

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 6**

October, 1951

OCTOBER, 1951

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Building America's Might

"We must not slacken in our determination to make this nation strong and safe.

"Every individual, whether he is running a business or working on a farm or in a factory, must approve our program for national safety with the question—'How much can I put into this great effort?'—not 'How much can I get out of it?'

"With that attitude and with urgency, drive, and determination, we can get on with the job of Building America's Might."

Charles E. Wilson
Director of Defense Mobilization

Chicago
National Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIII
NUMBER 6



What is it about packages that make them stand out on the shelf? It's their ability to catch the eye—hold it—and close the deal. To do that they must make a mightier bid for the customers' attention than the competing brands around them. That's where Rossotti comes in! "We help guide her hand to your Macaroni product."

Rossotti designed cartons are custom-planned to fit your own individual requirements. Your market problems are carefully studied; competitors' product appeal analyzed; buying trends are weighed; your product studied in our ultra-modern testing kitchen for nutritional and recipe value. Then our creative designers, merchandising and advertising experts and technicians meet to create the one effective design to put the greatest salability into your macaroni package.

With today's increasingly competitive markets, it is vitally important that your packaging be up-to-date and directly sales-appealing. The following Rossotti representatives will gladly discuss your individual packaging problem and give you a FREE analysis of your present package—just write or telephone the sales office nearest your headquarters.

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322 Main Street
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Rossotti packaging consultants and manufacturers since 1898.

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8511 Tonelle Ave., North Bergen, New Jersey

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

HOW WILL YOU Treat Your Friends?

The purpose of National Macaroni Week is to increase the per capita consumption of macaroni products, from the present 7 pounds, to 10 pounds per year.

During the week of October 18th through 27th, grocers throughout the land will be making new friends for your products, and urging present users to buy and serve your products more frequently.

The success of National Macaroni Week will depend upon how well American families like your products . . . how carefully you guard quality in the months to come. And the quality of your products is largely dependent upon the color, uniformity and quality of the Semolina you use.

Be sure. Join other leading Macaroni Manufacturers who prefer Amber's No. 1 Semolina for color, uniformity, fine quality and delivery as promised.



AMBER MILLING DIVISION

Farmer's Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA

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1952 Wheat Goal

With the 1951 wheat crop (including the late-ripening durum) fully harvested, growers, millers and especially the state and federal departments are giving the 1952 wheat crop early consideration.

Washington dispatches are to the effect that the agriculture department officials estimate the farmers of the nation plan to plant approximately 80,000,000 acres to various types of wheat in 1952. This would be about 1.5 per cent more than the goal of 78,850,000 acres set by the Secretary of Agriculture, and compares favorably with the 78,507,000 acres seeded to wheat for the 1951 crop.

The general comment is that, with prices to be supported at a minimum of \$2.17 per bushel, farmers are likely to produce enough wheat in 1952 to meet domestic and export requirements in 1952-53 and provide for an increase in the carryover at the end of the market year. This assumes, of course, that average growing conditions will prevail.

This year, 1951-52, it was noted, less wheat was produced than is likely to be used domestically and exported. As a result, the department foresaw a carryover next July 1, the start of the marketing year, of about 320,000,000 bushels, down 75,000,000 from the mid-year 1951 figure.

This marketing year prices, 1951, are expected to average a little above the effective loan level—the support price of \$2.18 per bushel minus storage deductions. Currently, cash wheat prices are slightly below the effective support. Considerable downward pressure on prices is to be expected as movement of large spring wheat crop develops, although this may largely be offset by the expected loss in hard winter wheat and durum areas; also by expected increases in quantities purchased for export and substantial movement into storage where wheat would be eligible for price support. The minimum support price of \$2.17 set for the 1952 crop is 90 per cent of the mid-July parity price.

Tough on Small Business

Taxes are everybody's business, because everyone must pay them either directly or indirectly, in greater or smaller amounts.

Much has been said and is being said about the small business firms and the probability of their being taxed out of business or forced into bankruptcy by the use to which large firms put their profits to avoid excess profit taxes.

If what many leaders in the banking field and articles in magazines have been saying is sound, a lot of small firms are in for a tough time. For instance, E. K. Lasser, one of the foremost tax authorities of the country and Beardsley Ruml, whose economics eminence had been recognized by high government officials, especially some on the Federal Reserve Board, have been telling businessmen that dollars otherwise subject to excess profits tax would better be spent for recognized, legitimate development of company business.

The general reasoning is that if a large corporation is about to earn \$100,000 in profits that are subject to excess profits tax, it would be better off spending that money for research, in developing new markets, in advertising the company's name and trademark, or other channels to expand its business.

If this is sound, it means that the large corporation in the excess profits bracket will have a lot of cheap money to compete for brand acceptance. By the diversion of their profits to the channels noted, nobody will be hurt except the taxpayers, who must make up in other ways the loss in expected tax income, but it certainly will be tough on the little fellows who will have only 100-cent dollars, or 50-cent dollars with which to keep consumers coming their way and to preserve their tiny segment of the market.

The excess profits tax is popular because no one believes that corporations should be permitted to make extra profits out of the rearmament effort, but if it is so devised to be an incentive for the large corporations to take large sums which would otherwise be taxable to win markets away from small companies, something is wrong and should be remedied by new laws or regulations.

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1951 Pacific Coast Conference

Industry Meeting in San Francisco October 3-4

Well Attended, And United Action For Trade

Betterment Promised Full Support

THE Third Pacific Coast Conference of manufacturers and friendly allied, interested in the welfare of the macaroni-noodle industry west of the Rocky Mountains, at the St. Francis Hotel, San Francisco, Calif., was one of the most successful ever held.

Again the conference was sponsored by the National Macaroni Manufacturers Association, with several officers and directors from the eastern states in attendance to make possible an exchange of ideas and plans between the two interests to coordinate action for improving the business conditions concerning the trade throughout the country.

A well-balanced, carefully prepared program by Secretary Robt. M. Green of the National Association held the attention of those who made up the conference. Animated discussions during each of the four sessions was proof of spirit that has always prevailed among the leaders of the industry along the Pacific Coast.

The opening session was called to order by Lloyd E. Skinner of Omaha, vice president of the National Association. Vincent Dedomenico of San Leandro, Calif., director of the Northern California Region No. 10, welcomed all manufacturers and allied from the coast states and commended the co-operation given by association officers and executives from the regions east of the Rockies and from Canada.

First was introduced Ted Sills of the Theodore R. Sills Co., National Macaroni Institute public relations counsel, who held the attention of all for an hour discussing the subject, "The Macaroni Industry Tells Its Story." He reviewed the activities of the NMI during the last year and explained in detail the plans for National Macaroni Week, Oct. 18-27, 1951.

He stressed a failure which is generally acknowledged by the macaroni men, their apparent failure to properly and fully merchandise the promotional opportunities presented by the carefully prepared plans to which eager attention is given at meetings and too soon overlooked to the disadvantage of individual firms and of the industry as a whole. He expressed the hope that a larger portion of the industry from coast to coast would be squarely behind National Macaroni Week this year.

He told of the National Macaroni Institute's plans to increase the interest in macaroni products among the

food editors of the nation during their conference which was scheduled to be held at the Drake Hotel, Chicago, during the week of October 8-15. So fascinated were these editors in the demonstration with a miniature macaroni press in actual operation at the 1950 conference at the Waldorf Astoria Hotel in New York City, that the National Macaroni Institute had arranged with Buhler Brothers to again loan its portable press for a similar demonstration at 1951 conference. This year, as an additional interesting feature, a miniature semolina mill was set up to show actual milling of the durum or macaroni wheat in preparation for its use in the press. A representative of General Mills, Inc., who loaned the small but practical mill, explained semolina milling to the eager and interested editors, nearly 1,000 in number in attendance at this year's conference. A representation of Buhler Brothers explained the semolina blending, mixing, kneading and pressing process that goes on in the continuous automatic press.

Of added interest was the able discussion of "The Value of Durum Wheat and Macaroni Products," by Dr. Glenn Smith of the North Dakota Agricultural College, Fargo, N. D., thus presenting the durum growers' interest in macaroni foods for which they provide the basic ingredients. The occasion provides an excellent opportunity to build macaroni products good will among the writers of food stories in the nation's newspapers and magazines.

The National Macaroni Institute will watch closely the merchandising efforts of the macaroni men to obtain the unlimited benefits that will come out of full and proper support of National Macaroni Week.

Edith Green, supervisor of "Your Home Kitchen" television program, station KRON-TV, San Francisco, told what is essential to tell the consumer about macaroni foods—"From the Consumer's Point of View." The people want to know the truth about the nutrition value of this food, its versatility, ease of preparation, et cetera, and distribution of such information by means of small inserts and other ways of giving this wanted, vital information was recommended.

An open forum discussion, in which the audience participated, preceded the luncheon adjournment.

The first afternoon session was conducted by Robert William of Los An-

geles, director-at-large of the National Association. He first presented Howard B. Herron, general sales manager, General Mills, Inc., Sperry division, San Francisco, to discuss the subject, "Selling in Today's Market."

He stressed the need of more individual brand promotion as the manufacturer's duty to both himself and the industry. Price is no longer too important a selling factor—the quality in the package, the attractiveness and the protectiveness of the package and other promotional features are now more in line with what the consumer wants to know about macaroni products and all food items.

Next to practical merchandising, good, consistent and appealing advertising is a basic need in selling today's housewives.

The second speaker during the first afternoon was Richard N. Meltzer, Meltzer Advertising, Inc., San Francisco, who spoke on "What Advertising Can Do For The Macaroni-Noodle Manufacturer."

He noted a dearth of regular, consistent advertising generally of the fine macaroni foods that naturally appeal to all consumers, and feels that there is a big job still to be done by the advertising agencies to make the individual manufacturers do considerably more practical, well-directed promotion of their products through all advertising media, including the newest, T.V. Complete paper elsewhere in this issue.

"Shoot the Works" was the subject discussed by Briant Sando of Orange, Calif., well known in publishing, advertising and selling circles. He told how macaroni men must get out of a mental rut, obtain more thought, new visions and higher ambitions.

He told his story in a humorous vein that held closely the interest of his audience throughout the half hour of his illustrated discourse.

About 75 representatives of the industry had enrolled by the end of the first day's conference.

Edward D. DeRocco of San Diego, association director of Region No. 11, Southern California, conducted the third session of the conference that opened promptly at 10:00 a.m., October 4. The first speaker was Phillip Papin, Sales Manager, Rossotti California Lithograph Corporation, San Francisco, who ably discussed the subject of "Macaroni and Egg Noodle Packaging." Full paper later.

"Get the Most Out of Cellophane" was next discussed by Thomas E.

Bruffy, sales manager, the Dobeckmun Co., Berkeley. Copy promised for use in November issue.

Glenn G. Hoskins, of Glenn G. Hoskins Co., Libertyville, Ill., an industry consultant with clients throughout the country and Canada, and a past president of the National Macaroni Manufacturers Association, discussed the subject, "Use Your Assets," reported in full in this issue.

The closing session of the conference the afternoon of the second day was conducted by Director Guido C. Merlino of Seattle, who had the honor of recommending west coast meetings from their beginning in 1946 and sponsor for the 1951 conference.

The theme for his session was "The General Outlook for Business, for Association Activities and Institute Promotions."

The first speaker was Richard M. Oddie, manager, Business Advisory Service, Bank of America, who discussed "The General Outlook for Business." He commented on the financial situation and the need for macaroni men to be ever on the alert to take immediate and full advantage of all opportunities to improve their business by making improved products and selling them profitably.

M. J. Donna, secretary emeritus of the National Macaroni Manufacturers Association and managing editor of the MACARONI JOURNAL, gave an interesting review and a brief forecast of things to come.

Robert M. Green, association secretary and NMI director, presented, by charts and word pictures, "The Outlook for Macaroni Business." He stressed that the greatest need of the industry, presently, is a better job by individual manufacturers to fully merchandise the many opportunities and plans developed for them by the NMMA and NMI.

An added speaker with a most interesting subject was Harry I. Bailey of the durum division of General Mills, Inc., Minneapolis, who gave facts and figures on the 1951 durum crop which has been considerably damaged by late rains and continued wet fields that long delayed the grain. He predicts that there will be sufficient durum for the macaroni industry, with high premiums on the small quality harvest, gathered before the rains and an unknown quantity of poorer durum, though the protein will be relatively good.

Director Paul Bienvenu of Montreal, Canada, brought greetings to the west coast macaroni manufacturers and all others throughout the United States from the Canadian manufacturers and extended a cordial invitation to all manufacturers and allied and their ladies to attend the 1952 convention of the macaroni industry of both countries to be held in the Royal Hotel, Montreal, Canada, June 26-27-28.

There was a continuing series of luncheons, dinners and entertainment. A pre-convention and unannounced dinner was sponsored by Evans J. Thomas, sales manager of North Dakota Mill of Grand Forks, N. D. It was held at the famous Amelio restaurant at 8 p.m. Monday evening.

At 6:30 Wednesday evening, the Rossotti California Lithograph Corp. sponsored a spaghetti buffet supper in the Green Room, with about 200 manufacturers, allied and their ladies accepting the hospitality of this firm that has regularly treated the conventioners through the years. Philip Papin, sales manager of the host firm,

did a splendid job of MC-ing the entertainment that followed.

The Dobeckmun Company of Cleveland and San Francisco sponsored a luncheon during the room recess of the second day. Thomas E. Bruffy, west coast sales manager, was the spokesman for the host.

The two-day conference was brought to a pleasing close by a duo of affairs the evening of the second day. First a reception by General Mills, Sperry division, and a dinner party in the Italian Room sponsored by the National Macaroni Manufacturers Association. About 250 attended these final social functions.

Registrants—1951 Pacific Coast Conference

MACARONI-NOODLE REPRESENTATIVES

- A. Bacigalupi—California Macaroni Co. San Francisco
Paul Bienvenu—Catelli Food Products Montreal, Canada
Frank Cafferata—Roma Macaroni Co. San Francisco
Ernest Calegari—Italian-American Paste Co. San Francisco
Thos. A. Cuneo—Ronco Foods Memphis, Tenn.
Packey Dedomenico—Golden Grain Macaroni Co. San Leandro, Calif.
Vincent Dedomenico—Golden Grain Macaroni Co. San Leandro, Calif.
Thomas Dedomenico—Golden Grain Macaroni Co. San Leandro, Calif.
Don Ferrigno—Golden Grain Macaroni Co. San Leandro, Calif.
Philip M. Ewing, Globe Mills Los Angeles
F. Fallari—Genoa Macaroni Co. San Francisco
Angelo L. Guido—Anthony Macaroni Co. Los Angeles
Glenn G. Hoskins—Glenn G. Hoskins Co. Libertyville, Ill.
John Madonna—Mission Macaroni Co. Seattle, Wash.
Guido P. Merlino—Mission Macaroni Co. Seattle, Wash.
Dom Merlino—D. Merlino & Son Oakland, Calif.
Edward Minni—Anthony Macaroni Co. Los Angeles
L. Muzzio—California Macaroni Co. San Jose
Wm. Nelson—Budget Pack Los Angeles
S. E. Pasqueletti, Sorrento Macaroni Products San Francisco
E. D. DeRocco—San Diego Macaroni Mfg. Co. San Diego, Calif.
August Servelli, Italian-American Paste Co. San Francisco
Lloyd E. Skinner—Skinner Mfg. Co. Omaha, Neb.
A. Spadafora—Superior Macaroni Co. Los Angeles, Calif.
Robt. William—Robert William Food, Inc. Los Angeles, Calif.
M. J. Donna—Secretary Emeritus N.M.M.A. Braidwood, Ill.
Robt. M. Green—Secretary-Treasurer N.M.M.A. Palatine, Ill.

ALLIEDS

- W. F. Alexander—Hoffman-La Roche, Inc. San Francisco, Calif.
John Amato—Clermont Machine Co. Brooklyn, N. Y.
Henri I. Bailey—General Mills, Inc. Minneapolis, Minn.
A. Bianchi—Consolidated Macaroni Machine Corp. San Francisco, Calif.
Joseph Brodell—General Mills, Inc. Los Angeles, Calif.
Thos. L. Brown—Commander-Larabee Milling Co. San Francisco
T. E. Bruffy—Dobeckmun Co. Berkeley, Calif.
Ted Bryant—Pillsbury Mills, Inc. San Francisco, Calif.
A. M. Corbett—Armour & Co. San Francisco
Jack Ferroggiario—Rossotti California Lithograph Co. San Francisco, Calif.
Howard Gronauer—Milprint, Inc. Los Angeles, Calif.
Howard Herron—General Mills, Inc. San Francisco
C. M. Johnson—Commander-Larabee Milling Co. Minneapolis, Minn.
W. C. Lock—Du Pont San Francisco
J. M. Loughman—Capital Flour Mills Minneapolis, Minn.
E. C. Maher—Commander-Larabee Milling Co. Los Angeles, Calif.
Philip Papin—Rossotti-California Lithograph Corp. San Francisco, Calif.
Dick Padie—Bank of America San Francisco, Calif.
Peter Pence—General Mills, Inc. Oakland, Calif.
Paul M. Peterson—Capital Flour Mills Minneapolis, Minn.
Ted Sills—Theodore R. Sills Co. Chicago, Ill.
Lester Swanson—King Midas Flour Mills Minneapolis, Minn.
Evans J. Thomas—North Dakota Mill Chicago, Ill.
P. J. Whitman—Coast Dakota Flour Co. San Francisco, Calif.

Industry Problems Discussed . . .

Report From Pacific Coast Conference

WHAT CAN ADVERTISING DO FOR MACARONI MANUFACTURERS?

by Richard N. Meltzer Meltzer Advertising San Francisco

When the question is asked, "What can advertising do for me?"—it must be followed by another question, "What is it that I want advertising to do for me?"

Now, it is not my purpose—nor is it your desire, I'm sure, to give you an academic discourse on advertising. I am sure that, as successful macaroni manufacturers, you have all faced the problems of day to day promotion, and furthermore have possibly been exposed to the professional persuasions of an advertising agency, such as the one I represent.

But if I may be brutally frank, the macaroni industry, with such few exceptions that they stand out like a sore thumb, has been conspicuous in its failure to establish brand identification—to eliminate, or rather, protect itself from the inroads of competitive products—and to fully believe in what advertising can do. Advertising has been successful in food line after food line, but yet, because of some reluctance, somewhere along the line, the macaroni-noodle people have not advertised to the degree which I feel is necessary.

I have spoken to some manufacturers about advertising and I have been given certain replies. At one time, one macaroni manufacturer told me, "I just go in and I buy up all my competitor's products off the shelf—then I put mine on." Can you imagine anything less realistic in a modern business economy? I wonder what they did with all the macaroni they bought. How could advertising have helped this man's thinking? The answer: for a lot less money, he could have established a premium campaign which could have artificially stimulated in that given market or area a demand for his product which, if it deserved support, would have continued to show a sales increase over the competition even after the duration of the premium campaign.

