Western New York and Pennsylvania, Ohio.

Alfred E. Rossi, Procino-Rossi, Inc., Auburn, N. Y.
Albert S. Weiss, Weiss Noodle Company, Cleveland, Ohio.

Region 4, Michigan, Illinois, Iowa, Wisconsin.

A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Virgil C. Hathaway, Quaker Oats Co., Chicago, Ill.

Region 5, Southeastern States.

Thomas A. Cuneo, Ronco Foods, Memphis, Tennessee.
Peter J. Viviano, Delmonico Foods, Louisville, Ky.

Region 6, Central Northwest and Canada.

Paul Bienvenu, Catelli Food Products, Montreal, Canada.
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.

Region 7, Western Missouri, Kansas, Oklahoma, Texas.

John Laneri, Fort Worth Macaroni Co., Ft. Worth, Texas.

Region 8, Nebraska, Colorado, Utah.

J. Harry Diamond, Gooch Food Products, Lincoln, Nebraska.

Region 9, Pacific Northwest.

Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region 10, Northern California and Nevada.

Vincent DeDomenico, Golden Grain Macaroni, San Leandro.

Region 11, Southern California and Arizona.

Edward D. DeRocco, San Diego Macaroni, San Diego.

Robert William, Robert William Foods, Los Angeles.

Directors-At-Large:

Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.

C. F. Mueller, C. F. Mueller Co., Jersey City, N. J.

Albert Ravarino, Ravarino & Freschi, St. Louis, Mo.

Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebraska.

Jerome Tujague, National Food Products, New Orleans.

Louis S. Vagnino, American Beauty Macaroni, St. Louis.

John P. Zerega, Jr., A. Zerega's Sons, Brooklyn, N. Y.

Respectfully submitted,

William Freschi, Chairman
Erich Cohn
Richard Schmidt
Jack Procino
John Madonna
C. L. Norris
Raymond Guerrisi

DRYING TECHNIQUE

(Continued from Page 24)

all the mass, and that the gluten, which had migrated towards the center during the previous exposure to the open air, might be recalled.

This recalling of the gluten in uniform distribution on all sections of the paste, a very important operation, was then not a little difficult, even if this may not appear so at first sight,



Official translator Ing. Dott. Giovanni Coppa Zuccari and family at an outing in Perugia, Italy—1951.

on account of the total lack, at the time, of equipment for control or for the regulation of the first stage of drying and aeration. The paste-maker had to act only in conformity with what he could ascertain by the sense of touch and by the sound yielded by the paste, thus establishing the moment when it ought to be carried from the cellar to the ultimate drying.

The first and second stage of drying being then at an end, the manufacturer started the third stage, consisting in the real drying up. The paste was carried from the cellars into the drying-rooms. In conformance with the external hygroscopic conditions, the canes were placed at a certain distance one from the other and then rearranging in the course of the complete filling of the room, normally representing the production of the whole day.

The drying was the task of the foreman, who needed a rare ability to realize what was happening during the drying process and to bring the drying to the end without any defect. The vigilance was uninterrupted, day and night, the heating was made by means of firepans filled with charcoal, kindled and nourished according to the necessity.

Unprovided with even a thermometer, the foreman, too, was ruled by the sound yielded by the paste struck with the hand. He saw to the airing by opening the windows; to increasing or diminishing the heat; to placing or taking away wet bags to or from the head of the canes; to wetting the floor and to rearranging the canes in order to bring them farther or closer to one another for a certain period of time. This sometimes required a full 24 hours on duty. The drying required, according to the different sizes of the paste, from 3 to 12 days.

When this last stage of the drying

was at an end, the paste was taken away from the canes, made up in packets and placed in seasoning rooms, or, as we should now say, in stabilizing rooms. Opening or closing the windows was further regulated according to whether the paste was destined to immediate consumption on the spot or should be carried inland or oversea.

In northern Italy, drying the paste was always a problem, owing to the inconstant weather, so that during some months of the year (September-October) the preliminary and natural dryings were very difficult to obtain. In these periods, the only means to be adopted was natural drying, but even the few existing factories could not rely on it, as the best drying system was the one on revolving tables, followed by the first endeavours to use ventilators placed in the locals.

Of less importance was, in the south, the drying of cut paste. The preliminary drying was attained in the open air, superficially, but slowly, inasmuch as with this type there was no danger of falling, as with the long paste hung up on canes. In the evening, the paste was placed into bags for the maturing during the night. It was then spread on the frames and placed in little rooms heated by means of fire-pans at a temperature attaining even 60° C.

All the operations which we have now circumstantially examined, particularly those regarding the drying of the longer sizes, were once executed with a faithfulness and competence which only could ensure success, and—which may seem extraordinary—we often cannot understand what was their aim, and some persons are satisfied to get, for their industry, not a drying plant specifically fit for the drying of alimentary paste, but a simple dehydration, not taking into account the peculiar stages of paste drying.

The case is not new even of plant constructors who consider the problem of paste drying a simple problem of humidity elimination, although the latter is an aspect which may be called secondary in paste drying. The principal feature in paste drying is the problem of uniform distribution of gluten in the paste, to avoid the irregular spreading of porosity, joined to the characteristic of the maximum diameter obtained through the proportioned stretching. Let us add, for the best connoisseurs, the problem to confer to the paste its characteristic sound and to maintain the gluten in natural colour. In a word, we must find the means permitting drying of the paste to give it those characteristics that once the care, the competence of the work-people, the peculiar climatic conditions and other favourable factors only could give, and which have asserted in the world at large the merits of a product characteristically Italian.

In subsequent articles we shall speak of the paste manufacture by automatic machines, as well as of the achievement of the different drying stages by the new systems.

FRENCH DELEGATION

(Continued from Page 18)

the supervision of Dr. Glenn Smith. Superior wheats for parent stocks have been assembled from South and Central America, India and Africa, and some tracing to the Ukraine in Russia.

M. Audigier told how the durum improvement movement already is gaining in France and north Africa through exchange of the best seed for the poor seed in Tunisia, and that is his country's hope that through the friendly exchange with the North Dakota durum growers, a better grain will result for making even higher qualities of macaroni, spaghetti and egg noodles in both countries.

M. Jules Narbonne, a durum miller in Tunis, told of a manner of serving macaroni which would seem strange to Americans but which is common in Tunisia.

It is a dish called "cous cous," in which the semolina dough is rolled into small balls and steamed with a meat sauce.

Of general interest is the story reported in the June 23, 1951, issue of *St. Paul Pioneer Press*:



Photo Courtesy Cavalier County Republic

In front at left: Hubert Joffre, young farmer from France in Cavalier County as exchange student farmer.

From left to right: Gerard Benedette, Algerian farmer; Carl Strand, farmer from Osabrock, N. Dak.; Leon A. Dubourg of Wahalla, N. Dak., who gave the welcome in French to the delegation at the banquet given in their honor by the officers of the North Dakota State Durum Show at Langdon; Jules Narbonne, Algerian semolina miller; Jean Brusson, Macaroni manufacturer from France; Victor Sturlaugson, president of N. Dak. State Durum Show and superintendent

of the Langdon substation; Hamouda Haddad, cereal board inspector in Tunisia; (Back) Paul Valay, Tunisian farmer; (in front of Valay) Jacques Audigier, general secretary of the Macaroni Industry Board, Paris; Rene Esclapez, miller from Algeria; B. E. Groom, chairman of the board of directors of the Greater North Dakota Association; Edsel A. Boe, agricultural extension agent for Cavalier County, and Reinhold Goschke of Clyde, farmer whose modern mechanized farm the delegation inspected.

Kneeling in front: Roga Amseallem, Algerian semolina miller.

1/2c a Day Rent

"The nine-room villa of Rene Esclapez, flour miller and industrialist of Oran in north Africa, a member of the French-Tunisian mission here on Friday, June 22, was the home of General Bradley, chairman of the Joint Chiefs of Staff, while campaigning with General Eisenhower in north Africa in May and June, 1943. The rental? Well, some was legally required. So a sum of francs amounting to about one-half cent a day was accepted by M. Esclapez."

Participating in the Chicago convention of the macaroni industry during the two days, June 28-29, some members of the mission made brief remarks in French, particularly praising the kindnesses shown everywhere on their trip, the helpful planning of the itinerary by the association's secretary and the fine co-operation at the hands of the macaroni organization. M. Audigier addressed the convention in English, telling of the macaroni industry in France. M. Narbonne told of durum growing and milling in north Africa, and moving pictures were shown of the French macaroni industry from farm to table. Before making their adieux, the delegation to a man thanked all for courtesies shown and extended a cordial invitation to the U. S. macaroni industry to hold its 1954 convention in Paris on the fiftieth anniversary of the establishment of the National Macaroni Manufacturers Association in America which took place in Pittsburgh, Pa., on April 19, 1904.

PRESIDENT'S MESSAGE

(Continued from Page 10)

significant, at least to me, I quit my best job as a manager of a chain grocery store because I was unable to rest up Sunday to start the week on Monday morning. My hours were from 7:30 A.M. to 6:30 P.M.—Monday to Friday and from 7:30 A.M. to 9:30 P.M. on Saturday. This was just a matter of 65½ hours, not including time out for meals.

We, at Mueller's, do not feel that we have all the answers, but we do feel enriched by having tried to keep in step with an enlightened concept of human values and their proper relationship.

If these matters of human relations are going to get the serious attention they demand, they must be tied right into top management. At present, we have a competent personnel director who has every opportunity to participate at the policy making level of our business.

We have given a great deal of thought to this matter of leadership and are attempting to train our supervisory personnel to exert their full powers of leadership and to encourage those under them to do their best for their own happiness and their own security. A productive worker is a happy one and a secure one in any position. We want every person in a supervisory position to consider himself a personnel manager in his dealing with those who work for him.

We have given our people as much as we can afford to give them and will be trying to give them more in accordance with our financial ability to do so.

We realize that we have only made a start and mean to continue our exploration in the field of human relations on the basis of honesty and fairness—two fundamentals established in our company by its former management.

And finally, I do not think that good human relations is either all "book" or all self-reliance.

If I were asked for a recipe for good human relations, I would mix together three ingredients:

1. An up-to-date knowledge of developments in the human relations field.
2. A determination to rely on one's own judgment in the final analysis.
3. A general quantity of "The Golden Rule."

P.M.M.I. Convention

The Packaging Machinery Manufacturers Institute will hold its 19th annual meeting from October 13-17, 1951, at the Mid Pines Club, South-

ern Pines, N. C., according to an announcement by Boyd H. Redner, general manager of the Battle Creek Bread Wrapping Machine Co., who is president of the P.M.M.I.

INDUSTRY CONFERENCE

(Continued from Page 8)

the lucky ladies of the millers' group in appreciation of the fine entertainment annually provided by the U. S. durum millers.

Vice President Maurice L. Ryan conducted the morning session of the final day. The topics discussed included "Macaroni—From Field to Table;" growing and milling durum in this country and northern Africa; and exchange of premium durum seed between the French delegation and the United States durum growers for testing to develop rust-resistant, better protein durum in both countries.

The French delegation to this year's conference represented the macaroni industry of France, its national organization, and the durum growers of northern Africa—Algiers, Morocco and Tunis. They, together with two visitors from Italy, gave the gathering an international flavor.

Jacques Audigier was the spokesman for the visiting delegation. He is the Secretary General of the Comité Professionnel de l'Industrie des Patés Alimentaires de Paris, France. He had previously attended a macaroni convention at French Lick Springs, Indiana, in June, 1947.

In an interesting talk in English, he said, among many other things, that the durum and semolina market is a government monopoly with quota allocations that control production; that the greater portion of the industry's raw materials come from Africa, though considerable quantities sometimes found their way there from Canada and the United States. His talk appears in full elsewhere in this issue.

Victor Sturlaugson, president of the North Dakota Durum Show that yearly crowns the Macaroni King with a trophy presented by the National Macaroni Association, and superintendent of the Langdon (N.D.) State Agricultural Station, reported glowingly on the outlook of the 1951 durum crop. He expressed the appreciation of all the leading durum farmers for the interest shown in their welfare by presenting to the visiting French delegation ample quantities of types of prize-winning durum samples for home testing as per the established policy of the National Macaroni Manufacturers Association in the exchange with Chile earlier in the year. His talk appears in later pages in this issue.

Association Adviser C. L. Norris, Minneapolis, ably discussed the prob-

lems of making and selling macaroni products in our country. In his address, which also appears elsewhere in this issue, he outlined what might be done for future industry progress, stressing the fact that manufacturers who are not yet giving their moral and financial support to the NMMA and National Macaroni Institute program should get behind the progressive programs which are exactly what many have said that this is what they have been waiting for.

Just before the noon recess, the recommendation of the nomination committee to re-elect the present board of directors for another term, was unanimously approved. At its organizational meeting during the noon recess, the present officers were re-elected for the 1951-1952 term and the several association executives reappointed.