Another manufacturer has been heard to say, "Well, my father established this business sixty years ago and he did all right." Well, maybe he did, but the fact still remains that, year after year, there are macaroni manufacturers going out of business be-

cause of the simple inability to make a net profit from the sale of their product. The marketing demands—requirements of the mamma and papa grocery—may have lent themselves to the business procedures of sixty years ago, but in a day of super markets, a day of selection by the housewife of her own goods from the shelf, a day of mass communication; by television, radio, by color ads in magazines; the housewife must be pre-sold or at least partially pre-sold on your product before she goes to buy. And may I add that the average housewife has been conditioned through every advertising means, every scheme, every bit of cajolery that I and my colleagues in the advertising fraternity have been able to muster. In fact, I am going so far as to say that the average American housewife has come to depend on advertising to tell her what product to buy. That the advertising must be helpful, must be believable and must be consistent, goes without saying.

Some manufacturers have been heard to comment, "Well, why advertise macaroni—people think it's fattening—why remind them of it?" I need only to point to the work that has been done by your own National Macaroni Institute to show you how a program of public education can be conducted. Releases to the press, et cetera, a constant display of the uses of macaroni in conjunction with other foods, must be carried on by you. That macaroni is no more fattening than other starchy foods is a fact that has been proved by nutritionists and home economists all over the country. There rests the solution. It must follow then, that macaroni can be advertised as a substitute for other foods in the same classification.

What the rice industry has done is a good example. Its organizations, cooperative and otherwise, have been set up to market the product imaginatively. New ways of packaging have been found. New tie-ins with other foods have been explored and promoted. In fact, there is a trend to tie in advertising with other food products. Your institute, I am sure, is exploring this on a public relations plane and it remains for you manufacturers to pursue it in your own areas.

You hear many times, "I'm doing all right, I don't need advertising." To this, we can only say that the time to organize, the time to advertise, the time to consolidate your distribution,

is when you are in the financial position to do so. Further, the product that stops advertising is the product which is the first to lose its position to competitive products of another nature. We need only examine the story of Bull Durham.

Imagination is another thing. Let me tell you the story of how five hundred pounds of spaghetti each day are sold to people who never thought of eating spaghetti in this manner. We did it by plugging American "Spaghetti Express." The same thing can be done in your own cities . . . and all good agencies stand ready to be of service to you in creating advertising and promotion plans for this line.

I have attempted briefly to cover my own experiences in talking to macaroni people about advertising. I trust that, when you gentlemen end your meeting, you will take with you a renewed confidence in your product—in its future and its promotion.

USE YOUR ASSETS

by Glenn G. Hoskins Industrial Consultant, Chicago

To accept an invitation to speak to a group of men from industry is to accept the responsibility of presenting at least one idea of value. There is no greater challenge to a speaker than to stand before a group of men, each of whom is a master in his own jurisdiction, and attempt to bring a new thought.

Every speech, if this may be called a speech, must have a title. My title is "Use Your Assets." You have either worked most of your life to acquire them, or you will do so. When old soldiers fade away, their deeds live in memory and in the pages of history. Your deeds and your accomplishments take more tangible form. The assets you have acquired must be used and grow to the end that what you have done will make better living not only for you and your heirs, but for the people that you serve and that your sons will serve.

When I was discussing the subject of this talk with Association President Fred Mueller in New York recently, he said, "Glenn, there are two things you should stress in your talk—imagination and long term planning."

To the intellectuals who "make thoughts their aim," there may seem to be no room for imagination in so

material a pursuit as producing and marketing spaghetti and noodles. To me and to you romanticists who are building this industry, there is tangible evidence that from imagination can grow the reality of things accomplished. What you have built was once



Glenn G. Hoskins

an idea. What you will build must first be imagined. In our lives, the history of the industry is long. In the march of progress, it is short. Without imagination to inspire and long term planning to guide us, we, as an industry, can fade away and *maybe* history will give us just a line.

During my time, I have seen the volume of goods produced by our industry increase almost exactly tenfold. During that same period, many foods have found popular favor, grown to impressive volume and passed away. We have reason to believe that our food has a basic value and a universal appeal that will sustain it as a substantial item in the diet of our people. It has survived through centuries in the older nations, and it has become an increasingly important part of our national diet, in spite of most intense competition from other foods. We, therefore, may assume that we have one asset, perhaps the most important; namely, a food that grows in popularity as it is used.

When your accountant makes up a balance sheet, he lists those items under "assets" that may be used in supporting and developing the business. He also lists liabilities, but of these I am not going to speak. The assets with which we are concerned are your building, equipment, inventory, suppliers of goods and services, trained labor force, sales and merchandising organization, good will of the trade, other industry co-operation, consumer brand franchise, administrative personnel, experienced management and your margin of working capital beyond that invested in other physical assets. These must work for you to the highest degree of

effectiveness, to the end that they produce a profit. Let us briefly consider each of them.

Buildings and Grounds

Shall we take a mental tour around the outside and through the building. As I talk, I will be seeing a composite of many plants. You are remembering how you have already taken care of the handicaps to efficient use of your own buildings and grounds. Maybe you will decide to fix something that I do not mention. Have you noticed—

The unloading platform or skid that requires two men to a truck, which one man could push if it were improved.

The driveway full of chuck holes.

The roof that leaks in a heavy rain and drips down on the tubs of elbows.

Broken window panes where the rain blows in—if it rains in California.

Rat holes and torn fly screens.

Worn floors in the trucking aisles.

Useless partitions built twenty years ago for a reason that nobody remembers.

That friction tape put on a steam return pipe three years ago to stop a temporary leak.

Poor lighting where workers must do work requiring good illumination.

We have started on the tour. You continue it when you get back to your plant—see what must be done and do it. Nothing encourages good housekeeping like good housekeeping: to help you, we will hand out copies of a talk that Charles Hoskins made at the 1951 Plant Operations Forum which our company puts on for our clients at Northwestern University in Chicago each April. Please use it. Any copy-write restrictions are hereby waived.

Equipment

There is no one item in the category of useful assets that pays better dividends than keeping equipment at top operating efficiency.

Why not start a systematic analysis of every piece of equipment in your plant? Not just the presses, dryers and packaging machines, but also the elevators, trucks, skids, tubs, and all the little things. Remember the old doggerel—

For want of a nail, the shoe was lost

For want of a shoe, the horse was lost

For want of a horse, the battle was lost

For want of a battle, the kingdom was lost.

It could be that a hole in the flour sifter will let a bolt through onto the die, shut down a press, tie up a dryer line, shut down a packing machine and disappoint ten customers. A motor burns out because you have no systematic oiling routine and a whole production line is shut down for a day.

One warped macaroni stick may mean six pounds of goods for hog

feed. You lose more than the price of a new stick, and it might shut down a continuous dryer.

How many pounds of goods are lost per day because the noodles bounce off the slide from the continuous dryer onto the floor?

Scales out of balance or scales that stick can multiply your losses in direct ratio to the time which elapses between careful inspection.

The inventory starts to depreciate as soon as you accumulate it. The chances of depreciation are directly in proportion to the time you carry it. Since the beginning of the Korean War, there has been an almost frantic effort made to build and maintain large inventories of things that might be scarce or on which long delivery schedules might develop. In some cases, new supplies have been piled in front of old stock and it could be that the old stock will be obsolete when you get to it.

Excess inventory ties up working capital and uses valuable working space. Perhaps speculative ideas were responsible for overloading. We urge that all inventories be studied to see how they can be reduced and then buy and store only to ensure continuity of plant operation. Regardless of the price at which you carry the inventory on your books, it has no value until you process it into the things you want to sell.

Suppliers of Goods and Services

Among our most valuable assets are the suppliers of goods and services. Individually you cannot be too liberal with your praise, but I am sure you will collectively agree with these sincere words of appreciation. We are all a part of this fascinating game of converting nature's raw materials into something useful. Without our suppliers, we are impotent. Without their imagination and planning, we would be just as useless as we would be if our consumers deserted us.

The durum farmer who grows more and better wheat each year now produces the world's best quality for our needs. For this asset, give much credit to the work your association has done with the durum farmers.

The durum mills—God bless 'em—are cussed out with the same affection that we bestow abuse on our best friends. Can you think of any specialized group of suppliers to any industry that so persistently and doggedly seek to maintain a supply in ever-increasing volume of better products? Fortunately, they have resources in men, money, machines and management that can sustain us in our efforts to produce the world's finest macaroni and noodle products. Many of them have fine laboratories and exceptionally well-trained specialists. They will welcome the chance to go even further toward making these resources available. Let us use and encourage the development

MILPRINT REVELATION

keeps your products moving...

from retail shelves

to kitchen tables



With Milprint Revelation, you know that your macaroni and spaghetti products will continue to have the most in self-selling display... all-round BUY APPEAL.

First, Revelation provides the VISIBILITY you want. Big transparent window shows your products at their best. Then, Revelation offers billboard display for hard-hitting brand identification. And, what's more, Revelation uses up to 60% less cellophane.

For full information, call your Milprint man today!

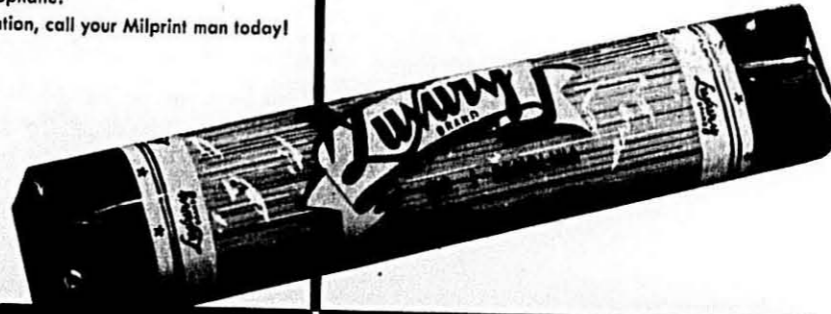
SEE MILPRINT FOR MILITARY PACKAGING

Milprint's tremendous production facilities and versatile operations are being widely used by many branches of the services for Military Packaging. The strategic location of 14 plants and the technical "know-how" of the Milprint organization are at your disposal. Write, wire or call Milprint regarding your Military Packaging problems.



Use Milprint "Follow Thru" Service

Promotional pieces like the one shown here — plus point-of-sale displays, car cards, booklets, etc. — all available from one good source, Milprint!



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GENERAL OFFICES
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SALES OFFICES IN
PRINCIPAL CITIES

of research projects by the well-equipped mills. Get the best price you can wangle, but do not forget that your timing in buying is more important than that extra five cents reduction with which you might think you are favored.

Equipment builders do for you what you cannot do for yourself. Why are you producing macaroni today at less cost per pound for direct labor than you spent 20 years ago? It is because there have been men of imagination and resource to build better machines for you. They bring to you the best from overseas and they provide for your use the results of American ingenuity and energy. Encourage them. Work with them. Add up the advantages. Help correct the defects.

An example of the thought that is being given to your problems is the talk by Dan Maldari on "How Dies Affect Quality," which we will hand out after I conclude. Read it. If you want further explanation, write to Dan or me.

We make a special effort to keep up with developments in equipment. Whether you are a client or not, please do not hesitate to ask us about anything pertaining to your business. If we don't know, we will find out.

Special services of many kinds are available to you at a much smaller cost in time and money than many of you appreciate. Let us be thankful that the macaroni industry is one of the very few remaining industries not dominated by near monopolies. If it is to be kept as a group of owner-managed enterprises, we must take advantage of that type of service which is made possible by the patronage of many users. Your National Association is serving and can serve you in many ways, but in direct proportion to your use and valuation of that service. The National Cereal Products Laboratory developed by Ben Jacobs and maintained by Jim Winston has a long history of research and development in the materials testing field that has been and is invaluable to this industry. Your state universities are a practically untapped source of service that can be developed to our profit if we will show the way. My own organization grows and becomes more valuable to you because so many have realized that by transferring many special problems to us they can be more free to direct the day-to-day activities incidental to production and marketing. Look beyond yourself and you will be amazed to find how much there is to help you if you will accept it.

Manpower must be used to better advantage than before. Regardless of theoretical wage freezes, you are going to pay more per hour than you did last year. You must find ways to produce more pounds per manpower hour and thereby at least partially offset the increased cost of the manpower hour.

Your selling prices are frozen—increased costs can be paid for only at the expense of profits.

There are four ways that manpower costs can be reduced:

1. Install machines to replace men or to supplement manual labor.

2. Reduce waste—the pounds of product that reach the consumer is all that counts.

3. Get more units per day per man than you are getting now.

4. Give more attention to proper training of old and new employees.

It is not my purpose in this talk to tell you how these things can be accomplished. My aim is to focus your attention on the necessity. Your ability and aptitude to read, listen and learn will supply the methods.

A look at a copy of our wage trend bulletin 373 is enough argument.

We should not expect a repetition of the war years when demand from the armed forces and for feeding people in devastated countries taxed our resources. The Army and Navy are good customers but the ration sets up only about the same consumption as for civilians. The men in the military are just civilians in uniform. Even if the Asiatic war continues, macaroni will not be in such demand as it was when we were feeding the traditional spaghetti and noodle eaters in Europe.

The sales and merchandising organizations of this industry are the shock troops. Many times I am approached by individuals or organizations who think they can jump into the fight for a share of the macaroni business. The first thing I ask is, "Do you have a sales force experienced in merchandising a highly competitive food product?" Next—"Why will the trade buy your product?" Next—"Have you a brand that is accepted by the consumer of food?" The answer to these three questions is usually negative. To end the conference I have said many times, and I mean it, "If I were offered a strictly modern macaroni plant as a gift and that plant had no trade goodwill or consumer brand franchise, I would not take it."

To you sailors on this turbulent sea of business—"Now hear this." No macaroni business will survive that expects to get its volume by taking business away from competitors, but the businesses that survive will derive much of their increase from volume lost by present competitors.

The outfit that buys shelf space by paying retail prices for all of a competitor's brand (plus something to the manager sometime) builds nothing. That same money spent on better looking packages, usable trade advertising helps, and modern consumer educational copy will have the space and the volume at the expense of the outfit that bought his way onto the super's gondola instead of clearing the way to the consumer's shelf.

If you do not believe this, just think back a couple of years.

You can buy your plant, but you must sell your consumer!

Trade good will has improved remarkably in the last few years because more of us are thinking of the trade as a channel through which our goods must flow rather than a reservoir to be filled to overflowing. We will improve the value of this asset in direct proportion to the work we do on consumer demand. The trade will buy if you sell the consumer.

Management of all these assets we have discussed, plus capable administrative personnel and adequate working capital, is your job. You are up against stronger, faster, and more intelligent competition within your own industry than you have ever had in your business life.

If you hold your present consumption volume of 6.3 pounds per capita, you can expect an increase in total domestic volume from about 970,000,000 pounds in 1951 with a national population of 153,741,000 to about 1,016,000,000 pounds in 1955 to feed macaroni and noodles to 161,311,000 people. Today the industry can produce 1,500,000,000 pounds without adding to any of the physical assets now in existence.

Meantime potatoes, promoted by a subsidy-donating government, bids for your share of the consumer's calories. Rice growers are pledged to spend millions to get your space in the pantry. Every single food producer is battling you for the consumer's dollar.

It's a tough life, but we are a tough bunch. I'm betting all my experience and energy on us.

REVIEW AND FORECAST

by M. J. Donna
Secretary Emeritus, NMMA

Reviewing the past is easy, but forecasting is something else—so I'll do more reviewing than forecasting.

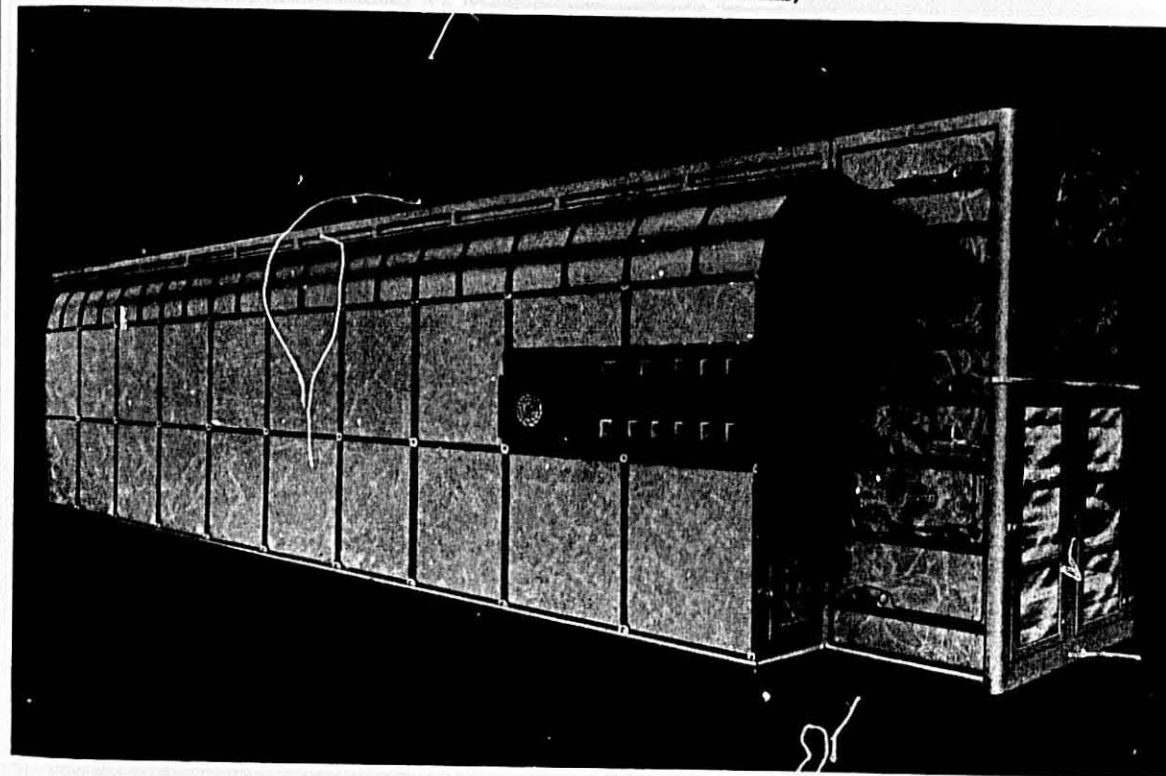
Just a few years ago, the macaroni-noodle manufacturers west of the Rocky Mountains complained, and perhaps rightfully, that they were considered the industry's "poor relation," and felt that they were treated as such.