Also during the noon recess, the ladies of the convention were treated to a luncheon in the Marine Dining Room, a social affair sponsored annually, but privately, by King Midas Flour Mills.

The afternoon session was a closed one, presided over by Vice President Lloyd M. Skinner. Several motion pictures supplied by the French delegation were shown, with Mr. Audigier as commentator and interpreter. There followed free discussions of a variety of problems common to the trade.

Near the close of the conference it was announced that the 1952 convention would be held in Montreal, Canada, in June on dates and in a hotel to be arranged for by the association secretary and the Canadian manufacturers who have invited their U. S. neighbors to meet in Canada next year. It is proposed to meet in June, 1953, in the Broadmoor Hotel in Colorado Springs, Colo., and the association has under consideration the invitation of the French delegation to hold the fiftieth anniversary convention in Paris, June, 1954. The Winter Meeting will be held as usual in Miami Beach in January, 1952.

The new 1951-52 officers were announced and presented just before the adjournment of the 1951 convention.

The reception and cocktail party in the evening was sponsored by Buhler Brothers, Inc., Fort Lee, New Jersey, as hosts. Vice President O. R. Schmalzer and his staff supervised the delightful social affair.

The annual banquet by the National Association in the ballroom of the hotel was attended by more than 300 manufacturers, allies and their ladies. After dinner, the guests were delightfully entertained by a fine floor show, an annual presentation of the Consolidated Macaroni Machinery Corporation, Brooklyn, N. Y., with President Conrad Ambrette and Vice President Paul Ambrette doing the honors for the firm.

Promoting Good Public Relations

Through Colleges



President Giovanni Buitoni (left) of Buitoni Products Corporation presents ten scholarships to Dr. Harry N. Wright, president of the College of the City of New York.

These scholarships were presented in connection with the 125th anniversary of the founding of the first Buitoni factory in Italy in 1827. The scholarships are for study at the University of Perugia, Italy, during the summer of 1952.

Through Radio & T.V.



President Giovanni Buitoni with Miss Betty Ossola of J. Ossola & Company (Torino Products), New York and Pittsburgh, on the left, and Miss Claire Mann of the Claire Mann's Glamour Show on WJZ-TV.

The Glamour Show, co-sponsored by Buitoni-Torino, has been quite successful along the Atlantic coast.

Macaroni Plant Burglarized

Burglars waylaid a night watchman at the G. D'Amico Macaroni Company plant in Steger, Ill., late Saturday night, June 30, tied him to a chair and made him watch as the three broke into the safe. The watchman, Eugene Peri, 60, stated to the sheriff that he had gone on duty at 11:00 p.m. and was on his tour of inspection when three men with handkerchief masks seized him and bound him in an office chair. All were carrying revolvers.

It required almost three hours for the burglars to open the safe, using hammers and chisels. They pried open desks, lockers and cabinets, taking an undisclosed amount of money and valuable papers, two adding machines and other office equipment. Carl D'Amico, president of the macaroni firm and former member of the board of directors of the National Macaroni Manufacturers Association, had been attending the industry's conference in Chicago the latter part of the week of the burglary.

Olin's Northeastern Manager

Charles F. Pfeifer has been named New York and New England division manager of Olin Products Co., Inc., New York City.

The newly formed company is responsible for sale and distribution of Olin Cellophane commercial produc-

tion of which will begin in September.

Pfeifer's appointment was announced by James L. Spencer, vice president and sales director of Olin Products Co. A new mill for the production of Cellophane is now undergoing completion on the plant site of the Ecusta Paper Corp., Pisgah Forest, N. C., a subsidiary of Olin Industries, Inc., East Alton, Ill.

The new divisional manager will be based at the temporary headquarters of the company, 270 Park Avenue, New York City. After July 15, the company will have permanent headquarters at 655 Madison Avenue, New York City.

Office at New Address

Rossotti Lithograph Corp., North Bergen, N. J., has announced the new address of its Philadelphia office. Effective July 1, it is located in Room 1414 of the Land Title Building at Broad and Chestnut Streets.

Attend Beatification Ceremony in Rome

Ulysses DeStefano, well-known semolina distributor in New York City, reports that many of his relatives, including his brother, Ettore DeStefano, editor of *La Gazzetta Legale Italo-Americana*, New York City, the latter's daughter, Miss Eleanor DeStefano, secretary to the *Brooklyn Eagle Press, Inc.*, and Dr. & Mrs. Benjamin Crescitelli, Yonkers, N. Y.,

attended the beatification ceremony of their relative, the martyred Father Albrico Crescitelli, conducted recently in the Holy City by Pope Pius XII in St. Peter's Church.

Mr. DeStefano, a cousin of the honored priest, was unable to attend, but reports that beatification in the Roman Catholic Church is "the act or process of declaring a person beatified or blessed after death." Shortly after the death of Father Crescitelli, who served as a missionary in China during the Boxer Rebellion and was beheaded by the Chinese in 1900, investigations were begun towards his beatification, and finally on March 15, 1950, it was declared by the Apostolic Court that the martyr be officially proposed for the honor.

The proclamation that made the priest "blessed" was issued by Pope Pius XII at the beatification ceremonies in Rome.

All Together . . . Institute

In reporting the activities, the income and expense of the National Macaroni Institute for the period January 1-April 30, Managing Director Robert M. Green says in part:

"The articles and pictures of macaroni, spaghetti and noodles that have been appearing in magazines and newspapers throughout the country have not appeared by mere chance. Many, many of them have been placed through the effort of the NMI."

The report points up an accomplishment and a challenge . . . an accomplishment in the fact that an industry program of product promotion has been made possible by the contributions of more than 75 manufacturers since March, 1949. Since June of last year, two mills have also been giving the program financial support. The challenge to every manufacturer is to see that a bigger and better job is done by the industry. In urging other members of the industry to support this joint effort, he says:

"Let's all tackle this work with all our enthusiasm and strength. Let's do everything to educate ourselves and our employes so all of us can help win our cause in the court of public opinion. This is the time for concentrated action. If we can hold the present rate of per capita consumption and turn the trend up, it means increased business for all of us. The experts tell us that the population will increase 20 per cent by 1980, and that means 20 per cent more business if we do nothing more than hold the present level of consumption. I think we can do better than that."

Liquid, Frozen and Dried Egg Production May 1951

Production of liquid egg during May totaled 86,517,000 pounds, the Bureau

of Agricultural Economics reports. This quantity was 31 per cent less than the quantity produced during May last year and 28 per cent less than the 1945-49 average production for the month. The quantity produced for egg drying during the month was much smaller than a year ago, while the quantity produced for freezing was considerably larger.

Dried egg production during May totaled 3,235,000 pounds compared with 19,078,000 pounds during May last year. Production consisted of 2,136,000 pounds of dried whole egg, 376,000 pounds of dried albumen and 723,000 pounds of dried yolk. Production for the first five months of the year totaled 11,708,000 pounds, compared with 52,249,000 pounds during the same period last year.

The quantity of frozen eggs produced during May totaled 74,774,000 pounds, compared with 57,964,000 pounds during May last year and the 1945-49 average of 81,011,000 pounds for the month. Frozen stocks increased 51 million pounds during May compared with 25 million pounds during May last year and the average increase of 41 million pounds.

The Jacobs on National Tour

Benjamin R. Jacobs, associated for more than 30 years as the official chemist in charge of the National Macaroni Manufacturers Association's national laboratory, first in Washington, D. C., and in recent years in New York City, and his wife attended the convention last month in Chicago while on a tour of the nation that will take them from coast to coast. For



Jacobs' Orlando, Florida, home, 605 Dartmouth St.

nearly a generation he also served as the Washington representative in the nation's capital, looking after the interests of the industry, the organization and special clients.

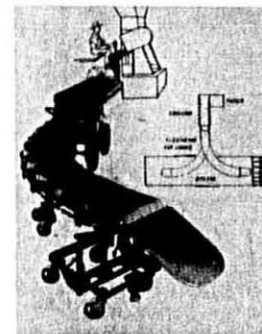
While he still maintains a Washington, D. C., office and continues his services as contact man with government officials, he is in semi-retirement, residing at 605 Dartmouth St., Orlando, Fla.

On his three months' tour, he will visit his brother and other relatives on the Pacific coast and will make personal and professional calls on macaroni manufacturers in Omaha, Linco'n,

Denver, Salt Lake City, Oakland, San Francisco, San Leandro, Fresno, Los Angeles and San Diego, as well as several other factories en route home through Texas and Louisiana. They plan to be home in late September, going first to Washington to pick up his car and act on any work that has accumulated at his office there, before returning to Orlando.

Box Car Loading System for Bagged Material

Semolina-millers who must contend with the problem of car-loading and other bag-conveying jobs, and macaroni-noodle manufacturers with car-loading and unloading problems will be interested in an announcement just released by the Flexoveyor Manufacturing Co., Denver.



A power-driven telescoping box car loader operates beneath the bag-filling machine conveyor and delivers the bags right up to the point of loading in the box car, thus eliminating hand trucking. The conveying element consists of a series of endless spring belts which operate over grooved steel rollers. The car loader can be bent into any curve up to a 90° angle while under power and go around the box car door and into the end of the car. As the loading progresses, the car loader telescopes under the packing machine conveyor and the flow of bags continues without interruption. All changes in position of the car loader can be made while the conveyor is running. It has a capacity of 30 bags per minute and can be engineered to suit conditions.

Eggs a la Malik (Chicago Daily News)

The high comedy of Russian claims in the invention of practically everything from the wheel down to nuclear fission has been given a new twist. Somewhere between Copenhagen and Moscow, 400 fresh eggs imported by the Danish envoy to the Kremlin were hard-boiled.

The Russians blandly explained that progressive Russia could not risk the unknown quality of eggs laid in such "an underdeveloped agricultural coun-

try" as Denmark. The truth is that the Danes were expert farmers before the Russians discovered cabbage and advanced to a borsch diet. All England breakfasted on Danish bacon and eggs before Laborite austerity put an end to the fine old England custom of eating breakfast.

We might suggest that Russian authorities did not boil the Danish minister's eggs at all. They did not need to. Instead, fresh Danish eggs simply adapted themselves to Russian manners and became hard-boiled the moment they crossed the border.

The Independent Grocer

"Why is it that many of us who are independent food merchants believe there is no more interesting and no more challenging career?"

So writes Patsy D'Agostino, past president of the National Association of Retail Grocers and prominent independent grocer of New York City, in the book "Food Marketing," edited and compiled by Paul Sayres, New York food broker.

"Twenty years ago few sons of retailers seemed to be attracted to their father's business. Today we find them returning to it, even after long years of study, often with college degrees," continues Mr. D'Agostino.

The writer points out that there is glamour in food; there is drama in meeting the people that patronize the independent, and there is romance in merchandising. It is in merchandising that the independent operator, who is not restricted by instructions coming from remote headquarters, can use all of his individual and original ideas.

It is true that not so very long ago there seemed little future in food retailing for single operators concentrating on one or a very limited number of units. In the 20's, prophets predicted chains would take over. They said that by 1950, at the latest, 80 to 90 per cent of all food retailing would be in the hands of giant corporations.

These dire forebodings did not come true. For the past 20 years, independent food merchants have held their own. Their share in retail food distributing fluctuated between 60 and 67 per cent of total sales.

It may be noted here that many independents have formed co-ops—banding together in groups of one, two or three hundred so each member may enjoy the advantages of buying merchandise in car lots, thereby saving money. Also, a group of independents can afford advertising and promotion comparable to that placed by the chains.

A sure barometer of the continued progress and growth of the independent, concludes Mr. D'Agostino, is the fact that surveys show there were less than 5,000 stores in the \$100,000 per-year volume bracket in 1939, and more than 36,000 in 1949.

Ocoma Sponsors Blood Drive

The Ocoma Foods Co., Omaha, recently sponsored a 3-day Omaha Blood-Raising Campaign in coordination with the Douglas County Chapter of the American Red Cross. Ocoma chicken dinners were served to blood donors on each of the three days. Omaha newspapers, radio and television stations co-operated by lending their publicity support. The turnout was termed "exceptional," as donations were increased nearly 100 per cent over previous weeks average. Not only did Ocoma provide the four-course chicken dinners, but many Ocoma employees volunteered and gave their blood to further the effort. The entire idea stemmed from a recent doubling of the blood quota due to the



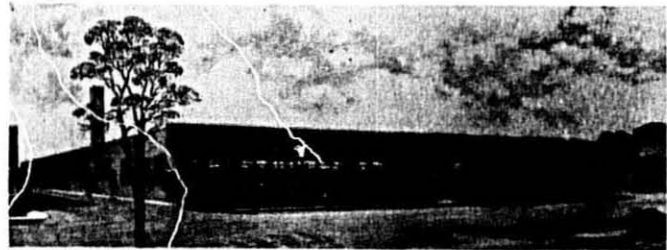
war situation. The Ocoma blood campaign was considered an outstanding civic contribution by Red Cross Officials.