That feeling was made known to the officers of the National Macaroni Manufacturers Association through two channels: (1) The occasional attendance to national conventions of a few manufacturers from the western states, and (2) The increased support gradually given the National Association, especially since the formation of the National Macaroni Institute with its promising, progressive plans for trade expansion and industry promotion.

Interest in the then isolated group
(Continued on Page 26)

LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

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



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

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

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

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

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

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

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

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

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

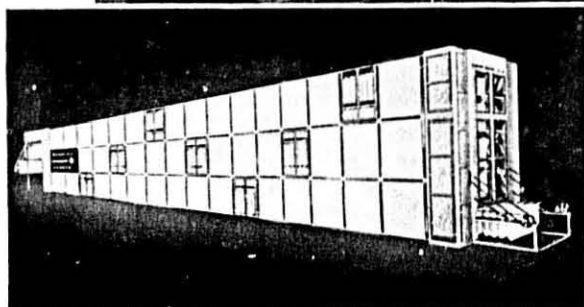
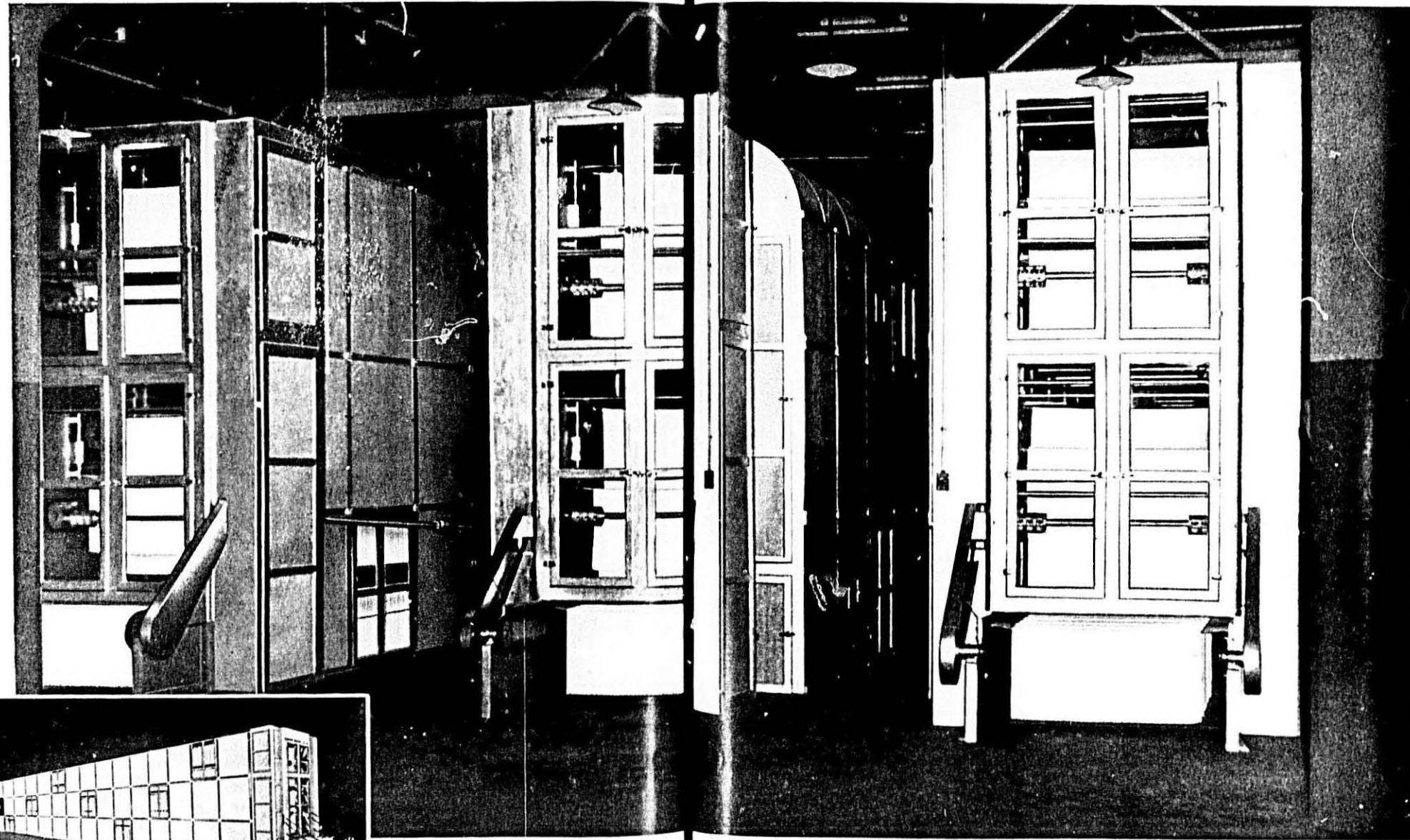
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



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

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 dryers. And this new year of 1951 is designed to see Clermont's measure of leadership and strengthened in every way. 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.

Views differ from those expressed
in June, 1951, article by C. Daniel Maldari

Avoidable Errors In Dies Conservation

by Michele Taddeo

I read Mr. Maldari's article regarding preventive maintenance on dies and feel that it was intended more to stimulate interest on the part of macaroni manufacturers than to offer them remedial measures for a recognized evil.

To give further credence to my opinion that the writer bases his contention on a false premise—that frequent repairs are necessary—may I point out a contradiction. The article states: "With each repair, we lose more of the gaging thickness." And then? I certainly am not the one to say that dies are to be disregarded. As a matter of fact, the most scrupulous care must be given them in order to insure the maximum production.

Dough Rings

Only for the purpose of rendering a service to macaroni manufacturers—since I am not a businessman guided by ulterior motives—will I treat the question of "dough rings." (Mr. Maldari's terminology). They are not dough rings, however, since they were known when copper dies with fixed supports were in use, while today we principally observe splits of flour adhesion on the die brought about by a foreign body. Let us look for this foreign body then and let us ask ourselves in the first place: Why do the dies get black in so short a time? We know that the dies, after use, are immersed in an iron receptacle containing water to soften the flour residue remaining in the orifices after they are removed from the die basin. When water comes into contact with an inordinate number of metals' galvanic currents are generated, bringing about oxidation of the metals themselves.

Oxidation Damage

Among the metals that cause oxidation more readily, we have iron and zinc alloys—and as we know, dies are made from zinc alloys—and we immerse them in an iron receptacle! Oxidation varies in relation to the percentage of oxidizing elements as it varies as a result of the chemical composition of water that differs from zone to zone. Oxidation, therefore, causes gradual corrosion of the walls of the orifices in the dies, and this corrosion is the source of all the woes bringing about roughness, splits, collapsing, et cetera, and not the constant use of the die.

Examining Mr. Maldari's article still

further, we find that he states as a manufacturer—in answer to questionnaires submitted by the Hoskins organization—that he had not observed dough rings when the dies were new, that this inconvenience was first noted after a period of eight to ten months in the spaghetti die which functioned on an average of 100 hours weekly, and, a month later, it was observed in the macaroni die functioning on an average of ten hours weekly. If we take the macaroni die which had functioned on a basis of ten hours per week as an example, how can we attribute its defective state to mere use? No!

The causes are derived from other sources, which we must isolate at any cost. Let us observe, meanwhile, that the die could have been used on a Monday, let us say, and immediately after its use cleaned and placed in the die basin; during the long period of inactivity, oxidation set in. The fact, however, that oxidation did not manifest itself rapidly, leads me to believe that the manufacturer in question preserves his dies in oil instead of water . . . but we shall soon see that this system is unhygienic.

Speaking now of the spaghetti die, we must observe that its defective aspects cannot be attributed to mere use, but the source of the real trouble will be revealed by observing these facts: when "long dies" are used after the pasta has achieved the desired length, appropriate knives begin their function by flowing along the dies and cutting the pasta at the right point. The action of the knives is brought about speedily and, since they are made of steel, they take particles away from same metal, causing a small groove to form which if made to come in contact with the orifices, causes their deformation and gives way to splits and roughness. This condition is very damaging in the Bucatini and Perciatelli dies since, besides hurting the orifices, it brings about a displacement of the supports, causing the pasta hole to be off center, drying crookedly and defects will, of course, be noted during the cooking process.

And now that we know what causes the defects, let us proceed to show how these causes can be eliminated. We cannot fully achieve our aim, but we will succeed in part by showing how oxidation can be prevented. Since we know that water and iron generate

galvanic currents, we must first eliminate the iron basins, preferring the use of basins made of stainless steel, and if these are not available because of the great use being made of steel in the defense effort, then stone basins can be employed. The use of cement basins is to be avoided.

With this first precaution, we will have eliminated one of the harmful effects . . . but let us look to the method of preserving those dies involving forms that are more frequently employed. I would say that, after their use, they should not be cleaned and the pasta remaining in the orifices should not be removed, but they should be put in water as they are, since the pasta residues protect the internal part of the orifices from pernicious galvanic currents. Dies that are employed at intervals, however, should be immediately cleaned after use and, when we are certain that they are absolutely cleaned, boiling water should be poured over them till the die metal reaches the same temperature as the water. In this way evaporation will dry the die without risking oxidation.

I said earlier that I consider anti-hygienic the use of oil in the conservation of dies, and I will add further that this system is both harmful and costly—since, as anyone can readily observe, oil will take on a greenish color in a short time and is full of the oxidation process which was meant to be deposited on the metal and the oil should, therefore, be changed at frequent intervals.

Over and above all the precautionary measures that we have mentioned, the dies should be treated with a chemical solution eliminating even the minutest rust particles. I should be only too glad to indicate the solution needed upon request. When the die has been kept perfectly clean and free from rust even if repairs are necessary, there will not be so much material around the clamp, making it easy to get at the smallest diameter to execute the proper refinements. More work can thus be made on the die, giving it longer life.

I conclude by saying that die maintenance should be given the greatest care, as is the case in Italy where the macaroni establishments of renown employ an expert worker who is in complete charge of maintenance, and in lesser known establishments a contract with the die manufacturer guarantees periodic maintenance. We point out, too, that should the cutting knives produce a groove along the orifices of the Bucatini Die, causing the displacement of the supports, a complete reparation is not necessary in order to bring the die back in place; it is enough to revise the damaged orifices; in this manner the macaroni manufacturer not only contributes to his own economy but he will be instrumental in preserving vital material so needed in the defense effort.

October, 1951

THE MACARONI JOURNAL

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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



25x

32x

25x

Macaroni Makers Push Sales

1951 National Macaroni Week, October 17-28, Marks United Industry Action Towards Increasing Consumer Acceptance of Macaroni Products

by Jarlath J. Graham
in
Advertising Age

FOR ten days in October the nation's consumers saw and heard a lot about macaroni, spaghetti and egg noodles during National Macaroni Week.

Sales of macaroni products during the week (Oct. 18-27) reached record levels, with individual manufacturers in all sections of the country using heavy concentrations of newspaper, radio and television advertising according to Robert M. Green, secretary of the National Macaroni Institute, which sponsors the week.

Producers of other foods that combine well with macaroni products joined in the promotion by tying in their food items with the macaroni products in magazine, radio and television advertising.

Some of the large food producers that joined in with the campaign during October were Campbell Soup, Pet Milk, Hunt Foods, Carnation Co., Westgate Sun Harbor Co., Swift, Wilson, H. J. Heinz, Mellheny Co. and Kraft Foods.

The campaign featured four-color macaroni-plus-another-food ads in *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *McCall's*, *The Saturday Evening Post* and *Woman's Home Companion*, all placed by the co-operating food producer.

Merchandising aids were made available to retail grocers, including shelf talkers, posters, recipe leaflets, and other point of sale material. More than 600,000 four-color shelf talkers, featuring each of the three principal macaroni products—macaroni, spaghetti and egg noodles—were made available to retailers by the National Macaroni Institute through manufacturers.

The ad and merchandising program was supplemented by an intensive publicity drive aimed at getting special attention for macaroni products in newspapers' food columns, regional magazines, and radio and television home-makers' programs.

Special stories, photographs and recipes were distributed to daily and weekly newspapers and farm publications. Institutional publications in the hotel, restaurant, hospital, school and

other mass feeding fields were furnished special material, including quantity recipes.

The nation's railroads joined in the promotion by featuring macaroni products on dining car menus from October 18 to 27.

Pointing out to retailers that macaroni products seldom are eaten alone, Mr. Green emphasized that every sale of macaroni, spaghetti or egg noodles means additional sales of tomatoes, cheese, eggs, meat, fish, et cetera.

Consumption of macaroni products in the U. S. has risen steadily since the close of World War II (during the war the industry hit its peak, due to rationing of other foods), and this year consumers bid fair to gobble up approximately 1 billion pounds of the products the Italians call "pasta." American manufacturers shy away from the term "pasta" because of its connotation of stickiness.

Here are production and consumption figures on macaroni products for several representative years ("macaroni products" is a generic term that applies to macaroni, spaghetti, vermicelli—thin spaghetti—and egg noodles):

Year	Production (in 000 lbs.)	Consumption (in 000 lbs.)
1940	623,405	620,690
*1943	982,540	979,400
*1945	1,069,275	1,057,004
1947	931,001	857,869
†1948	1,139,747	916,832
1949	955,436	932,925
1950	957,469	950,268

*The two peak producing and consuming World War II years when rationing of other foods boosted macaroni products' sales.

†During the first six months of 1948 the U. S. exported almost a quarter of a billion pounds of macaroni products, while importing some 700,000 pounds.

Source: National Macaroni Institute.

Production and consumption this year are running about 70,000,000 pounds ahead of last year, the National Macaroni Institute estimates. It predicts that the final consumption figure for the year will top 1950's total by 15%.

"Pasta" is an improper translation of the Italian term "Pasta."

In 1940 (population, 132,000,000) the per capita consumption of macaroni products in the U. S. was about 4½ pounds. Today, it is approximately 6½ pounds (population, 150,700,000).

But there's no reason why proper promotion can't increase consumption to the levels reached in countries like France, where it is 14 pounds per person, and Switzerland, where it is 20 pounds. It is estimated that potatoes, which occupy a spot in the average U. S. diet comparable to that filled by macaroni products, are consumed at the rate of 130 pounds per capita. In Italy, which is hardly comparable because of the extreme popularity of "pasta" there, the consumption is estimated at about 80 pounds per capita.

There were 226 macaroni products manufacturers in the U. S. in 1947, according to the Bureau of Census. There are probably fewer than that today, a total of "something more than 200." Of these, the Census Bureau estimates that about 70 employ only from one to four persons.

There is little likelihood that the number of manufacturers in this country will increase. Fifty years ago you could start a macaroni plant on a shoestring, Mr. Green said, but today you would need "a bare minimum of \$100,000 for equipment and another \$100,000 to develop brand acceptance." A macaroni press, he added, costs about \$30,000; a drying setup is another \$20-\$30,000, and you would have to add to that a packaging setup and several other smaller items.

There are 32 manufacturers that can be classed as the largest volume producers of macaroni products in the U. S. Despite their volume, however, most of these are regional operators who sell only in their local markets.

Macaroni manufacturers—with some notable exceptions—have not been extensive advertisers over the years. Many of them were family operations, and they either didn't know about advertising or didn't care.

In 1937, the National Macaroni Institute was formed by M. J. Donna, one of the "grand old men" of the industry, who preceded Mr. Robert M. Green as secretary of the institute and has been associated with the industry for more than 30 years. At present he

(Continued on Page 40)

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

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

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

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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

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

Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

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

Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

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

*Also available in double strength

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

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

1450 BROADWAY, NEW YORK 18, N. Y.

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

Macaroni Production And Drying Technique

by G. G. Garbuio, in Molini d'Italia
Part Three

TO what we have previously illustrated in this magazine about production and drying of pasta or short cuts, we should like to add a few more very short notes with particular reference to manufacture of soup-pasta, and the features which make it amenable to shipment through equatorial zones.

These remarks of ours should be considered as hints to clarify the importance of drying by means of steady recovery and of the processes to be carried out between pasta making and drying.

The features of the equatorial climate are well known, but we only want to draw the reader's attention on one peculiarity; that which, more than any other, has an influence on the perfect preservation of pasta. We refer to the sudden changes of dampness between two zones and in the same zone.

As a matter of fact, these changes often occur with very high pitches, therefore the pasta must be manufactured so as to possess such exceptional features as to permit it to bear such pitches without deteriorating.

One of the main qualities which the pasta must possess to overcome the aforementioned adverse climatic conditions is to have a very high grade of porosity, with a perfect distribution of the gluten and remaining moisture.

Without this, pasta which is going through zones where the grade of humidity is very high, to reach places where there is a very low grade of humidity, would break up to pieces.

Therefore it is no light task of the chief pasta maker, concerned with production and particularly with drying the pasta for export overseas, that each stage of the working be followed with exceptional diligence.

First of all, he will have to look after formation of the mixture, so that it may be brought to the drawing with some compactness, in order that the gluten may not absorb more water than is indispensable (that is as far as raising, but not reaching, the danger of "drowning").

Much attention will have to be paid to the passage of the pasta through the paper wrapping, so that the latter may appear as low as possible, and that on coming out of this operation, the pasta may present a compactness and elasticity almost like its condition after drawing.

The above mentioned connection for definitive drying will then have to be immediately cared for, so that the pos-

sibility of obtaining a product with a high grade porosity not only on the surface but also inside may not be missed.

In fact, as it has already been mentioned, preservation of the pasta which has crossed the equator may be certain only if it is in a condition of thorough porosity, so that the moisture absorbed by the product during the crossing of the damp zone (equator), may distribute itself not only on the surface, but also inside; whereas, when the pasta passes through drier climates, the same porosity may allow the discharge of the absorbed moisture without excessive want of balance, such as to dis-aggregate the product.

It is possible, that way, to obtain a product which may resist such climatical changes by regulating, from the beginning, the condition of the air circulating in the drying-room to bring it rapidly in connection with the internal conditions of the pasta, especially, as regards the grade of moisture, so as to bring the pasta again to the state of balance existing on its coming out of the drawing-plate.

Once this connection is reached, after some time the drying begins, causing

the humidity to become lower and lower in the circulating air, and also, as a consequence, in the pasta.

This elimination of the moisture must be progressive and not by bounds, and should be carried out within a well determined and exact time for each shape. The connection should continue until drying is over. To be exact, the following should be arranged: moisture degree of the pasta, condition of the air moving in the drying-room and the recharge surrounding air.

As it can be seen, the above mentioned connection is but one particular part of carrying out the drying by steady exhausting, which we have already illustrated. In fact, by the steady drying system we can, if we want to, proceed to the drying without any papering, or with only a simple surface papering. By the connection drying system, a deep papering is needed; this last is the generally adopted system for automatic productions and it is indispensable if a product is required which may be perfect and resistant not only to passage through equatorial zones, but also to the different conditions of our climate, which also varies a lot from region to region.