Pictured here is a group of Ocoma employees feasting on Ocoma fried chicken after donating blood. Their looks say, "We know it's good, because we helped pack it."

New Crystal Tube Corporation Plant

While the Crystal Tube Corporation of Chicago (538 South Wells Street) celebrates its twentieth year in the transparent and flexible packaging industry, workmen will be reaping the pioneer Cellophane converter's new

equipment, will give Crystal Tube one of the most modern and efficient packaging operations in the nation. Crystal Tube will service their many customers through branch offices located in New York, Philadelphia, St. Louis,



New plant being completed for Crystal Tube Corporation.

plant, now under construction at 6625 West Diversey Ave. for occupancy about August 1.

Completion of the 50,000 square foot, modern, one-story building will mark another step in the growth of the company which started in 1931 by making Cellophane tubes for cigars, and which is now producing barrier materials for the government as well as a complete line of transparent Cellophane packages.

Harold Goldring, active head of Crystal Tube and one of the founders of the company, said that completion of the new and larger building, along with the installation of new, modern

Minneapolis, Detroit, Louisville, Dallas and Los Angeles.

The expansion also makes possible the increased production required for converting barrier materials on military specifications. This is part of the government's program for packaging food and other products being shipped overseas.

In addition to converting flexible barrier materials, Crystal Tube is one of the leading producers of plain and printed Cellophane bags, envelopes and pouches, printed Cellophane, foil and glassine rolls and sheets, holiday bands, Cellophane and plicofilm utility rolls, plicofilm and polyethylene bags.

Observing 100th Anniversary

Joseph Morningstar, president, Morningstar, Nicol, Inc., New York, announced that May 1, 1951, opened the 100th anniversary of the founding of the Morningstar company. During the next eight months there will be a series of events to mark the occasion.

Mr. Morningstar, grandson of Charles Morningstar, who in 1851 founded Charles Morningstar and Co. in New York, also announced that to mark the 100th anniversary, the company has put into effect a profit-sharing plan to benefit all employees with two or more years of continuous service. The profit-sharing plan includes the employees of all the subsidiary companies: Paisley Products, Inc., New York and Chicago and Canalport Building Corp., Chicago; Aroostook Potato Products, Inc., Houlton, Me.; and Park-Leggett-Altman Co., Minneapolis. The company owns manufacturing plants in New York, Chicago, Hawthorne, N. J., and Houlton, Me. The Morningstar firm is also an importer of tapioca flour from Brazil, arrowroot from the West Indies, of starches and tropical gums. The company acts as sole selling agents for Magic Valley Processing Co., Twin Falls, Idaho, and the New England Starch Co., Houlton and Mars Hill, Me.

Joseph Morningstar is alumni trustee of Wesleyan University, and a director of the West Side Association of Commerce. Mr. Morningstar is president of the Adhesive Manufacturers Association of America and during World War II represented the adhesive industry on the War Production Board.

J. Allen Marshall Appointed Burnett Product Sales Manager

J. Allen Marshall has been appointed sales manager of the Burnett products line of American Home Foods, Inc., subsidiary of American Home Products Corp.

"Mr. Marshall joins us," said L. J. Sauers, national sales manager of American Home Foods, "after 17 years of experience in selling, merchandising, and marketing food products with Best Foods and its subsidiaries. Mr. Marshall's activities in the introduction and marketing of new products were interrupted by four years in the Navy, where he rose to Lieutenant Commander."

Distributors to Meet

The 1951 convention of the National Food Distributors Association is scheduled for August 13-16 in the Sherman hotel, Chicago, according to an announcement by Emmett J. Mar-

tin, secretary. Besides the usual schedule of meetings and conferences, the organization will again sponsor an outstanding exhibit. From the number of exhibit booths already reserved, indications are that this year's exhibits, including those of several macaroni and noodle manufacturers, may be a record-breaker.

New Headquarters

After 24 years in one location, the National Food Distributors Association has moved its offices to new headquarters at 100 E. Ohio Street, Chicago.

Organized in 1927 with the late Fred Becker of the Pfaffman Egg Noodle Co., Cleveland, as chief promoter, the first office was set up by the organization's first and only secretary at 110 N. Franklin St., Chicago, where headquarters were maintained for nearly a quarter of a century. The new phone number is Superior 7-9086.

New Type Car Aids In Semolina Shipping

The General American Transportation Corp., Chicago, which for more than three-quarters of a century has built and operated special railroad cars for shippers, has designed a special car for carrying, with virtually complete sanitary protection, any dry, granular or powdered commodity which can be unloaded and handled by air conveyor. This includes semolina and almost any free-flowing substance. So reports the *New York Journal of Commerce*, which further explains the new type car, as follows:

The car is known as the "Trans-

Flo" and because of its design there is no possibility of contamination in transit. Air systems are used to load and unload the car, providing a minimum possibility of contamination in handling. The car is attracting wide attention of sanitation specialists in the food industry and likewise in the public health field.

Two Compartments

Composed of two large all welded stainless steel compartments supported by a superstructure of steel sides and end members, it has a capacity of approximately 113,000 pounds of flour, considerably more than a fully loaded box car. It is compartmented, two separate bins running the length of the car both of which are emptied through a single nozzle at the bottom of the car.

When used for flour, it is loaded at the mill by extending a pipe connection from the mill stream to the hatch in the top of the car. In the unloading operation, a flexible hose is attached to the nozzle and the flour is drawn out of the car through the air conveyor system to sanitary bins within the bakery. There is virtually no chance of contamination, since the hatch is fully protected and sealed in transit and the nozzle is protected from contamination or dust until the very moment when the hose is attached.

Units Leased

The Trans-Flo car is leased to the shipper and is operated in much the same way as other special cars, such as tank and refrigerator cars. General American Transportation Corp. has a farflung organization of experts who maintain the car in top condition and expedite its service. The reason-

able rental is considerably reduced by the fact that the railroad pays the lessee on a per mile basis for every trip the car makes over its lines, empty or full.

The Trans-Flo car is being used by National Biscuit Co., Ballard & Ballard of Louisville, Ky. La Rosa Macaroni Co. and the American Stores Co. have leased seven cars for its new bakery now under construction in Philadelphia.

In view of the present critical shortage of box cars (American railroads are 200,000 to 300,000 short of requirements) the Trans-Flo car will prove of inestimable value, especially to food processors.

Dvorak With Crystal Tube

Kenneth Dvorak has joined the Chicago sales force of Crystal Tube Corp., 538 South Wells St., converters of transparent and flexible packaging materials.