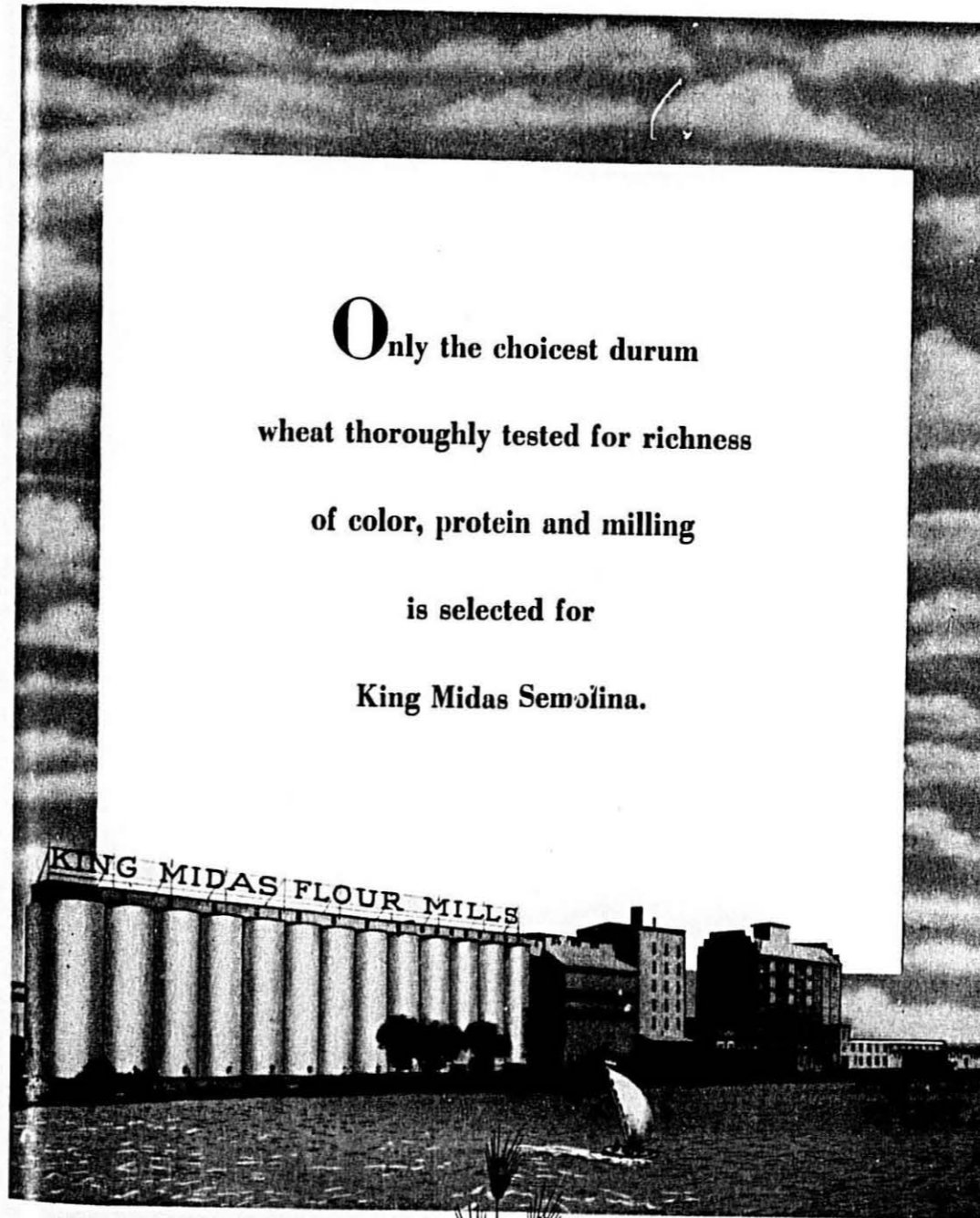
Durum Products Milling Facts

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	606,774	678,792	759,610	889,260
July	561,915	654,857	587,453	683,151
August	915,988	1,181,294	907,520	845,142
September	827,485	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, 1951 to Sept. 28, 1951.....2,305,388
 July 1, 1950 to Sept. 29, 1950.....2,650,176



Only the choicest durum
 wheat thoroughly tested for richness
 of color, protein and milling
 is selected for
 King Midas Semolina.

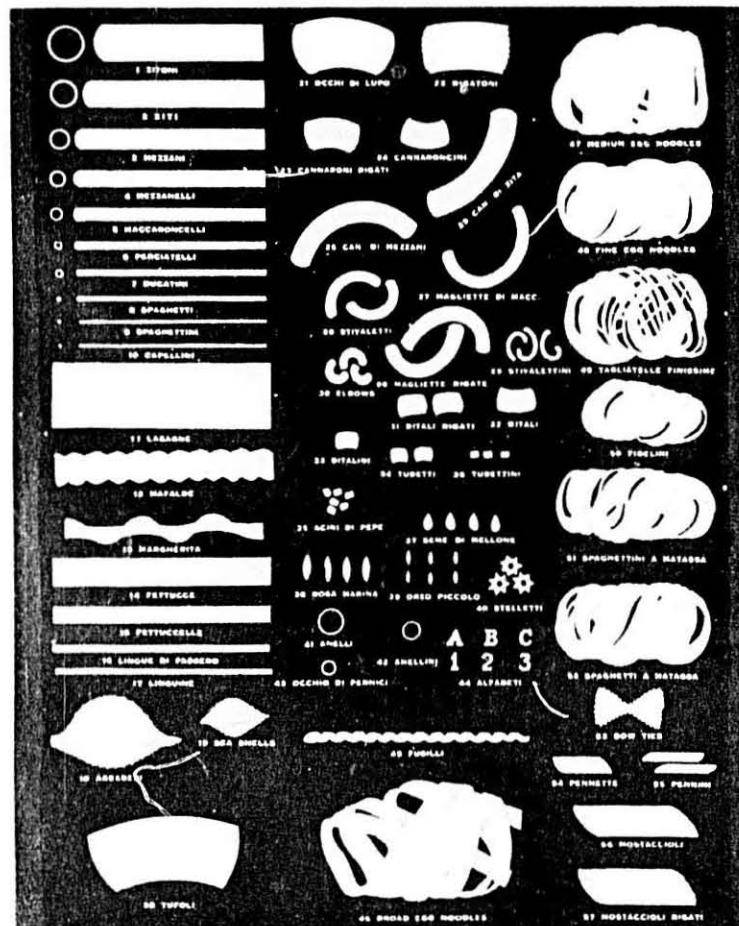
Milled with Skill that is Traditional

KING MIDAS
Semolina.
 KING MIDAS FLOUR MILLS • MINNEAPOLIS 15, MINNESOTA

Macaroni Makin's

Courtesy General Mills—Milwaukee

T



To suit his own. It takes a wide variety of sizes, designs, and thicknesses to satisfy all tastes for macaroni products. General Mills turns out something to coarsely ground durum wheat products and durum flour. Macaroni manufacturers do the rest.

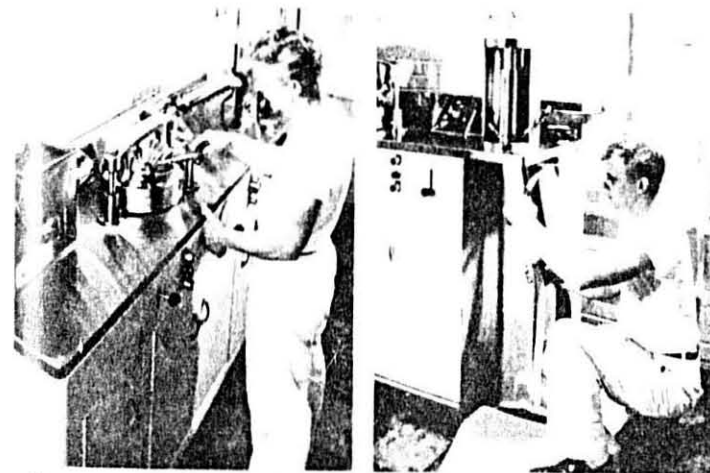
Modern Man Likes It



Here, "Wheat Yields" With Them. Home-made macaroni is a staple in the diet of the modern man. It is the important food factor in the diet of the modern man. It is the important food factor in the diet of the modern man.

Market Quotations Tell Story

By E. F. Groom, Durum Farmer and Crop Observer



Macaroni Maker Grant Christopher. Milwaukee mill laboratory staff has moved to a new run of macaroni dough in unit of... After kneading it he will put it with press right. It will dry in... Custom-built miniature plant to... commercial processes.

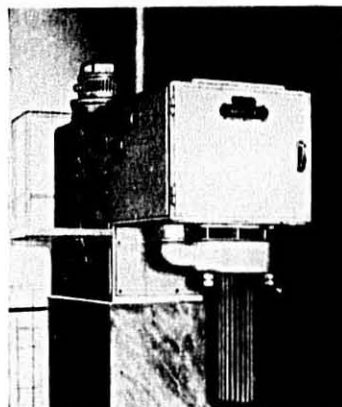
It Comes Out Here. Here the... and the... through the... and health... Laboratory... that it is a... of their food.

Milling Takes Skill

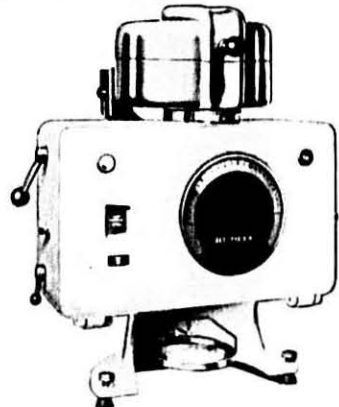
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



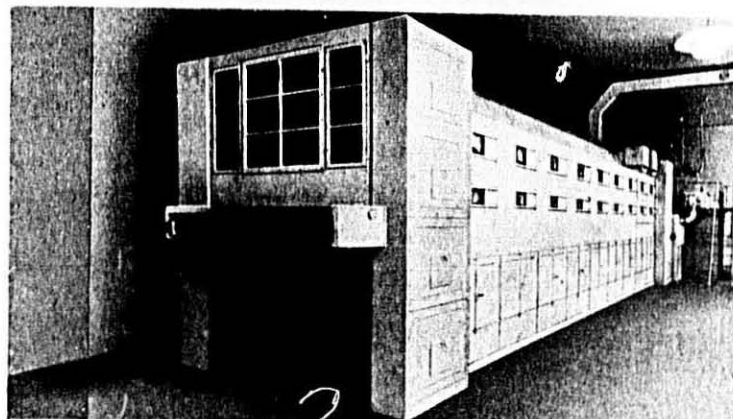
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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 3-5 minutes with greater operating convenience.

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

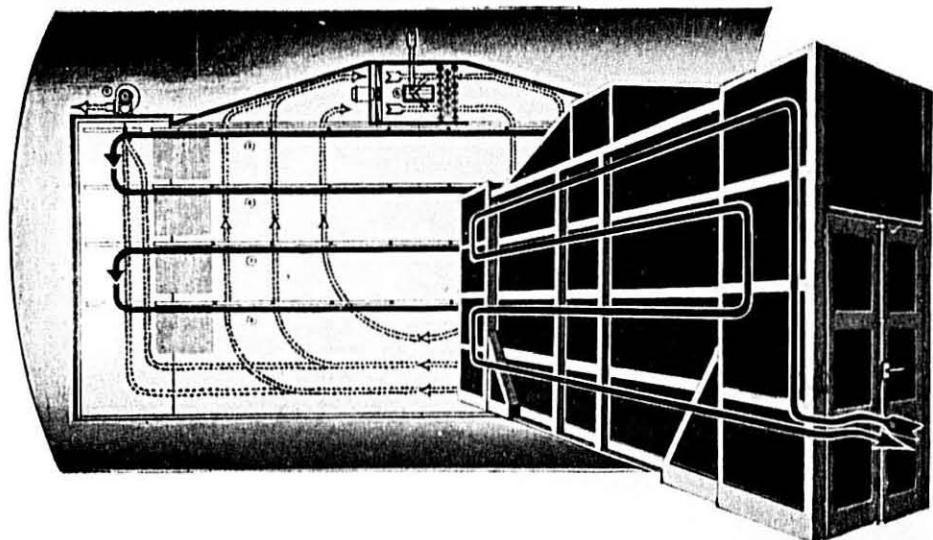
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



In sizes for capacities 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

FOR LONG GOODS (MODEL CO. 51)

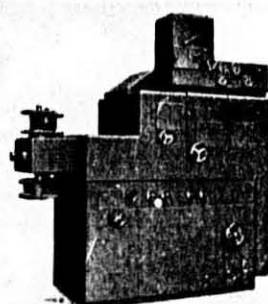


FOR LONG GOODS (MODEL CO. 51)

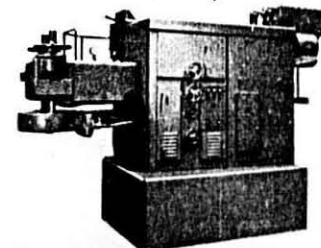
* ——— Circulation of Goods.
..... Circulation of Air.



CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs per hour



MODEL TPJ Capacity 1000 lbs per hour.

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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

Engineers for Industry Since 1860

BUHLER BROTHERS, INC.

2121 STATE HIGHWAY 4 FORT LEE, NEW JERSEY

sibility for counselling, training and complete rehabilitation of those whose potential abilities offer a vast reserve of skill sorely needed for the nation's defense.

It took a major war to focus public attention on the folly of wasting these overlooked reserves of manpower. The armed services had scraped the bottom of the manpower barrel in World War II when a critical labor shortage impelled industry's leaders to experiment in the use of handicapped persons. Experiments on the largest scale and with the most satisfactory results were made, not in the field of light manufacturing, but in the heavy industries specializing in tanks, jeeps, trucks, tractors, automobiles and agricultural machinery. Results were amazing.

Records Convincing

Costs records, compiled by such firms as Caterpillar Tractor Company, General Motors, Ford Motor Company, International Harvester, Metropolitan Insurance Company, as well as by shoe and clothing manufacturers, show conclusively that intelligently trained and placed handicapped workers not only hold their own in production, but have a lower tardiness record, lower absenteeism and lower incidence of accident. They show a greater degree of care and application to their assigned tasks and are loyal and dependable.

Such convincing testimony from the nation's largest employers brings up the question: Can handicapped persons be profitably employed in the macaroni industry? A valued worker in an Illinois macaroni plant provides the answer. This employe, congenitally stunted in growth, is 4 feet 3½ inches tall, weighs 98 pounds. Finishing school at 16, she worked for two years on an NYA sewing project until that agency closed. Then, unable to find regular employment, she took baby sitting jobs until offered a job at the macaroni factory, where she went to work in the packaging department more than seven years ago.

The plant manager reports that her production record is high, her absenteeism unusually low; she is versatile in all operations of her department, such as weighing, scaling, and operating a stitching machine. Her employer expresses complete satisfaction with her work and she herself is happy in her job.

A Complete Reversal

Today, a complete reversal of that thoughtlessly cruel attitude is becoming apparent. Now the victim of polio, accident or congenital disability is no longer neglected or cast aside. Public policy no longer tolerates the waste of useful lives, but demands that the handicapped citizen be given suitable training and intelligent placement service. The community accepts respon-

sibility for counselling, training and complete rehabilitation of those whose potential abilities offer a vast reserve of skill sorely needed for the nation's defense.

It took a major war to focus public attention on the folly of wasting these overlooked reserves of manpower. The armed services had scraped the bottom of the manpower barrel in World War II when a critical labor shortage impelled industry's leaders to experiment in the use of handicapped persons. Experiments on the largest scale and with the most satisfactory results were made, not in the field of light manufacturing, but in the heavy industries specializing in tanks, jeeps, trucks, tractors, automobiles and agricultural machinery. Results were amazing.

The Nation's Need

In hundreds of factories today, handicapped men and women are holding down regular jobs in which their disabilities are offset by competence and devotion to duty. Industry has long since recognized their value. Resistance to their employment is still encountered, of all places, among their own fellow workers, many of whom still cling to the old, disproved idea that a handicapped worker leans on his able-bodied fellow-worker. Nothing could be further from the truth, as observant workers quickly realize. In fact, a spirit of pride and independence causes most handicapped workers to refuse, even to resent, special consideration. They want to make good on their own.

Recognizing these facts, the nation's defense chiefs, in the face of a threatening manpower shortage, urge employers to survey their plants with a view of using the skills of the handicapped. Many jobs calling for manual dexterity can be performed by the legless. Men and women deprived of sight are making good in radio and other plants where precision parts are assembled. An amputee can handle sales correspondence, copywriting or other tasks where brain counts more than brawn. Every handicapped person restored to industry makes our nation stronger and richer. That is the message we get from NEPH Week, a message that carries through all year round.

"It's Good Business To Hire The Handicapped." While National Employ The Physically Handicapped Week was observed nationwide the week of October 7-13, 1951, wise employers will find it profitable to consider giving full opportunity to handicapped men and women in suitable jobs.

TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press Equipped with Manual Spreading Facilities

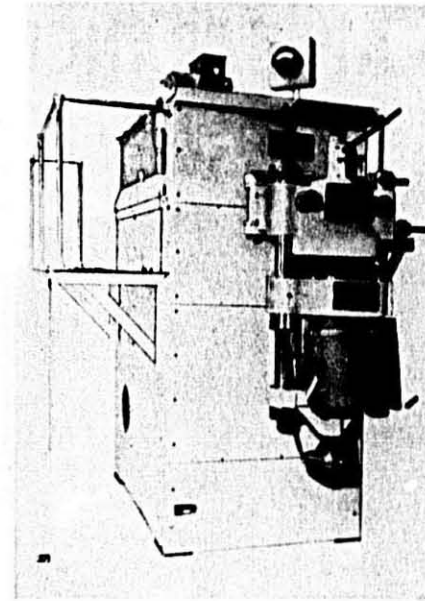
Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

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

Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

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

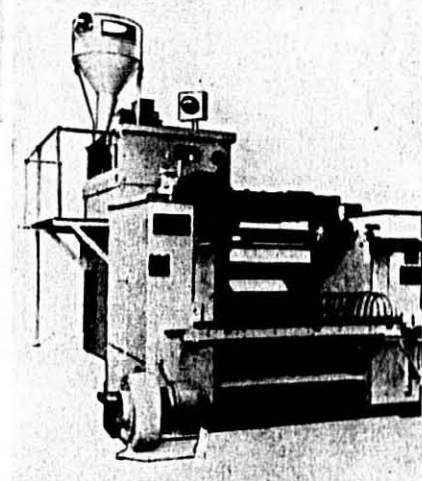
Durable—Economical—Best for Quality



Proven Automatic Spreader

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

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



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

Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production
Patented Model SAFSC—600 Lbs. Production

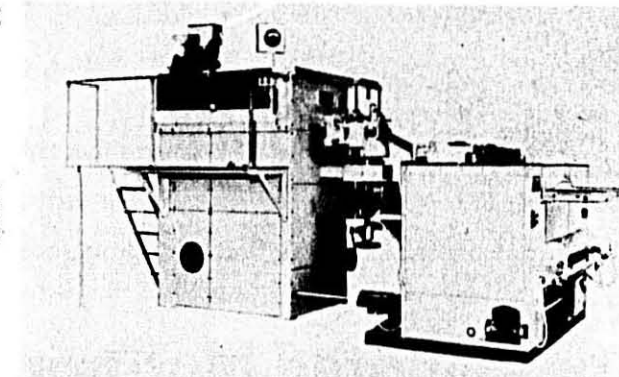
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes.