Mr. Dvorak, formerly associated with the plastics division of the Good-year Tire and Rubber Co., will assist in the development and promotion of flexible barrier materials for use by the United States Government in packaging for overseas shipment.

A new line of flexible barrier material, developed to meet U. S. Government contract specifications, has also been announced by the firm. Its present facilities are geared to convert plain and printed bags, printed sheets and rolls of kraft-polyethylene, kraft-foil, and other laminated combinations.

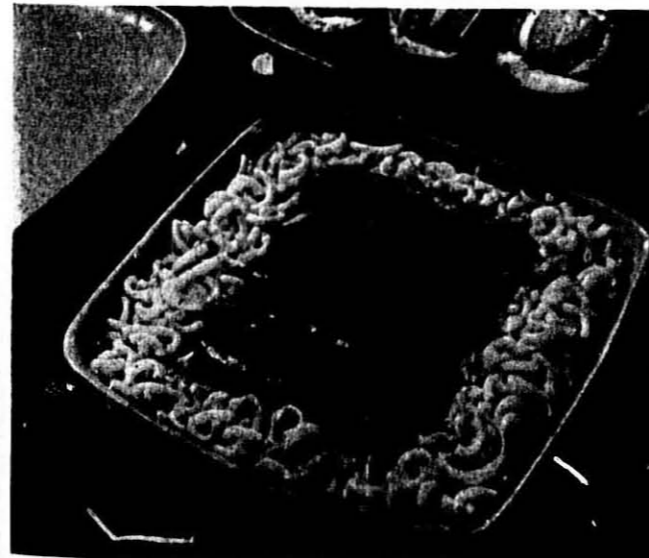
Ocoma Plans Increased Advertising

Ocoma Foods Co., general offices in Omaha, Neb., has launched its most extensive advertising campaign to date. A definite budget has been set aside for a well planned, co-ordinated advertising program, designed to push distribution coast to coast. One of the oldest and largest poultry processors in the world, Ocoma has branch offices located in Los Angeles, San Francisco, Seattle, Miami, Chicago, Boston, and New York.

Bulk of the campaign will be carried out through trade magazines and newspapers, emphasizing the quality of the products and also stressing the importance of the sanitary conditions under which they are packed and the protection insured by the Government Inspected, Grade A seal.

In addition to radio and trade magazines, they will continue and expand their advertising in radio and television.

As long as material values are their yardstick, men won't measure up to their problems.

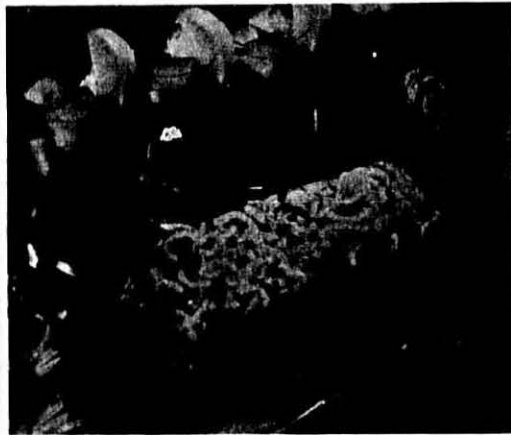


Macaroni Elbows and Franks—a year-round combination of wheat and meat that is most appetizing and satisfying. A National Macaroni Institute recommendation to thrifty housewives and the hungry members of the family.

Molded Macaroni Chicken Salad

For a begin-the-meal or appetizer salad try a combination of crisp raw vegetables, chilled macaroni and a tangy dressing. If the salad replaces the entree, make it a hearty and well-balanced salad by including one or several of these protein-rich foods—meat, poultry, cheese, fish, eggs. For a salad to accompany the main course, use appetizer salad combinations, making certain that the ingredients give a

3 quarts boiling water
8 ounces elbow macaroni
2 cups diced cooked chicken
½ cup chopped sweet pickles
½ cup chopped celery
½ cup chopped pimientos
¼ cup chopped parsley
2 teaspoons salt
Freshly ground pepper
½ cup mayonnaise
Add 1 tablespoon salt to rapidly



Molded Macaroni Chicken Salad—salads can always be counted upon to give your menus a lift in summer. Combine preferred ingredients with macaroni, also recommends the Institute.

pleasing taste and texture contrast to the main course.

Typical of the many macaroni main course salads is the following recipe for Molded Macaroni Chicken Salad. No gelatin is needed, but the salad will retain the shape in which it is chilled. If you prefer, spoon it into a lettuce-lined salad bowl.

1 tablespoon salt

Safety Council Meetings

Thirty-ninth National Safety Congress and Exposition will be held October 8-12, Chicago. Sessions on industrial safety are scheduled for the Stevens, Palmer House, Congress and Morrison hotels; traffic safety sessions will be at the Congress hotel; commercial vehicle and farm safety sessions at La Salle hotel; school safety sessions at Morrison hotel, and home safety sessions at Stevens hotel. For further information write R. L. Forney, general secretary, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Cheese-Making in U.S.A.

U. S. Department of Agriculture Estimates Total Production at 1,200,011,000 pounds in 1949

Production of total cheese in 1949 was 1,200,011,000 pounds, the largest on record, showing a gain of nine per cent over 1948. Wisconsin had an unchallenged leadership in volume of

boiling water. Gradually add elbow macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again. In a large bowl, combine remaining ingredients. Add cooked macaroni; mix lightly but thoroughly. Pack firmly into a 5 x 9-inch oiled loaf pan. Chill several hours. Unmold on serving plate. (Makes 6-8 servings.)

cheese production; it produced 47 per cent of the United States' total. This is the highest proportion of the national production made by Wisconsin since 1946. New York's output in 1949 exceeded that of Illinois. This enabled New York to recapture second rank for the first time since 1940. Illinois ranked third; Missouri fourth; followed by Minnesota, Tennessee, Ohio, Indiana, Michigan, and Kentucky.

American Cheese Production Also Record High

American cheese production totaled 935,018,000 pounds in 1949—the highest on record, and showing a gain of nine per cent over 1948. However, the new record was only fractionally above the previous record of 1947. Wisconsin remained the undisputed leader in volume, with a production of 430,103,000 pounds. Missouri surpassed Illinois for the first time to gain the second position; it produced 64,114,000 pounds, Illinois was third, with 57,136,000 pounds. Other states, in order of production were: Minnesota,

54,309,000 pounds; Tennessee, 41,333,000 pounds; New York, 39,354,000 pounds; Indiana, 38,910,000 pounds; Ohio, 26,380,000 pounds; Kentucky, 26,354,000 pounds; and Oregon, 24,264,000 pounds.