Over 150 Automatic Presses
In Operation
In the United States

Consolidated Macaroni Machine Corp.

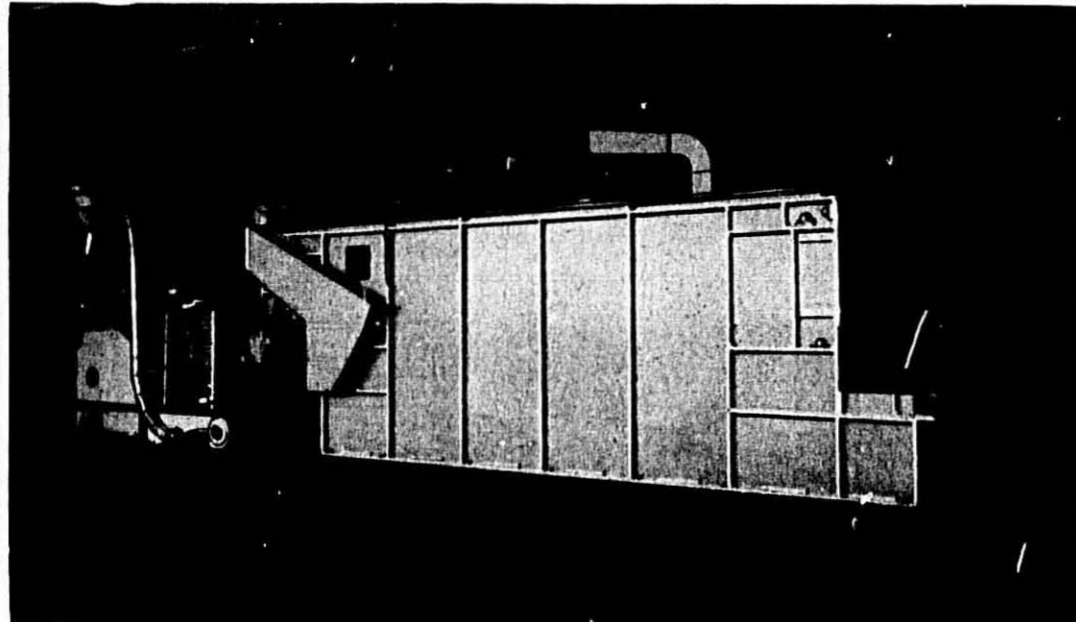
FOUNDED IN 1909

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



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.

FOUNDED IN 1909

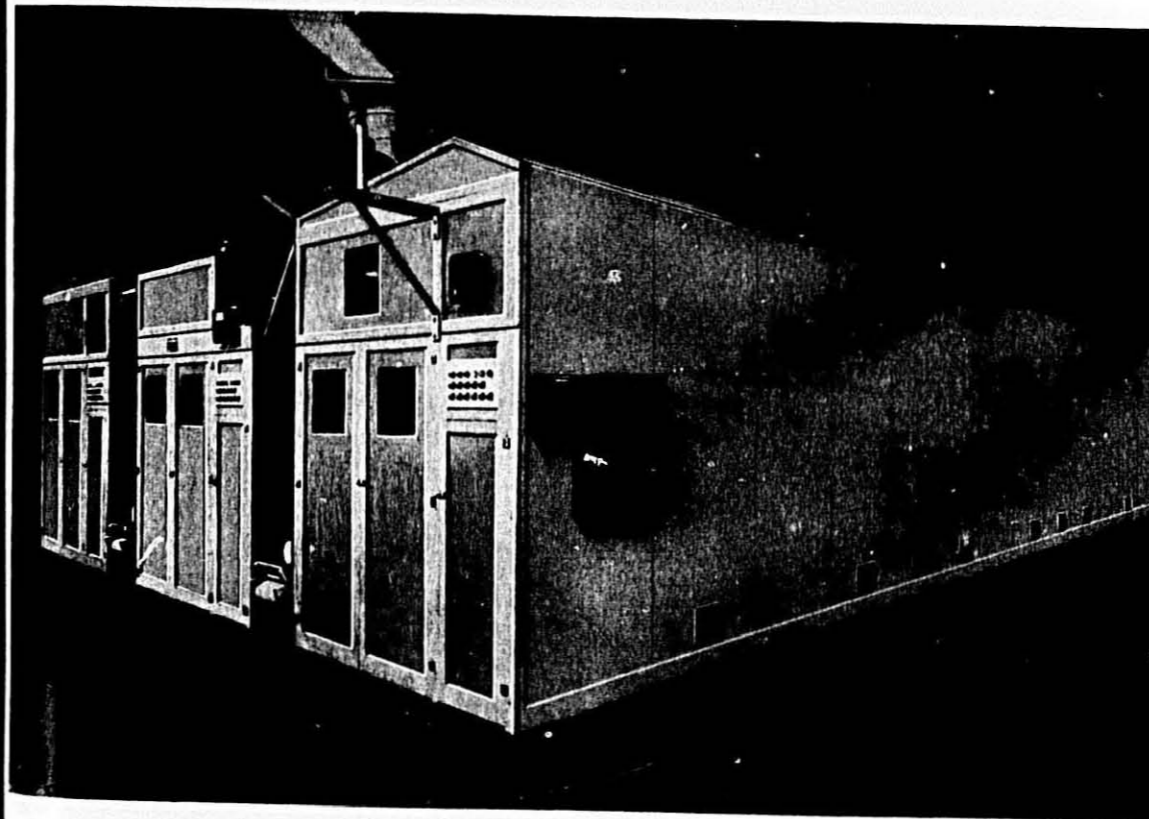
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

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 Schneiders are very happy about their new electric fry kettles, pointing to actual savings over their previous fuel-fired kettles of more than 30%!



A popular feature at The Spaghetti King are the home-made pies and pastries. They've found that there's more glamour in electrically baked pies.

Chicago's Spaghetti King

... how to rejuvenate a restaurant business and boost volume and profits. The Schneiders use common sense, good management ... and, of course, electric cooking to turn the trick.

Reprint Courtesy
Food Service News

AROUND Chicago people are getting to know The Spaghetti King restaurant out on busy North Cicero Avenue. At first they got acquainted through almost daily ads in the metropolitan newspapers ... and the more they read the small, cleverly worded ads on spaghetti and ravioli, the more they started to visit the restaurant and to really get acquainted.

Albert and Elizabeth Schneider (The Spaghetti King and Queen) bought the restaurant in 1946, a restaurant with a so-so business, but specializing in spaghetti and ravioli. Al and his wife increased the menu, by adding French fries, sandwiches, barbecued ribs, and home-made baked goods. They were catering, at that time, to 100 or 150 checks a day, not enough for comfort or profit.

Business Doubled, Redoubled

The spaghetti was good! The ravioli was good! In fact, everything was good and business started to increase. In four short years, the volume has doubled and redoubled ... and is still going up. Now the check count per day is between 600-800, with the average around 80c. A real tribute to good management, good cooking, and good service.

Last spring, when the National Restaurant Convention was holding its meeting at the Chicago Pier, Al and his wife decided to look around and see what manufacturers had to offer in the way of kitchen equipment. Naturally, with business going from 150 to 800 customers a day, they were hard pressed for production on the antiquated equipment they had.

Prepared for Future

After carefully studying the field, the Schneiders enthusiastically decided to throw out their old equipment and start over with an all-electric kitchen. They were looking not only to solving their present production difficulties, but

they wanted to be prepared for future growth.

In August, then, the change took place. And what a change!

In the 30' x 35' kitchen went a new electric super-range with variable heat controls for the surface units. "Takes the control out of the operator's hands," says Al, "and that's important today with the critical labor situation in our industry."

Where Al used to have two 40-pound fuel-fired kettles for frying, he now has two 25-pound electric kettles. Here is what he says about this:

"Just on the initial filling, we save thirty pounds of fat! Why, we've cut

(Continued on Page 41)



The Spaghetti King, himself. Notice the smile of satisfaction as he looks over the checks. Al Schneider and his wife, Elizabeth, take great pride in their business, always on the lookout for ideas on how to do a better job.



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

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited—Montreal

MERCK ENRICHMENT PRODUCTS

CONFERENCE REPORTS

(Continued from Page 10)

reached its climax in 1946, following the end of World War II when, at the convention in Minneapolis that year, on the recommendation of Director Guido P. Merlino of Seattle, I was instructed to arrange for a series of meetings, which I scheduled for Seattle on August 26, for San Francisco for August 30 and for Los Angeles, September 5, all in co-operation with the two association directors along the coast, Guido P. Merlino in Seattle and Edward D. DeRocco in San Diego. More about these friendly get-togethers later.

When I was first named as secretary of the National Association on March 1, 1919, following World War I, the west coast macaroni and noodle manufacturers were truly "poor relations." Only one firm along the entire coast was a member of the National Association. It was A. F. Ghiglione & Sons of Seattle, having joined on June 30, 1915. There was also one associate member, Arthur Rossi & Co. San Francisco, having joined on April 15, 1918.

I immediately contacted the leading firms in the region by mail, as the association at that time had not funds for travel expenses, membership dues at that time being only \$25 a year irrespective of size—the Association's sole income until THE MACARONI JOURNAL put it on a solid financial footing.

My first member from the west coast was the California Macaroni Company, 956 Bryant St., San Francisco, that responded favorably to my solicitation to join. Application was dated July 22, 1919, and was signed by W. P. Valsangiacomo, manager.

Not until 1926 could we interest any others of the rapidly growing number of Pacific coast manufacturers who had entered the macaroni-spaghetti-egg noodle business, even at the very nominal yearly dues rate then in force. The Fontana Macaroni Company, 2 Pine St., San Francisco, made the break on April 1 of that year.

The year 1927 saw quite a number who had become association-minded, including:

San Diego Macaroni Mfg. Co., San Diego, E. De Rocco, president, on April 15, 1927.

Los Angeles-Pacific Macaroni Co., Los Angeles, Ralph Rauli, manager, on April 15, 1927.

Superior Macaroni Co., Los Angeles, A. Spadafora, president, April 15, 1927.

Oregon Macaroni Mfg. Co., Portland, July 1, 1927.

That started a chain reaction with the result that, by the time I was made secretary emeritus after 30 years of service, practically all of the important

firms were enrolled as association members and institute supporters. My able successor as both the association and institute executive, Robert M. Green, has since enrolled the firms that were a little hesitant about joining in the unified effort to better the general condition of the industry and its leaders.

During the NRA days in the early thirties, past president Glenn G. Hoskins of the National Association, who was head of the NRA Macaroni Authority, made a tour of the West in March and April, 1935, and succeeded in enrolling the greatest membership ever enjoyed by the association from all parts of the country. The NRA was the driving stick that brought that situation about. With the crack-up of the NRA in 1935, memberships were lost quite rapidly, especially in the far West.

Returning once more to the 1946 tour authorized by the National Asso-



M. J. Donna

ciation, and the three meetings which I arranged with the assistance of the two association directors, Guido P. Merlino of the Mission Macaroni Co., Seattle, and Edward D. DeRocco of San Diego Macaroni Mfg. Co., San Diego, most of the leading firms were re-instated as association supporters.

Director Guido P. Merlino of Region No. 10, Seattle, had called the attention of the convention leaders in Minneapolis in 1946 to the lack of cohesion of the western manufacturers due to some unaccountable reasons and recommended that I be instructed to "bring the Minneapolis convention action" to the far-off manufacturers along the Pacific coast, to acquaint them anew with the objectives of the National Association and the aims of the then newly organized Macaroni Institute.

The attendance at the three regional meetings was at an all-time record.

There were then about 45 manufacturing firms, large and small, in that area, 17 of them being regular members of the association.

The first of the series of three meetings was at Hotel Olympic, Seattle, August 26, 1946, presided over by Director Guido P. Merlino. Ninety per cent of the firms sent representatives and at its close that area became the first Region to boast a 100 per cent membership in the association.

The second meeting was in St. Francis Hotel, San Francisco, August 30, presided over by Director Edward D. DeRocco, who came up from San Diego for that meeting. Director Merlino of Seattle felt so enthusiastic over the success of his suggested tour of the Pacific area that he also attended the San Francisco meeting to give the manufacturers of northern California a summary of the action taken at the Seattle meeting.

That was the year of semolina scarcity, due to a drastic durum crop failure. Everyone was concerned about the availability of semolina and other grades to continue the production of quality products. At that meeting it was unanimously voted, as it was at the preceding meeting in Seattle and the following meeting in Los Angeles, to send a telegram to President C. W. Wolfe, pledging unanimous support of a plan to stretch out the small durum crop by agreeing on a granular of 70 per cent extraction. The telegram read:

San Francisco, Calif.,
Aug. 30, 1946

Mr. C. E. Wolfe,
President NMMA

At a special meeting called by Donna today (Aug. 30, 1946) it was unanimously voted by our group of manufacturers representing 90% of production in northern California to encourage the milling of just one grade of granular for the balance of the crop year . . . the milling to be such as to produce a good quality, presumably a 70% to 75% extraction.

S. E. Mountain
Hunt's Food, Inc.
Fontana Division

The effect of the united action by the Pacific coast manufacturers was electrifying. It convinced some of the hesitant eastern manufacturers that, in the emergency created by conditions beyond their control, it was the only practical and sensible thing to do. The industry adopted and the government approved the 70% extraction idea, thus saving the industry under the worst durum crop failure in years.

On the same page in THE MACARONI JOURNAL where the full report of the series of meetings ended, there appeared a short editorial which may well be referred to here, to substantiate industry meetings, such as those reported. It reads, in part:

"The banding of mankind under

Perfect— from your presses— every time



You're Sure because General Mills Makes Sure at the Mill—

WITH PRESS TESTING!

Your macaroni products come from the press as you want them . . . full strength, proper color and made to dry and cook properly . . . when you use General Mills Durum Products.

How do we know? By *press-testing* samples of all General Mills Durum Products. Every shipment that reaches you has been *proved* in the press.

General Mills Inc.

Durum Department
MINNEAPOLIS, MINN.



pressure, or fear, or coercion may bring temporary success, but it contains the germs of its own destruction. Whether it is a union that forces membership on everyone, or a businessmen's association that employs pressure tactics to force membership and compliance, that hand is doomed. It has been so since the beginning of time. Contrast this with the fine accomplishments of many unselfish and constructive organizations, (like the National Macaroni Manufacturers Association and its affiliate, the National Macaroni Institute). They band together businessmen with interests in common to make things better, to improve and stimulate growth . . . to develop both the individual members and the group as a whole. They are of benefit to mankind. . . . to which I may add—May the macaroni-noodle manufacturers who are not now solidly behind the National Association and the Macaroni Institute, here and elsewhere in our country, soon see the light and immediately change their course into the light.

It was at the first general conference of the west coast manufacturers which I arranged for on December 13, 1948, in San Francisco that I had the further pleasure of introducing to you my able successor as secretary-treasurer of the National Association and the spark plug of the National Macaroni Institute, Robert M. Green. He took on where I had left off as the association's only paid executive for more than thirty years. He sensed early the opportunity presented by the National Macaroni Institute, which I set up in 1937 and promoted personally as its only officer for over 12 years.

I feel proud of Bob Green's splendid record and in the united support you folks and the rest of the industry have consistently given him. May his aggressive and progressive action continue always for the betterment of his loyal supporters and the entire industry.

The National Association officers, realizing that it is not always convenient for manufacturers to travel great distances to attend the national conventions, and the appreciation of the western manufacturers in having brought to them the high points of such conventions in conferences such as this, which is the third one since I helped to inaugurate the first one in 1948, is truly expressed in the commendatory letter by President C. L. Norris of the National Association, who presided at the first conference. In a general letter to the industry, he wrote:

"The San Francisco conference, December 13, 1948, was splendidly attended. I have never been in an industry meeting where everyone paid such close attention to the program and seemed to be so thoroughly enjoying every moment of it. As sug-

gested at the meeting, we should certainly plan to have a west coast conference at least once a year."

This is proof that, by your action at all meetings, you have sold yourselves well to the leaders of the industry in our country. Aside from the fine programs in which experienced speakers voice their views and offer their studied suggestions, one must never overlook the indirect benefits that grow out of little chats and personal contacts that conferences like this make possible. You meet your competitors on friendly grounds, and more and more appreciate the fact that they are not devils, but just businessmen who, like you, are trying to get along. You may not agree with everything they do—probably they do not fully approve of all you do. But when you do agree, all of you will benefit.

There is one discordant note on which I feel I must touch. In this part of our industry, there is still a tendency to use the word "pastes" in referring to your product. Your fine food is not a "paste," in the sense that most Americans define the word. True, it is a dough, a dried dough, but not that revolting word supposedly but incorrectly derived from the fine Italian word, "Pasta." For nearly a generation I have waged a consistent battle in my letters and reports, and editorially in THE MACARONI JOURNAL, of which I have carried on as managing editor for 33 years . . . a battle which I will continue to wage as long as I have a voice to raise or the power to wield a pen. I solicit your full support in this battle against the hateful term "paste," and am proud of the headway that has been made in business and governmental circles . . . even among foreign manufacturers. Let's teach the world to call our products "dried doughs," if we seek a descriptive term, or macaroni products or macaroni foods.

Now As To Forecasts!

I'm going to stick my neck out a little, even though I should know better. Simulating the columnist, Drew Pearson:

I PREDICT:

a—That the per capita consumption of macaroni products in our country will increase more than 50 per cent by 1960. This is predicated on the forecast that more and more manufacturers and allied will support more fully the fine program of products promotion and consumer education being so well planned and ably directed by the National Macaroni Institute and its efficient counsel, Sills, Inc.

b—I PREDICT: That there will be a 25 to 35 per cent decrease in the number of macaroni-noodle plants, with a corresponding increase in the production capacity in the remaining plants, to supply the increased demand.

c—I PREDICT: That there will be

but little change in the number of members of our National Association but an appreciable increase in the standing and calibre of the firms supporting it in 1960.

d—I PREDICT: That the National Macaroni Institute which now is subordinate to the National Association will be the dominant factor in the organized industry in 1960.

e—That I will most likely not be around in 1960 to check on these predictions so will leave it to you younger men to see how accurate I am as a forecaster.