Of the types of American cheese made in the United States, Cheddar is the most important, comprising 95 per cent of the total American-type cheese made. Output of Cheddar totaled 885,114,000 pounds in 1949, a gain of nine per cent over 1948. Other types of American cheese are Colby, Washed Curd, Jack, and Monterey. Their combined production was 49,904,000 pounds, a gain of 18 per cent over 1948.

Other Cheese Higher in Volume

For the first time in four years, the combined production of cheese other than American whole-milk cheese increased. The output of 264,993,000 pounds for 1949 was up nine per cent from the preceding year. Most of the major varieties of cheese in this group registered gains in output from 1948 to 1949. The principal exceptions were part-skim American, Limburger, Blue Mold, and miscellaneous varieties. Production of Swiss cheese in 1949 reached a new high record of 81,043,000 pounds, 15 per cent above 1948 and 13 per cent above the previous record in 1947. Output of Munster cheese was 10,098,000 pounds, the second highest on record and 22 per cent above the production in 1948. Brick cheese production totaled 20,278,000 pounds, the highest since 1941 and 11 per cent above the preceding year. Limburger cheese production during 1949 at 7,180,000 pounds was the lowest since 1943 and two per cent less than the previous year. Output of Italian varieties of cheese totaled 55,127,000 pounds, the highest since 1946, the third highest on record, and 26 per cent higher than in 1948. At 54,449,000 pounds, cream cheese output for 1949 was three per cent higher than in the previous year. Output of Neufchatel cheese was 4,046,000 pounds, five per cent higher than in the preceding year. Production of Blue Mold cheese at 8,141,000 pounds was the lowest since 1944 and down 12 per cent from 1948. Unclassified varieties of cheese totaled 23,860,000 pounds—the lowest total since 1944, and seven per cent below the preceding year.

Wisconsin led in the output of all classified varieties of cheese except cream and Neufchatel cheese. New York led in volume of cream cheese production, with Wisconsin ranking second. In output of Neufchatel cheese, Pennsylvania led and Wisconsin produced none. Wisconsin's proportion of the nation's 1949 cheese production by varieties was as follows: Swiss, 60 per cent; Munster, 95 per cent; brick, 91 per cent; Limburger, 49 per cent;

Italian, 50 per cent; cream, 27 per cent; Blue Mold, 59 per cent; and unclassified varieties, 28 per cent.

Cottage cheese production for 1949 was the highest on record. Output of cottage cheese curd was 283,607,000 pounds, a gain of 11 per cent over the previous year. Nearly one-third of the total United States output of both cottage cheese curd and creamed cottage cheese is produced in New York and California. Creamed cottage cheese production at 286,766,000 pounds was 15 per cent higher than in 1948.

Ice Cream Centennial 1851 - 1951

The ice cream industry this year celebrates its greatest anniversary . . . 100 years old.

Jacob Fussell, a Baltimore milk dealer, started the wholesale manufacture of ice cream in 1851. He did this to move his surplus milk. But from this humble origin great things evolved. Ice cream, the glamour dish of the dairy industry, is now regarded almost universally as a mighty nutritious and important food. It is classified by government nutritionists in Group 4 of the basic seven food groups.

During the last fifty years this industry has increased its production over one hundred times. The products sell for nearly a billion and a half dollars each year.

They are of great economic importance to American agriculture. The industry uses nearly ten billion pounds of cream and milk solids annually. Fruits and nuts, to make the product even more delicious and nutritious, come from American farms in great quantities . . . over two hundred million pounds.

Freight Carriers

Railroads in 1948 moved 64.2 per cent of the commercial intercity freight traffic in our country. Inland waterways, including the Great Lakes, handled 15.3 per cent of it; pipelines 11.3 per cent, and for-hire and private trucks on the highways, 8.7 per cent.

Government's Report on Container and Packaging Situation

Container and packaging industries are moving through a period reminiscent of World War II, when they were deluged with orders in the face of material shortages. The demand for containers and packaging materials for the latter part of 1950 far exceeded production, even though defense requirements were generally not heavy. This increased demand was, to a great extent, caused by users ordering in advance of their needs to build up inventories. As a result, production

facilities moved toward maximum operations with some marginal facilities being added and utilized.

Because raw materials are either in short supply or dislocated, the industry consumed the already depleted inventories at a rapid rate. Many container manufacturers unable to replenish exhausted inventories of production materials were reported on a hand-to-mouth basis.

U. S. Department of Commerce

Oil from Rice Bran

Steam "scrubbing" of rice-bran oil to improve its quality, as reported by the Southern Regional Research Laboratory, is a good example, says the U. S. Department of Agriculture, of how research can aid both growers and processors by developing broader outlets for a farm product—rice in this case. Milling rice for market includes removal of the bran coat and the "polish," an inner coating. Production of these two rice fractions in 1950 amounted to nearly 200,000 tons—used for poultry and livestock feed.

Roughly one-seventh of the rice bran is oil. This oil is worth about \$400 a ton, or a total of about \$10,000,000 for the oil contained in the 1950 rice crop. The possibility of enhancing the

market value of this crop by recovering the rice-bran oil has been a standing challenge to rice millers. After the oil is extracted the bran still has considerable feed value. One difficulty has been that extracting the oil by pressing is not effective. Also, the rice-bran oil may develop an undesirable odor as a result of its breakdown—before it can be recovered from the bran—into the fatty acids associated with oil rancidity. Once extracted, however, rice-bran oil makes a high-grade stable oil for food use.

Oilmill experience with solvent extraction of soybean oil has pointed the way to practical salvage of the oil in rice bran, says the Bureau of Agricultural and Industrial Chemistry. Several mills in the country's rice-growing areas are now reclaiming a substantial part of this valuable oil. A research team at the Southern Laboratory has recently developed, on pilot plant scale, a method of separating the fatty acids from the oil between extraction and refining. This is a steam treatment, known technically as "scrubbing." It separates and concentrates the fatty acids, leaving the rice-bran oil more desirable and valuable for various uses. Recovery and concentration of the acids for industrial use yields still another worthwhile rice product.

Macaroni Timbales with Tomato Sauce

A timely, year-round recommendation by the National Macaroni Institute to the millions of "choose-y" American consumers for easy preparation and real good eating.