May conferences like these be held regularly and be increasingly well attended and even more beneficial.

Now for my commercials. I am still taking orders for an 8-page booklet on Macaroni Products by Elsie Norris, pamphlets that every macaroni-noodle manufacturer should always have on hand for the many uses it can be put to educate home economists, food page editors, domestic science teachers and the general public on just what macaroni products are. The cost is nominal. Five cents (5c) each in quantities of 100 or less and four cents (4c) each in quantities of 500 or more. Mail your orders immediately before the present edition is exhausted.

2—THE MACARONI JOURNAL has been named as the U. S. sales agent for

a—Macaroni Products, a 220-page book in English, a complete treatise on the introduction, developing and modern attainment of the manufacturing process by Dr. Charles Hummel of London, England, replete with scores of pictures of machines—ancient, recent and present. Cost \$6.20 a copy, plus postage.

b—Pates Alimentaire, by Dunod, in French, a larger book of 360 pages telling the full story of macaroni-making from the ancient days to the present continuous-automatic press and controlled drying age. Fully and beautifully illustrated. Cost \$6.80 each, plus mailing rates. Order now to get a copy from the first batch imported.

THE DURUM PICTURE AS OF SEPTEMBER 1, 1951

by H. L. Bailey, Manager
Durum Dept., General Mills, Inc.

Attached you will find our impression of the durum supply for this crop year. The figures relating to Farm Stocks, Interior Mills and Elevator Stocks, Commercial and Mill Stocks and the New Crop are taken from the U.S.D.A. published releases.

The mill grind for the first three months of this crop year is our own estimate, but tallies very closely with information published in the North-



BILL STERN TELLS ANOTHER SPORTS STORY



When Performance Counts . . .

Hardly a football season passes without some players suffering serious injuries, yet the game carries on undiminished in popularity. And perhaps it's all because a long time ago, one man came to the game's rescue in its darkest hour. In 1905, 32 players were killed on the gridiron. That frightful toll of human life brought down the wrath of the public on the game! In press, pulpit and public hall, the game of football was attacked. Twenty state legislatures introduced bills to make football playing a felony! The game seemed doomed!

But one man came to its rescue. Under his influence and guidance, there was organized what is today known as the National Collegiate Athletic Association. Rules were made to eliminate rough playing that might cause unnecessary injuries and possible death on the gridiron. And from that day on, college football grew in popularity and prestige, and many colleges which never

before had played football, organized football teams to carry their colors into gridiron battle.

It was strange that one man should have rescued the game, since he never played football in his life . . . and at the time was quite busy as the 25th President of the United States: Teddy Roosevelt.

Yes, football was, and still is, a fast, tough game . . . but so is the macaroni foods business. If you want shoppers to be customers, you've got to give 'em quality . . . not just today, but every day! That's why wise manufacturers rely on Commander-Larabee semolina, granular or durum flours. They're products you can count on for top quality and uniformity. Week after week, shipment after shipment—every bag of a Commander-Larabee durum product will make for excellent macaroni foods. You'll like the results!



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES MINNEAPOLIS • 2 • MINNESOTA

western Miller. Our figure for export is not a true figure, since the proper index for export should be seaboard clearance. Since a report on seaboard clearance for durum is not available to us, we are obliged to do some estimating. For your information, about five million bushels of durum was shipped out of Duluth for seaboard during June and from July 1 to September 18 another 4,285,000 was shipped to seaboard. Some of those shipments out of Duluth during June will eventually show up as exports during the last crop year. On the other hand, some of that durum will not have cleared the seaboard until July and August, which will eventually have the effect of indicating larger exports for the first half of this year than we are indicating here. To compensate for this, we are estimating only four and one half million bushels for export during the balance of the crop year; namely, September 18 to July 1, 1952. This, you will notice, gives us a total export of 8,785,000 for the crop year as against 9,732,000 actually exported during the crop year 1950-51.

One might argue that exports should be smaller this year because of the reduced supply. We would agree with this, except that much of this durum has already gone past Duluth and, as a matter of fact, has already been sold into export channels. We have a feeling, also, that some of our poorer durum this year may not be wanted by the domestic mills for quality reasons and as a result will have to go into either feed or export, or both.

The estimated harvest loss of four million bushels derives from two primary sources and we could easily have underestimated the loss. First, some of the grain which has been lying in the swath for a long time has been beaten down into the ground by recurring rains to the point where some of it can never be picked up by the combines. Secondly, some of the kernels have been so badly sprouted that they do not separate readily from the straw as they go through the threshing machine. Many of the kernels are kicked out with the chaff and with the straw and are never recovered with the grain.

Our estimate of nine million bushels lost from this crop out of the milling category into the feed category seems minimum to me.

Red durum, as always, has been included with all other durum in the government's estimate for the durum crop as a whole. This item, therefore, has to be subtracted from our milling supply.

The weather has been terrible in North Dakota. It has been raining or snowing somewhere every day. There is actually considerable snow on the ground up there in many places. Based on the information I was able to gath-

er, there is still about seven million bushels of this crop still lying on the ground in the wet and the snow. A substantial part of this is included in our estimate of so-called available, millable durum for this year. From what we have seen, we know that its condition is deteriorating every day.

STOCKS AS OF JULY 1, 1951

Farm	7,015,000 bushels	
Int. Mill & Elevate	3,245,000 "	
Commercial	8,287,000 "	
Mills	4,318,000 "	
	22,865,000 "	
Estimated New Crop as of Sept. 1, 1951.....	36,536,000 "	59,401,000 bushels
July-August-Sept. Grind.....	5,500,000 "	
Export Shipments ex Duluth through 9-18-51	4,285,000 "	9,785,000 "
		49,616,000 "
Estimated harvest loss due to spoilage on ground and inability to harvest.....	4,000,000 "	
Estimated loss from milling quality to feed quality due to weather damage	9,000,000 "	
Red Durum	3,000,000 "	16,000,000 "
		33,616,000 "
Cereal Usage	2,000,000 "	
Seed to be planted in 1952.....	4,000,000 "	
Exports 9-18 through 7-1-52....	4,500,000 "	
Mill Grind—11 months.....	20,000,000 "	to 9-1-52 30,500,000 "
Carryover on 9-1-52 when next crop comes in		3,116,000 "

Plenty of Food at Stable Prices

Food Industry Leader Considers Washington Predictions of Higher Food Prices Untimely

"There is a plentiful total supply of food on hand now, and with any kind of favorable weather conditions, we should harvest a bumper crop this fall," Paul S. Willis, president of Grocery Manufacturers of America, Inc., stated in an address before the 52nd annual convention of the California Grocers Association at the Coronado Hotel, in Coronado, Calif., Sept. 11, 1951. "There will be enough food to take care of civilian and military needs, with some surplus available for export.

"Prices of food and grocery products, with the exception of a few items, have been fairly stable since last February with some slight general downward trend. This situation is expected to continue."

In commenting on recent warnings from Washington that food prices will advance 8% to 10% more, Mr. Willis stated that it is bad timing for men in high government places to alarm the American people with frequent warnings of this kind. "This creates fear in the minds of the people," he said, "that can easily lead to another hoarding spree." We had our experience

with scare buying which was at the root of the rise in food prices last year, and we should certainly avoid a repetition of this experience.

"The fact that we have adequate supplies of food in sight to take care of the present demand makes it unlikely that we will have runaway prices." He expressed confidence that, "as the people see that stores are well-stocked with food and grocery products and realize that prices have been fairly stable since last February, this will discourage scare buying more than anything else."

In a review of the progress of the grocery industry in this country since before World War II, Mr. Willis stated that no other country in the world can show such a fine exhibition of progress as is to be found in the modern grocery store. He stated that sales in grocery stores jumped from \$10 billion in 1939 to \$31 billion in 1950, and that it looks as though they will reach \$34 billion this year. He added that there are about twice as many items in the grocery store today as in 1939 and that the number is growing all the time.

Mr. Willis concluded that, with bountiful crops and the efficient production and distribution of the modern food industry, this country should continue to be the best fed nation in the world.

Dott. Ingg. M., G.

Braibanti. c.

SOC. A. R. L.

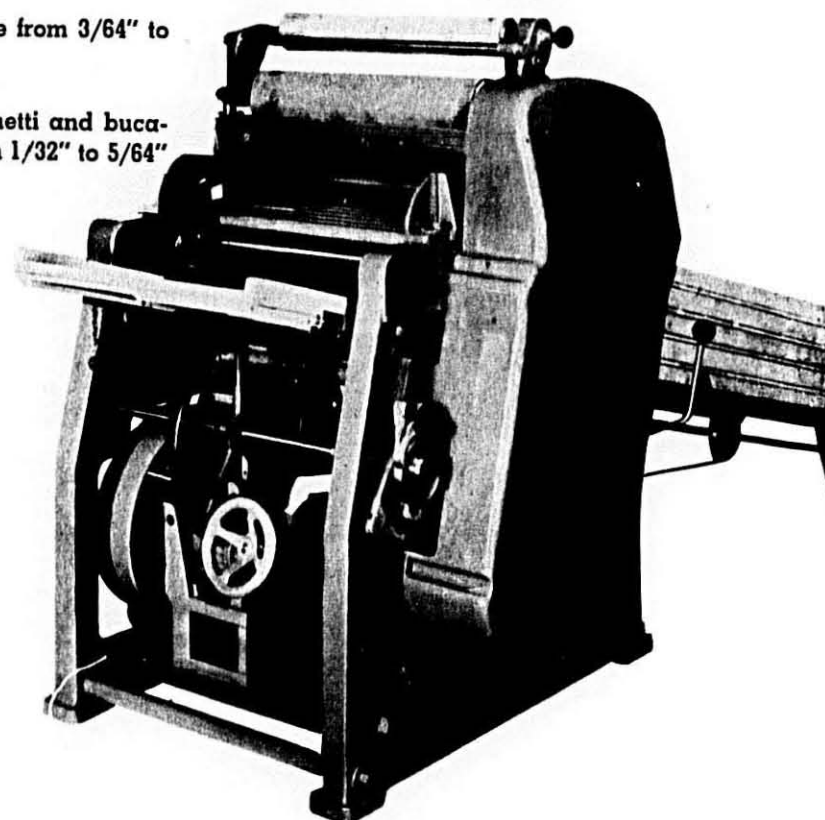
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MILANO—Via Borgogna 1, (Italy)

Complete Equipment - Machinery and Dryers for Macaroni Products

MATASSONA—A NEW "BRAIBANTI" MACHINE—MATASSONA

- For folded noodle from 3/64" to 9/16" width.
- For folded, spaghetti and buccatini from less than 1/32" to 5/64" diameter—
- HP 1.00
- Skein size: 2 3/4" x 4"
- 5 skeins each time.
- Real production: 264 lbs./hour



automatically operating in connection with "BRAIBANTI" automatic press model "MACRI"

● Braibanti's technical consultant permanently stationed in the U.S.A. to help solve your macaroni manufacturing problems.

● Without cost or obligation, Braibanti Co. will make a full study of the plant as per the requirements of any macaroni producer.

For information write or call:

Dr. Ing. Giorgio C. Patenzo of the Braibanti Co.

At the office of:
Admiral Panthouse
25 East 21st Street, New York City
Phone: ORegon 3-8289

TRADEMARKS

Subject to Opposition

Kidettes—Ser. No. 582,895—The Creamette Co., Minneapolis, Minn. "For Macaroni Food in the form of Small Macaroni Rings." Claims use since July 26, 1949. Published July 17, 1951.

Totettes—Ser. No. 582,897—The Creamette Co., Minneapolis, Minn. "For Macaroni Food in the form of Small Macaroni Rings." Claims use since July 26, 1949. Published July 17, 1951.

Buon Gusto—Ser. No. 536,130—John J. Pieri, executor of the estate of Joseph G. Pieri, deceased, doing business as J. C. Pieri Co., Buffalo, N. Y. Filed Sept. 29, 1947—"For Macaroni Packed in Boxes and Cooked Spaghetti Dinners packed in glass jars." Claims use since June, 1908. Published July 31, 1951.

Donahue's—Ser. No. 545,727—Donahue's, Inc., Pittsburgh, Pa. Filed Dec. 30, 1947—"For Macaroni, Noodles" and other grocery products. Claims use since January, 1916. Published July 31, 1951.

Okade—Ser. No. 566,874—William Adam Genant, Syracuse, N. Y. Filed Oct. 12, 1948. Applicant claims ownership of Registrations Nos. 177,034 and 238,539. Claims use since March 9, 1921. Published August 7, 1951.

Comet—Ser. No. 591,563—Fort Worth Macaroni Co., Fort Worth, Tex. Filed January 27, 1950. Applicant claims ownership of Registration No. 999,665. Claims use since September, 1910. Published August 7, 1951.

O.B.—Ser. No. 591,564—Fort Worth Macaroni Co., Fort Worth, Tex. Filed January 27, 1950. Applicant claims ownership of Registration No. 999,666. Claims use since 1900. Filed August 21, 1951.

Dixie Chief—Ser. No. 581,758—Biltmore Food Products, Inc., doing business as Dixie Chief Foods, Atlanta, Ga. Filed July 11, 1949, "For Spaghetti and Meat Balls, Spaghetti with Tomato Sauce and Cheese." Filed July 11, 1949. Claims use since May 7, 1949. Published August 28, 1951.

Salad-Roni—Ser. No. 605,291—The American Beauty Macaroni Co., Kansas City, Mo. Filed October 23, 1950. The word "Salad" is disclaimed. "For macaroni used in making salads." Claims use since March 1, 1927. Published August 28, 1951.

Shel-Roni—Ser. No. 605,292—The American Beauty Macaroni Co., Kansas City, Mo. Filed October 23, 1950. The word "Shel" is disclaimed. "For shell-shaped macaroni." Claims use since Oct. 15, 1922. Published August 28, 1951.

Diamond Island—Ser. No. 572,745—S. Kahn's Sons, Inc., Evansville, Ind. Filed January 25, 1949, "For

Macaroni, Spaghetti, Egg Noodles," etc. Claims use since January 1, 1890. Published September 6, 1951.

Tike-Ettes—Ser. No. 582,896—The Creamette Co., Minneapolis, Minn. Filed August 1, 1949. "For Macaroni Food for infants and children, comprising only macaroni prepared in a form for quick and complete cooking." Claims use since July 26, 1949. Published September 4, 1951.

Registered

Roma—545,390, Roma Macaroni Company, doing business as Roma Macaroni factory, San Francisco, Calif. "For Spaghetti, Egg Noodles, Vermicelli and Macaroni." Original filed Act of 1946, Principal Register, November 23, 1948; amended to application Supplemental Register, May 4, 1951. Serial No. 569,302.

Applicant claims ownership of Registration No. 250,133. In use since September, 1890. Published July 17, 1951.

Republished

Noodleman—Reg. No. 589,587—Registered August 12, 1941. A. Goodman & Sons, Inc., New York, N. Y., a corporation of New York. Republished by registrant July 17, 1951, "For Soup Mix." Claims use since March 5, 1941.

Paramount Macaroni—Reg. No. 283,218—Registered May 19, 1931. Wyckoff Macaroni Mfg. Co., Brooklyn, N. Y. Republished by Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y., a corporation of New York. "For Packed and Loose Macaroni." The words "Brand," "Macaroni," "Brooklyn, N. Y." and "U.S.A." which appear on the mark are disclaimed from the mark as shown. Claims use since December 1, 1930.

Renewed

Foulds—82,507—Registered July 4, 1911. The Foulds Milling Co., Cincinnati, Ohio, and Chicago, Ill. Renewed July 4, 1951, to Grocery Store Products, West Chester, Pa., a corporation of Delaware. "For Macaroni, Spaghetti, Vermicelli and Noodles." Published July 17, 1951.

Magnolia—263,358—Registered November 5, 1929. V. Lucia estate, doing business as Magnolia Macaroni Mfg. Co. Renewed November 6, 1949, to Magnolia Macaroni Mfg. Co., Inc., Houston, Tex., a corporation of Texas. Published August 28, 1951.

Army's Spaghetti Purchases

One million, six hundred fifty thousand pounds of macaroni products were purchased the latter part of December by the Army, according to announcements released as of September 24, through the headquarters office in Chicago. Some of the awards were as follows:

Macaroni, 1,000,000 pounds; Mission Macaroni Co., Inc., Seattle, Wash., 470,000 pounds at 12.86 cents a pound, for delivery at Auburn, Wash.; Purity Stores, Ltd., San Francisco, Calif., 400,000 pounds at 12.61 cents a pound for delivery at Lyoth, Calif.; U. S. Macaroni Manufacturing Co., Spokane, Wash., 130,000 pounds at 11.65 cents a pound for delivery at Spokane, Wash.

The Army also bought, for the same period, a total of 650,000 pounds of spaghetti, awarded as follows:

U. S. Macaroni Manufacturing Co., Inc., Spokane, Wash., 260,000 pounds at 11.89 cents a pound; Paramount Macaroni Manufacturing Co., Inc., Brooklyn, N. Y., 390,000 pounds at 10.38 cents a pound.

Milprint Adds New Sales Office

Milprint, Inc., one of the nation's largest producers of flexible packaging, has opened a new sales office at Des Moines, Ia.

Walter Hullinger, who has represented Milprint in Iowa and lower Minnesota for the last four years, will head the new office, located at 1201 Paramount Building. Hullinger has wide experience in the packaging field, and has specialized in meat packaging applications.

Compliance with Enrichment Standards

By
James J. Winston, Director of Research, NMMA

The Food and Drug Administration expects every manufacturer to adhere closely to the promulgated Standards for Enriched Macaroni and Noodle products. The enrichment levels established require that each pound of the finished product contain the following:

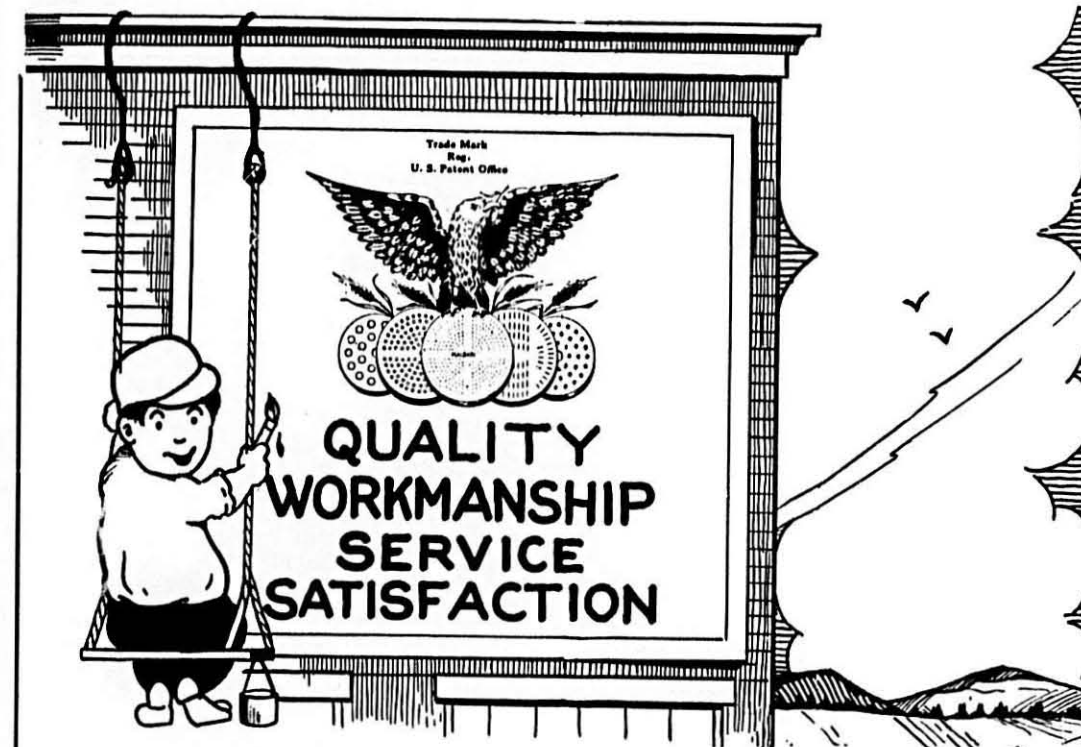
1—Not less than 4 milligrams of Vitamin B-1 nor more than 5 milligrams

2—Not less than 1.7 milligrams of Vitamin B-2 nor more than 2.2

3—Not less than 27 milligrams of Niacin nor more than 34 milligrams

4—Not less than 13 milligrams of Iron nor more than 16.5 milligrams

Recently, the Food and Drug Administration has taken action against a manufacturer whose product they have found to be deficient in the enrichment requirements. It is incumbent upon the manufacturer to make sure that his method of enriching is in efficient operation. Where a vitamin feeder is used, the flow of enrichment material should be checked daily to make certain that it is in accordance with the amount of goods being produced. Also, periodic enrichment analysis will further safeguard the manufacturer and provide him with a file showing that the product does comply with the federal requirements.



MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys

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Macaroni Dies

D. MALDARI & SONS

178-180 Grand Street, New York City

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

Durum Wheat Notes

*Brides and Macaroni
Products Promotion
by Semolina Millers*

While at a casual glance there seems to be little or no connection between the June brides (or those of any other vintage) and macaroni products, the durum wheat products division of the Wheat Flour Institute, which is supported by the semolina millers of the country, sees enough in common to merit a special reference to the relationship. Broadcast to leaders in the food and cooking world, a recent issue of "Durum Wheat Notes" explains how macaroni products are of invaluable help to the new homemakers.

The bride, whether she's learned to cook or not, will find one of her most able helpers in the durum wheat family of foods: macaroni, spaghetti and noodles.

When she assumes her role as queen of her own kitchen, the first goal of the bride is to cook to please her husband. Yet she must be careful to plan dishes which she can master. At the

same time, she must skillfully contrive to stay within the limits of the food allowance—which is necessarily tight with cost-of-living so high and a new home to put in running order.

The first objective, pleasing the master's appetite, is easily met with durum wheat foods. Menfolks like them. Macaroni products have a heartiness, so the hard-working male knows he's had a substantial meal when one of these foods is starred. Furthermore, the obliging blandness of these wheat foods allows the new homemaker to make use of small amounts of more expensive foods. If the new partner has a particular fondness for a luxury food that's a bit steep in price, it can be combined with macaroni or one of its close relatives and transformed into a special treat with no fear of budget upsets.

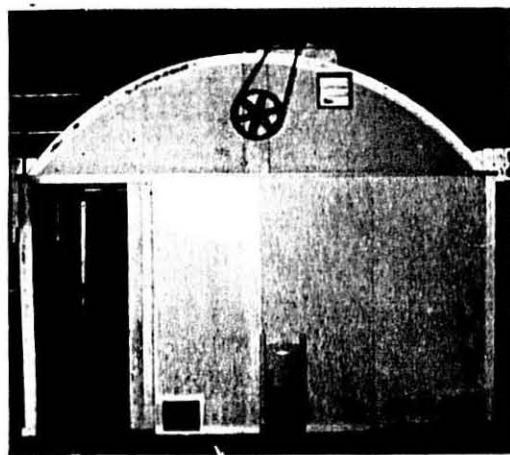
There is scarcely a group of foods which requires such a minimum of

kitchen duty as do macaroni foods. They cook to tenderness in from 5 to 15 minutes, depending on the size and shape. Many good dishes can be cooked all in one container on top of the range. Other casserole favorite can be mixed in a few minutes and put into the oven to bake while other meal preparations are made.

Since macaroni foods go well with almost all vegetables and meats, these main dishes often make a meal-in-one requiring only a salad, enriched bread and beverage to complete the chief part of the lunch or dinner.

There's still another important chapter in the durum wheat story that is important to the bride and that concerns food value. Durum wheat is high in body-building protein and energy-yielding carbohydrates. When these good nutrients are combined with those in meat and milk and vegetables the sum is good eating and good nourishment.

Special, easy to prepare dishes recommended include "Roquefort Macaroni," "Sunshine Vegetable Platter," "Columbia Salmon Salad in Aspic Ring," "Mexican Ham Balls and Spaghetti" and "Short Rib Stew with Noodles," any one of which will win the approving nod of the new adoring husband... and become a regular in the new household.



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KNEADERS • MIXERS
NOODLE MACHINES
DIE WASHERS
and many others

Quaker Changes Agencies for Flour and Macaroni

Quaker Oats Co., Chicago, has named Price, Robinson & Frank to handle advertising for its Quaker and Aunt Jemima phosphated and self-rising flours and Quaker macaroni, spaghetti and noodles. All of the products have distribution primarily in the southeastern section of the country. The agency will take over this portion of the Quaker account from Ruthlauf & Ryan, Chicago, on Jan. 1, 1952. Price, Robinson & Frank also handles Aunt Jemima pancake and buckwheat flours and cake mixes, and Muffets.

Heinz Office Changes

Frank B. Cliffe, treasurer and comptroller of H. J. Heinz Co., has been elected to the newly created position of vice president and chief financial officer.

R. B. Gookin, assistant comptroller, succeeds Mr. Cliffe as comptroller, while C. A. Brinkman, also an assistant comptroller, has been named treasurer of the company.

Salvaging Tape

Food packers, jobbers, retailers, and others with printed packaging material made obsolete by price, ingredient, or

weight changes are salvaging much of this material with Mark'Andy Corrective Marking Tape. This pressure-sensitive tape obscures incorrect weights, sizes, prices, contents, et cetera, with correct information. One manufacturer recently reclaimed \$25,000 worth of obsolete cellophane bags by using Mark'Andy Corrective Marking Tape to correct a price printed on the bags. Many users of packaging materials are restoring obsolete and improperly printed bags, wraps, cans, cartons, and boxes to usefulness by applying this tape. They find it easy to use, neat, and inexpensive. The tape is printed to individual order, any size and color. Further information is available by writing Mark'Andy, Inc., 153 W. Argonne Dr., St. Louis 22, Mo.

Grocery Advertising Manager

David M. Sloane has rejoined the staff of *The Journal of Commerce*, (N. Y.) in the capacity of grocery advertising manager. He is nationally known in the food industry for his numerous activities in advertising, merchandising and promotion.

The average load of freight per train in 1950 was 1,124 tons, the highest on record, and an increase of 15 tons above the average in 1944, the peak war year.

Blood Makes You Fat—Not Spaghetti

Supreme Macaroni & Grocery Co. is a store. It specializes in Italian foods, and its own spaghetti is made in a small factory behind the shop.

Susie Biondini sits in the back, cooks on an old stove for her sons and husband. She sometimes comes out and sells.

"Spaghetti is the best food in the world; has all the vitamins—A, B, C—all of them. It don't make you fat; you get fat from your blood; it depends on your blood if you get fat."

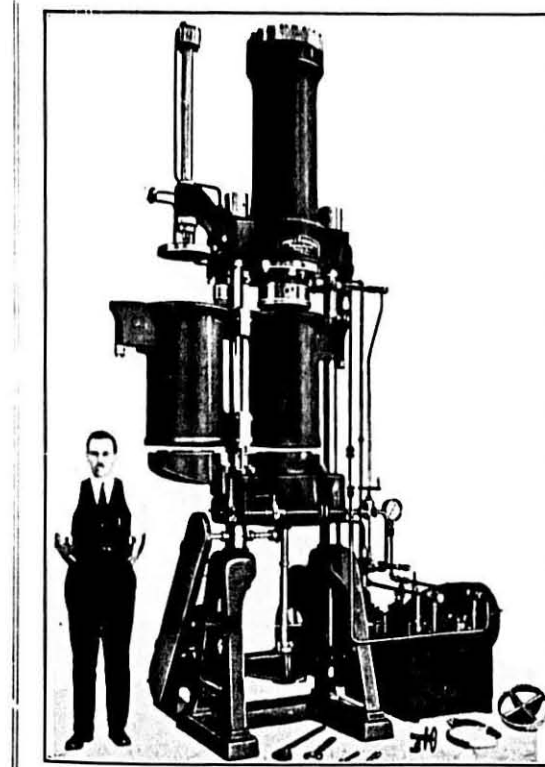
"Want a good spaghetti sauce? I give you Marinara. You take about four ounce of olive oil, make it very hot. Then put about three piece of whole garlic in it and add can peeled tomatoes. Cut in Italian parsley, add salt and pepper and leave him cook for forty, forty-five minutes."

Gene W. Brown in New York Herald Tribune

WOV Films in Rome

AM Station WOV, New York, bilingual independent, and Giovanni Butoni, head of Butoni Macaroni Corp., New York, American branch of the worldwide concern, having completed an agreement covering the production by WOV's Rome studios of TV film spots and documentary films for Butoni.

Illustration by Chicago



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and Machinists

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

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SMILESTONES



by
Vita Viviano

Knighthood has truly flowered at the Vimco Macaroni Co. Upon Salvatore Viviano has been conferred the Knighthood of St. Gregory by His Holiness the Pope—a distinction bestowed upon but a chosen few Americans.

Irish eyes are smiling again! Our inimitable host at many meetings, James M. Deegan of Dobeckmun, has fully recovered from an appendectomy. Jim's "a votre sante" green tie, featured at the recent convention for the benefit of the French delegation, is again being spotlighted! The Dobeckmun Co., realizing the versatility of its field sales manager, has appointed him to office responsibilities too. So Jim not only plays the field but covers home base as well.

When the committee of the New Park system of Braidwood, Ill., heard that Henry Rossi, Jr., was looking for

greener pastures, he was appointed chairman of the project. Henry holds sway with the Rossi Macaroni Co.

Welcome home to M. J. Donna, who has returned from a pleasant vacation in the Canadian Rockies. Could his fellow citizen's (H. Rossi's) new appointment have prompted this trip? Smiles to Braidwood's outstanding citizens!

New Horizons

The grand-dad of all macaroni mills, A. Zerega & Sons of New York, will soon open the portals of a new plant in Fairlawn, N. J.

American Beauties to the Vagynos, the Macaroni Moguls, who played hosts to many guests upon the formal opening of another mill in Denver.

Pleasant Pebbles

Our congenial northern neighbor, Paul Bienvenu of Catelli Food Products, is now a cog with the Ogilvie Flour Co. of Montreal.

Roy Wentzel has advanced to the rung of general manager in the ladder of Doughboy Industries of New Richmond, Wis.

Orange blossoms have again permeated the Hoskins Haven. Charlotte McKeand, secretary to Glenn Hoskins since his organization was founded, was married to August Bonhiver, September 8, 1951.

Happy housewarming to the Harry

Baileys, who have moved into their new home at 5800 Kellogg Ave. in Minneapolis. The charming Mrs. Bailey has fully recovered from a recent illness. Due to the Mayo clinic's diagnosis, a "milestone" was substituted for a chronic condition for which Mrs. Bailey had been treated for some time.

In Transit

Glenn Hoskins, consultant extraordinaire, rose at 4:00 A.M. to catch a plane for St. Louis. During his visit he was a guest of honor at a certain spaghetti-eating contest?!?!?!?!?

Harry Bailey, generalissimo of a certain mill (no coaching please) and Robert Green, (the "go" light for the Macaroni Institute) who stopped in the Smilestone's workshop and contributed the above tidbits.

Charles (Bud) Dehner related an incident on the village green with Lloyd Skinner. Lloyd's swinging arm was a trifle stronger, having just returned from a vacation. Bud will score a capital victory on a return engagement—hence premiums are up on golf clubs, too.

Note:

Gentle readers: Smilestones into a mighty column will grow if you will assist to hew and shape some gems for its editor. Send all contributions to: Vita J. Viviano, Seventh & Carr Sts., St. Louis (1) Missouri.

Do higher labor costs reduce your profits?

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

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

Features

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- ✓ Saves labor
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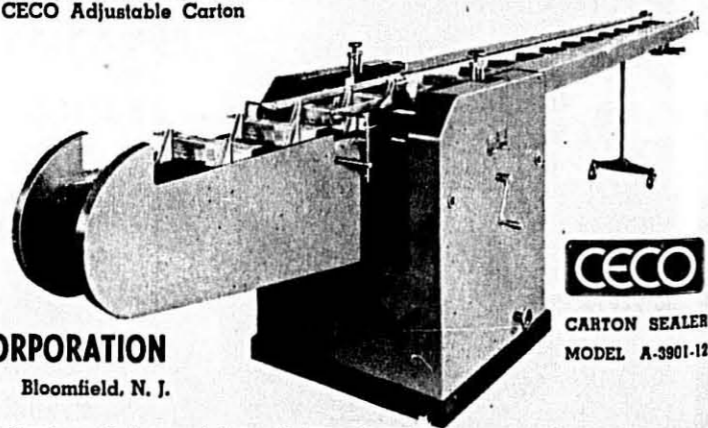
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CARTON SEALER
MODEL A-3901-12

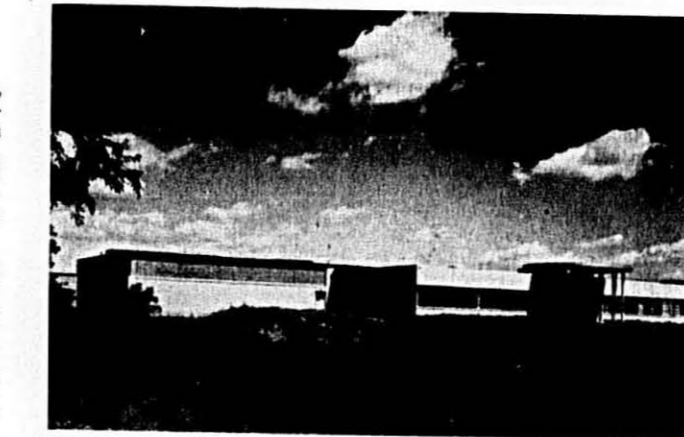
New Jersey Hails New Zerega Plant

Acclaimed by engineers, architects, and food processing and packaging experts as five years ahead of its time in advanced scientific production facilities, one of New Jersey's largest and most modernly equipped food manufacturing plants soon will be in operation at Fair Lawn, suburb of Paterson.

The beautiful new streamlined building, fronting on the north side of Route 4, just west of the Erie Railroad, has been specially designed as headquarters of the oldest firm in its field in America, A. Zerega & Sons, Inc., producers of Columbia brand macaroni, spaghetti, egg noodles, and more than twenty other similar products. Formal opening of the new plant took place in September, 1951.

John P. Zerega, Jr., vice president of the 103-year-old Zerega company, pointed out that the new building and its mechanical installations have few, if any, counterparts anywhere in the world.

Occupying a park-like landscaped site, the handsome brick and glass one-story structure represents the latest developments in modern functional architecture for industry. Its more than 90,000 square feet of area—more than two full acres on a single floor—were planned and designed for



Completed, the 80,000 square foot structure has the finest work in automatic and hygienic food processing equipment.

maximum efficiency, comfort, and hygienic production facilities.

Not only is the new Columbia plant fully insulated, but the entire roof is covered with a three-inch layer of water which cools the interior by evaporation and by deflecting the sun's rays. The glass brick sections of the exterior walls, which provide wide areas of natural lighting, are self-cleaning on the outside, and are of two types. Those facing direct sunlight have self-contained filters to diffuse the light

rays, while those not facing the sun are of plain glass brick.

The building is particularly noteworthy for the elaborate installations of electro-mechanical automatic conveying and processing machinery—some units of which are so new and advanced that only one or two other buildings in the country have anything comparable. Many of these units were custom-built for the Zerega plant.

An intricate battery of pneumatic and vacuum pipe lines handles vast

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WE SPECIALIZE IN EQUIPMENT FOR
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tonnages of different raw materials, unloading them from freight cars and sending them at high speed to a series of huge hoppers. Thence they move onward in a continuous flow to and through the stainless-steel automatic machines that form the ingredients into extruded shapes of the finished products. A fingertip electrical control panel can fill and unload the hoppers rapidly and will direct any type of raw material to the required machine. The ingredients are conveyed all the way by air from the railroad cars to the sealed hoppers, to the macaroni machines, and continue non-stop right through packaging and cartoning equipment and on to outgoing freight cars or trucks.

The building interior has many innovations, such as walls of a composition that needs no painting. This feature, together with the highly sanitary nature of all the machines and equipment, make for the ultimate in hygienic protection, and no expense has been spared to guard the ingredients and the finished products from any possible contamination.

The front of the new plant houses a restaurant for the employees and staff, and will be in operation 24 hours a day. There is a fully equipped first-aid room, together with up-to-date rest rooms equipped with showers, for the employees. Modern executive offices are also housed in this section.

With the start of operations late in September, the new Columbia plant will employ more than 150 persons.

Dr. F. Eugenia Whitehead Joins Wheat Flour Institute

F. Eugenia Whitehead, D.Sc., a research fellow in nutrition in the School of Public Health, Harvard University, has been named director of nutrition of the Wheat Flour Institute, educational division of the Millers National Federation.

The announcement of Dr. Whitehead's appointment was made at institute headquarters. As soon as possible, she will join the staff of the milling industry organization. She will take direct charge of an expanding school program in nutrition education, and will co-ordinate the basic nutrition theme expressed in all Institute activities and publications.

Miss Whitehead was appointed a research fellow in nutrition at Harvard in September, 1949. She received her Doctor of Science degree in nutrition this year. A native of Athens, Ga., Dr. Whitehead received a Bachelor of Science degree in home economics and a Master of Science degree in nutrition at the state university. She has done graduate work in nutrition at the Universities of Chicago and North Carolina.