Macaroni Timbales with Tomato Sauce

(Makes 8 timbales)

1 tablespoon salt
3 quarts boiling water
8 ounces elbow macaroni
1 6-ounce can tuna fish
3 eggs, beaten
½ cup evaporated milk
1 tablespoon melted butter
2 tablespoons grated onion
2 tablespoons chopped pimento
1 teaspoon prepared mustard
½ teaspoon salt

½ cup grated cheddar cheese

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. In a bowl, mix remaining ingredients; add cooked macaroni and blend well. Pour into 8 greased custard cups and bake in a pan of hot water in a moderate oven (325°) 1 hour, or until custard is firm. Unmold and serve with Tomato Sauce.

Tomato Sauce: In a saucepan, melt 1 tablespoon butter over low heat. Add 1 tablespoon minced onion and 2 tablespoons chopped parsley; simmer 5 minutes. Add 1 10½-ounce can tomato soup and ½ cup water; simmer 10 minutes.



The MACARONI JOURNAL

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 Successor to the Old Journal—Founded by Fred Hecker of Cleveland, Ohio, in 1903
 A Publication to Advance the Macaroni Industry.

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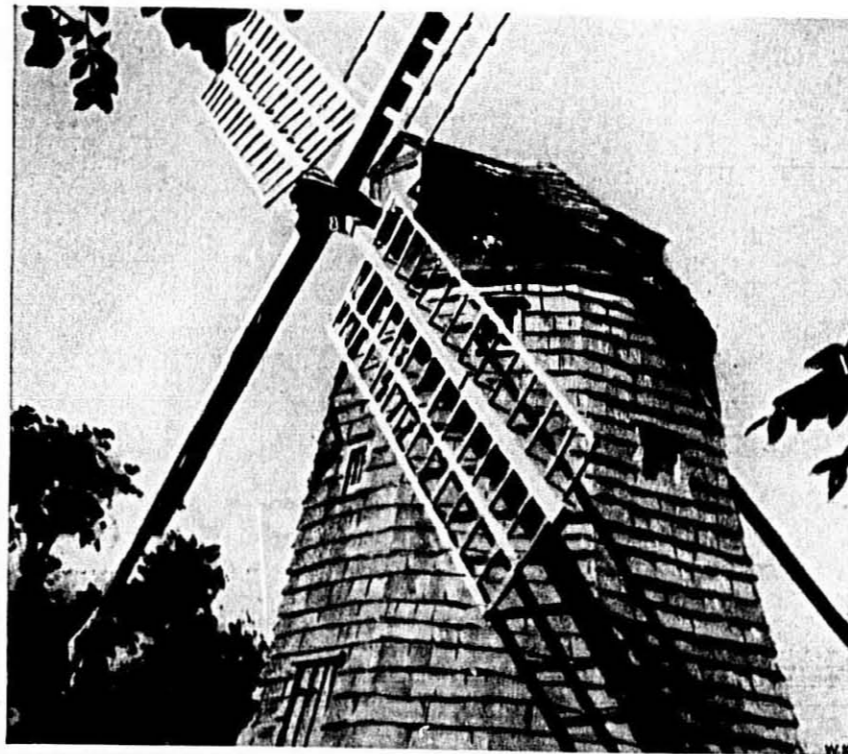
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Good foods made better...

There's a celebration this year—a celebration which is helping bakers and millers make sales.

The Tenth Anniversary of Enrichment gives them a wonderful chance to let their customers know that they have helped public health by enriching white bread and white flour.

Isn't it logical that the benefit of enrichment, which has been proved by ten years of experience in the baking and milling fields, should be used by every maker of macaroni and noodle products? Write the Vitamin Division for complete information about vitamin and mineral enrichment of your products.



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 in Canada: Hoffmann-La Roche, Ltd., Montreal, Que.

Keeping faith with nature



Speed's Toll—500,000

Automobile Accident Death and Injury Breaks All Records in 1950

One of the sorriest symbols of our times is America's automobile accident record.

The summing up for 1950 has just reached us from The Travelers Insurance Companies, who each year publish an almanac of crash data. Of all the facts about auto accidents in their booklet, the most significant, it seems to us, is this:

Almost 500,000 casualties in 1950 were the direct result of speeding. One out of every three Americans who lost their lives in last year's wrecks met death because someone was driving too fast.

Speed has been causing a greater percentage of accidents year after year. In 1950, speed was a greater factor in traffic casualties than at any time in history.

Traffic laws and law enforcement are part of the answer. Engineering will help some. But with perfect roads and perfect police work, the man behind the wheel can continue to exceed the speed limit if he wants to or if he isn't thinking.

Keep this in mind when you drive. Stay within speed limits and you'll be doing your full part in a crusade to reduce automobile accidents by one third.

Important Industry Dates

Pacific Coast Conference
 San Francisco
 October 3-4, 1951

Macaroni Week
 Nationwide
 October 18-27, 1951

Winter Meeting
 Miami Beach
 January 22-24, 1952

48th Annual Convention
 Montreal
 June 26-28, 1952

Member

To the list of members of the National Macaroni Manufacturers Association in good standing, recently published in the JOURNAL, Secretary Robert M. Green has added the following:

Refined Macaroni Co., Brooklyn, N. Y.

Saccharin to the Rescue

Now you can have your diet and eat your dessert, too.

Modern chemistry has taken the sting out of the "no sweets" instruction on the diet's list of "don'ts."

Tiny pellets of saccharin turn the chemical trick to provide sweetness in

CLASSIFIED

WANTED: PRODUCTION SUPERINTENDENT. Must have thorough knowledge of automatic presses and drying equipment, be capable of handling help, and assuming full responsibility for production and quality control. Box 94, The Macaroni Journal, Braidwood, Ill.

FOR SALE—Exhaust Fan, 42 in. A-1 condition. \$200. Roth Noodle Co. 7224 Kelly St. Pittsburgh 8, Pa.

desserts without including the high calories of sugar.

The synthetic sweetener, actually a condiment or flavoring agent like salt and pepper, contains no food value, yet is so sweet that a pound of saccharin is equal in sweetening power to about 400 pounds of sugar.

Long used by diabetics and in the commercial manufacture of cereals, canned fruit and confections, its use in the home for weight control diets is now made possible by Monsanto Chemical Co. of St. Louis. The company, leading manufacturer of saccharin, has published a booklet of kitchen-tested recipes of low-calorie desserts based on the use of saccharin instead of sugar. Also included are instructions on the use of saccharin in stewed fruits, cooked cereals, home canning, pickling and pie and bread making.

PILLSBURY

... a name that has stood for uniformly high quality in Durum Products ever since the American Macaroni Industry got its real start in the early years of this century.



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