Currently Dr. Whitehead is completing an assignment as a research fellow in nutrition at Harvard University, supervising production of films on nutrition education projects under a grant from Swift & Co. She is also nutrition consultant for Weston and Ginn & Co., textbook publishers. She will join the Wheat Flour Institute in Chicago upon completion of her work on the film project.

Nutrition and Health

"The prospect of peace and prosperity in the world is dependent in a large degree upon our increased knowledge of food and its effect on human life," according to George A. Sloan, president of the Nutrition Foundation.

"There is a growing acceptance of the evidence that nutrition is the most important environmental factor in the health of our people," Mr. Sloan stated. "Without sound health of our people, we can build no lasting strength—physical, mental or moral."

"The science of nutrition, which concerns food and its relation to life and health, has been recognized for barely half a century. The quest for knowledge in an area so broad has been pressed forward, of necessity, on many fronts. One of the significant programs of research in this science during the past decade, has been planned, directed and financed by the Nutrition Foundation, Inc."

Philip Pillsbury Outlines Part Advertising Plays in Development of Mill Programs



Philip W. Pillsbury

"The long range and developmental responsibilities of modern management can only be attended to after sales have been made—and today sales are made only if advertising is part of the life and blood of an organization," Philip W. Pillsbury, president of Pillsbury Mills, Inc., told members of the Association of National Advertisers at their annual meeting in New York.

"Advertising, properly planned, properly executed and geared to the total sales effort, is indispensable to the modern 'selling,'" the president said. And unless, through sound advertising, sales are made effectively, no company can establish modern employee relations practices, continuous plant modernization, or long range research and product development.

The management that can move in on the sale is the management that moves into leadership. When you accept this principle, you find advertising "moving right up into the board of directors room, pumping life blood into the organization," he said.

The amount of an advertising budget, Pillsbury said, should be relative to the goal in sales the company sets. The important thing to consider is how

much and what kind of advertising will contribute to the attainment of that goal.

"The president of a company used to have to build the sales before he could build the brick and mortar," he said. "Nowadays, the president inherits both the sales and brick and mortar. But the principle is still the same. The sale must be made before anything else can be done, and so management today, to be effective, must mold its course to the point of sale if it can and stay there."

(Philip W. Pillsbury, though now executive head of one of the largest

flour milling companies in the world, is a practical flour miller in his own right. He represents the fourth generation of his family in a position of leadership in the flour-milling industry. He was grounded in flour milling, selling, sales management, and financing for many years before he stepped into company management.)

"Once you accept the principle of having to make the sale before anything else, you find you form new concepts and attitudes towards the role of advertising. You never thereafter face the problem of how much stature advertising should have in an organization any more than an individual is faced with the problem of how much attention he should give to breathing."

Pillsbury made these recommendations in regard to a "selling president's" handling of advertising. First, advertising should be meshed right in with the whole selling operation, right from product development on through to the national distribution and sale of the product; second, the amount of an advertising budget is either large or small, relative only to the goal you seek to obtain; and, third, be completely open handed in your relationship with an agency. Give them not only full information, but full background, a full grasp of the goals you are seeking and, along with it, full responsibility for doing their share in the program.

BIANCHI'S Machine Shop

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California Representative for
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Fabricators of Ravioli Machines,
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Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

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- 5—Sanitary Plant Inspections

James J. Winston, Director
156 Chambers Street
New York 7, N. Y.



"So I says to my wife, here I am slaving over a hot radiator all day."

TOPS
in PERFORMANCE
and QUALITY

STAR
macaroni
dies

Yes... every Die from our skilled craftsmen is a "Star" of Beauty, Perfection and Long Life. We guarantee our products—recognized and accepted as "Tops" for over 20 years.

Our Specialty: LONG TYPE DIES

Your worn out Dies repaired by SPECIALIZED ARTISTS. Get Our ESTIMATES. Consult us on your requirements.

STAR MACARONI DIES MFG CO
57 GRAND ST. NEW YORK

Ravarino and Freschi Redesigns Cartons

Introduction of a colorful and eye-catching series of one-pound macaroni products cartons for Ravarino and Freschi, Inc., St. Louis, marks completion of the redesigning program

and sales punch. In addition, they have provided the basis for an intensive advertising campaign in which the package is prominently featured. The shelf strength and sales appeal of the new packages enables Ravarino and Freschi cartons to speak for themselves on self-service store shelves.

70 per cent of the industry's production to back the program, they would appoint an organization and set up a regular promotion program—this time with a workable budget.

Manufacturers representing about 75%-80% of total production agreed to participate in the plan when the group met for its annual winter meeting in January, 1949 (approximately the same percentage as back it today). At the meeting, Theodore R. Sills & Co., New York, was named to handle promotion for NMI, effective March, 1949.

Each participating manufacturer agreed to pay into the promotion fund 1c per 100 lb. bag of flour that he used. (A rule of thumb in the industry is that each 100 lb. bag of flour produces 96 pounds of finished product. At the current rate of production, AA figures this should produce a budget somewhat in excess of \$80,000 per year for promotion.)

The annual promotions are directed primarily at getting food editors and radio and TV home program producers to use material prepared by the Sills organization. In addition, the institute sends its representatives to home economics conferences, and takes an active part in the annual North Dakota Durum Show (about 90% of the high-protein durum wheat used by the nation's macaroni industry is grown in North Dakota, whose cool temperatures an I Barnes loan are particularly suited to growing this type of wheat).

During Macaroni Week, NMI also urges manufacturers to get distributors (and they in turn retailers) to boost the week by building displays with other food products, posting shelf talkers and posters, etc.

Recipes play a big part in any macaroni products promotion, Mr. Green says, because the institute believes that most people don't use macaroni products merely because they don't know of the many different ways in which they can be prepared.

The recipes stress the products as complementary to the main dish, whether it be fish, fowl, meat, vegetable, dairy food, et cetera. They can even be served with fruit, Mr. Green said, telling of one recipe which calls for brown sugar, raisins and noodles.

National Macaroni Institute has a parent organization, National Macaroni Manufacturers Association, which operates as a trade association. Its principal functions are to elevate the level of macaroni manufacturing; maintain representatives in Washington, and work with the nation's durum wheat farmers.

Fred Mueller, C. F. Mueller Co., is president of the association. C. W. Wolfe, Megs Macaroni Co., is publicity chairman of the institute, and Mr. Green is secretary of both organizations.

Karl R. Keam Honored

Karl R. Keam, of 2607 Erie Avenue, Cincinnati, president of the Cincinnati grocery manufacturers representatives since 1936, was presented with a life membership in the organization at a recent meeting at the Cuvier Press Club.

Mr. Keam recently retired as divisional sales manager for the C. F. Mueller Co., food manufacturers. He had been the Cincinnati district representative for the firm for 28 years.

PUSH SALES

(Continued from Page 12)

is editing the MACARONI JOURNAL and is secretary emeritus of NMI.

For the first ten years, NMI existed solely on the contributions of industry members, and thus was severely limited in the amount of industry promotion it could carry on.

What industry members needed to be shown, Mr. Green told AA, was the importance to them of industry-wide promotion, as well as promotion of individual brands by each manufacturer.

To get this across to manufacturers, NMI put together a package showing what other industry groups had done, and how successful such promotions had been, e.g., American Meat Institute, American Dairy Assn., American Bakers' Assn., et cetera.

This was exhibited to manufacturers from October, 1948, through January, 1949. The institute agreed that if it could get manufacturers representing



undertaken by Rossotti Lithograph Corp., North Bergen, N. J.

In photos comparing old and new designs, the following improvements can be particularly noted:

(1) Modernization and prominence of the distinctive RF monogram which performs the function of a trade mark in identifying the product.

(2) Appetite appeal and merchandising values of the packages have been enhanced by the use of a realistic full-color food pictorial on the back panel, illustrating the product in use.

(3) The new package is distinguished by its gay and colorful treatment. The basic color scheme is red, dark blue and yellow, with light blue highlighting certain areas.

(4) Also of interest is the new window treatment which enables the product to be seen from either a flat or upright position. This type of carton is known as the Rossotti Corner-Vu-carton.

The design and color scheme gives the new packages increased eye appeal

TO BE SOLD

4 factory Macaroni Products Presses, new. Buhler Model TPC, with guarantee. Capacity 250-300 kg per hour.

2 Macaroni-Products Presses, used. Make-Likotzky. Capacity 300-350 kg per hour.

HCH. BURKHARDT, Postfach 93 Ludwigsburg, Germany

SPAGHETTI KING

(Continued from Page 24)

our fat costs by at least 30%—and maybe more. We've done all this with an increased fried food volume, too!"

Baking is a cinch at The Spaghetti King with the range-oven. This is another place when accurate controls, even heat, coolness and convenience share the glory with the excellent baked and roasted foods that customers enjoy so much.

Speaking of volume, Al estimates that they serve enough spaghetti every month to feed an army of 8,000 men! That means a ton of the rich, flavorful spaghetti.

Al is a good businessman. Restaurant men these days must be good business managers—and Al is just that. He says, for instance, "Today you just have to keep your business up to date." At The Spaghetti King, that has meant complete air conditioning—a 10-ton unit plus a new 5-ton package air-conditioner. In mild or cold weather, the smaller unit suffices; in hot weather, both are used for air comfort of employees and patrons.

To keep his 15 employees busy (11

full time, 4 part time) and to make sure of sufficient turnover of his 100 seats (10 stools, 90 at tables and booths), Al decided to advertise his business.

Advertising Plan

Setting aside a nominal two and a half per cent of his gross, The Spaghetti King has a planned advertising program. The Chicago Tribune and other Chicago dailies carry teaser ads of varying size just about every day. In the last year, when the advertising

plan was started, business has increased very favorably. Not only have more people eaten at the restaurant, but they are selling more and more carry-out orders, which is helping to counteract reluctance of TV viewers in eating out.

Biggest problem, believes Al, is labor. He is sold on the need for labor-saving equipment in every restaurant operation—and he's happy with his new electric kitchen for just this reason.

Change in Agency

Dott, Ingg, M. G. Braibanti & Co., Milano, Italy, has made the following announcement relative to their United States representative:

"As per mutual agreement effective last September 1, 1951, the Dott, Ingg, Mario, Giuseppe Braibanti & Co., Via Borgona 1, Milano, Italy, has terminated its sales agency arrangements for the United States and Canada with I. Kalfus & Co., Inc., of 104 Grand Street, New York, N. Y.

"Notice of the appointment of regional agents for sales and services of Braibanti Macaroni Equipment will be announced. Mr. Joseph Santi continues with our company. He is located at 25 East 21st St., New York 10, N. Y. (Admiral Penthouse)."

Hudson Buys 235,000-Acre Woodland

Purchase of approximately 235,000 acres of woodland located in Dixie, Gilchrist and La Fayette counties in Florida, has been announced by William Mazer, executive vice president of the Hudson Pulp & Paper Corp.

Two-and-a-half per cent of gross set aside for advertising pays for teaser ads like these in Chicago dailies.



Spaghetti . . . the restaurant makes and sells 2,000 pounds a month, enough to feed an army of 8,000 men! Displaying a dish of spaghetti is one of the waitresses. Attractive uniforms, eh?

The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903
A Publication to Advance the Macaroni Industry.

Registered U. S. Patent Office and published Monthly by the National Macaroni Manufacturers Association as its Official Organ since May, 1919.

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Single Copies... 35 cents
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month of issue.

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

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

REMITTANCES—Make all checks or drafts payable to The Macaroni Journal.

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

Vol. XXXIII October, 1951 No. 8

National Macaroni Manufacturers Association

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Ollie the Owl

For years the problem that has worried Birdland most is the high mortality rate among young birds. It has been estimated at 50 per cent and even higher. It is not unusual to find hundreds of nestlings on the ground every day; they fall out of trees, fly too soon and crack up, or sometimes they are thrown out by other nestlings or marauding birds. The grave-diggers in the Birdland Cemetery were always busy.

Last year the Council decided it had to do something about it. This is what they did. They levied a Keep 'Em Flying tax, the proceeds to be used to

Important Industry Dates

Macaroni Week
Nationwide
October 18-27, 1951

Winter Meeting
Miami Beach
January 22-24, 1952

48th Annual Convention
Montreal
June 26-28, 1952

employ doctors and nurses to provide medicinal care for the nestlings so that the mortality rate would drop. The tax was the highest ever levied here in Birdland, but the birds were all for it because fewer nestlings would die.

The few dissenters who thought the tax was too high were quickly silenced when told that, as soon as the nestlings learned to fly, they would become subject to tax and, inasmuch as the Keep 'Em Flying program would save millions of lives, there would be millions more of birds to pay taxes than formerly and this would lower the overall per capita tax—cut it 'way down, lower than ever before. Lower taxes sounded good to the flock, so they went along with the new idea.

The medicos did a good job. Mortality was cut 'way down, the nestlings grew to maturity and, after they had

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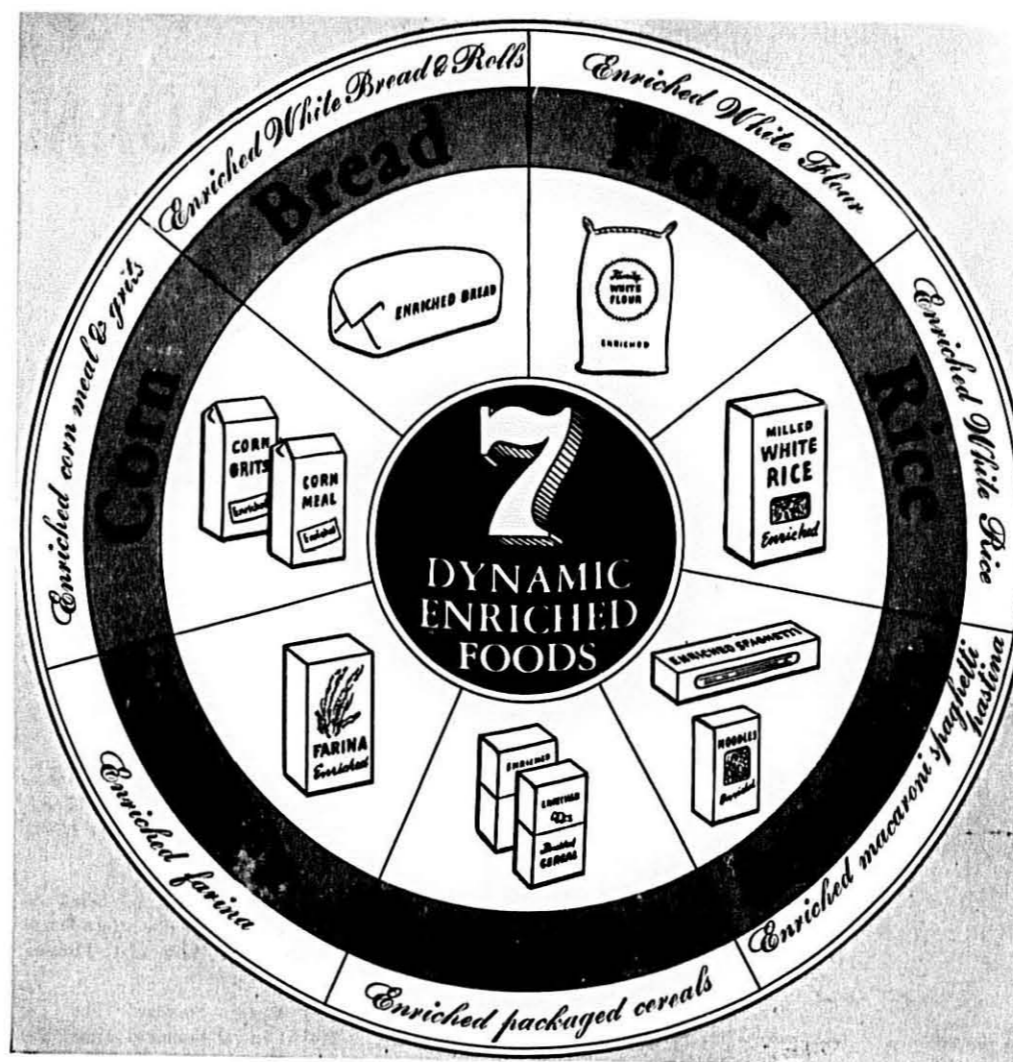
Age 42, 20 years as a skilled administrator and co-ordinator. Well balanced in all phases of plant operations and functions. Has the "know-how" to get maximum production and quality control with minimum friction and cost. Will assume full responsibility. Box 98, c/o Macaroni Journal, Braidwood, Illinois.

WANTED TO PURCHASE: Clermont 20" Non-Reversible Dough Brake, one Bologna Stamping Machine, one Clermont 20" noodle cutter, and one 9" or 10" horizontal press. Box 99, c/o Macaroni Journal, Braidwood, Ill.

learned to fly, they were also subject to the Keep 'Em Flying tax, which took 90 per cent of all they earned to pay back for the medical care they had received. For a short time they struggled under the load; then, one by one, they died until the mortality rate was higher than ever before. The birds had so little left after paying the tax that they could not buy food enough to sustain them, and they slowly starved to death. Now the taxes are twice what they were last year and the grave-diggers are busier than ever.

High taxation leads but to the graveyard.

Very wisely yours,
Ollie The Owl



WHY you should enrich your macaroni products

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

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn meal and grits, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

Do they see the familiar "buy-word"—ENRICHED, on your packages? If not, act now to bring your products into the group of dynamic foods.

Enrichment is easy. You can enrich with Roche square enrichment wafers for batch mixing or with enrichment premix containing Roche vitamins for mechanical feeding with any continuous press.

Get all the facts now on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

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

Enrichment Wafers and Premix distributed and serviced by Wallace & Tiernan Co., Inc., Newark 1, New Jersey



CEDRIC ADAMS TO BOOST NATIONAL MACARONI WEEK OVER 156 CBS STATIONS

Genial Cedric Adams, outstanding Minneapolis newspaper columnist and CBS network radio personality, has won nation-wide popularity on his CBS Pillsbury network program.

As a contribution to the success of National Macaroni Week, Pillsbury has arranged for Cedric Adams to tell his huge radio audience some interesting macaroni stories. And who could tell those stories more entertainingly—and appetizingly—than Cedric?

Broadcast every weekday afternoon over a Columbia coast-to-coast network of 156 stations, the Adams program reaches over 4,000,000 listeners.

His macaroni broadcasts will be heard on Wednesday, October 17—the day before Macaroni Week begins—and Wednesday, October 24—

3:40 P.M. Eastern Standard Time
2:40 P.M. Central Standard Time
1:40 P.M. Mountain Standard Time
12:40 P.M. Pacific Standard Time

We are happy to help promote the fine products of the Macaroni Industry, which we have been serving for so many years.

PILLSBURY MILLS, Inc.

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

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