

**THE
MACARONI
JOURNAL**

**Volume 37
No. 1**

May, 1955

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



Your Package Can Be . . . YOUR BEST SALESMAN!

BUT Only If It Meets The Public Eye In Modern Dress.

It has been reliably stated that 80% of the Food Packages sold in Self-Service stores today lack the fundamental sales-making quality of Appetite appeal.

Is your package qualified to compete successfully under modern merchandising conditions? Where more than 60% of all consumer buying decisions are made right in the store? On the Impulse of the Moment? Whether or not your package appeals to the appetite of the shopper at that critical Instant-Of-Decision, more often than not determines whether you make or lose a sale.

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Our job at Rossotti is creating and producing packages for Macaroni Products that will do their job successfully.

The list of our customers reads like Who's Who in the Macaroni Field. Many of them have been with us for more than two generations. During that time they have forged ahead to positions of leadership, and even under today's tough competitive conditions are increasing that leadership.

There must be a reason for their confidence in us. There is a reason. The reason is that Rossotti Designed and Produced packages pay them in increased sales. In increased leadership. And in increased profits.



Will you make this simple test? Cut out this Pictorial and place it on your present package. Doesn't it whet your appetite for a good, appetizing Macaroni dish? It will have the same effect on shoppers in Self-Service stores.

We will be happy to consult with you on your packaging Problems. There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could be the beginning of a very profitable increase in your sales.

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May, 1955

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25% durum and
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Farmers Union Grain Terminal Association

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The MACARONI JOURNAL

May, 1955
Volume 37, No. 1

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For outdoor eating pleasure and easy summer serving, Chili and Macaroni is a natural. See story and recipe on page 20.

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May, 1955

THE MACARONI JOURNAL

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THIS IS THE TIME FOR MEETINGS

It wasn't too long ago that businessmen closely guarded their so-called "trade secrets." But the modern businessman today finds it to his own self interest to exchange ideas and information on common problems so that the industry in which he earns his living can do a better job.

Today's businessman finds attendance at meetings a quick and profitable way to get basic information in digest form. Spring is apparently a busy time for meetings, with many of them competing for the same spot on the executive's calendar.

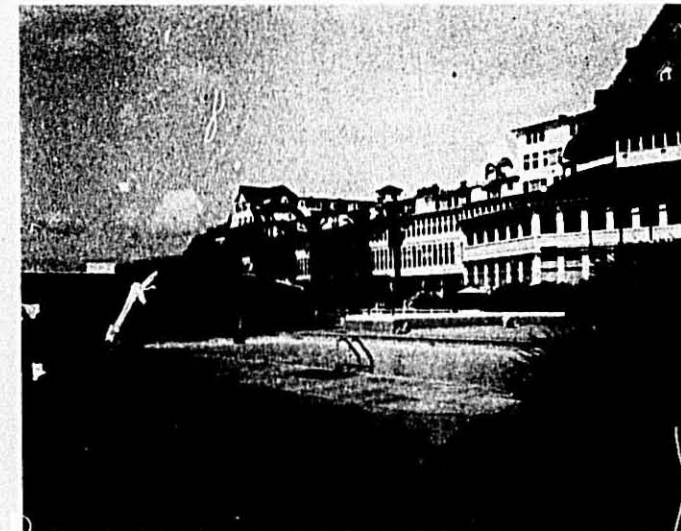
The National Macaroni Institute has been holding a series of Merchandising Meetings around the country to explain the plans of a summer-time promotion of macaroni-noodles and canned meats. Meetings at San Francisco on the West Coast, and New York City on the East Coast were both well attended. At this writing, meetings scheduled for Chicago and New Orleans also indicate keen interest.

The annual Plant Operations Forum for macaroni manufacturers will be sponsored by the Glenn G. Hoskins Company again on the Chicago campus of Northwestern University April 20-21-22. A repeat performance will be given on the West Coast at Palo Alto May 4 and 5.

The Forum opens on April 20 with the group meeting to attend the Packaging Exposition en masse. On Thursday and Friday, April 21 and 22, plant superintendents will exchange notes on how to make better macaroni, spaghetti and noodles. The agenda for the Forum is given on page 44.

During the week of April 18, the American Management Association holds two major events of the packaging field, the 24th National Packaging Exposition and the annual AMA Packaging Conference. Some 400 exhibitors will show their wares in the newly constructed Exhibition Hall of the International Amphitheater in Chicago.

The Conference which opens at 10 a.m., Monday, April 18, will go into discussions of scheduling coordination of production, packaging, warehousing and materials handling. Later in the program, speakers from Penn Fruit Company will suggest package improvements considered desirable for product protection, shelf display, ease of handling, pricing and marking. One session will be devoted to "Knowing Your Materials" with a panel of experts on hand to evaluate the functional properties of



VIEW OF DEL CORONADO across the salt water pool. Site of the 51st Annual NMMA Meeting.

available packaging materials and the possibilities of new ones.

On May, 1, 2, 3 and 4, the Chamber of Commerce of the United States will hold its 43rd Annual Meeting in Washington, D. C. This organization, known as "The Voice of Business" will present a program of interest to all American businessmen. Lester L. Colbert, president of the Chrysler Corporation, will speak on "America's Future." Clem D. Johnson, president of the Chamber, will make the keynote address on "Our Opportunities and Responsibilities."

In the second general session, Fred Gurley, president of the Atchison, Topeka and Santa Fe Railway, will talk on "The Right to Work."

The third general session will concern itself with economic climate and tax requirements for the future, with an address from former President Herbert Hoover on "The Government of the Future" as a highlight. Virginia's Senator Harry F. Byrd will discuss "Importance of a Balanced Budget," and John L. Connelly, secretary and general counsel of the Minnesota Mining and Manufacturing Company, will comment on "Your Future Tax Structure."

Special luncheon sessions will deal with such broad topics as "World Affairs and You" with Eugene Holman, chairman of the board, Standard Oil Company of New Jersey, and Walter S. Robertson, Assistant Secretary of State

for Far Eastern Affairs, taking the lead.

"Action Needed for a Better Tomorrow" will have the attention of Morgan Beatty, radio and television newscaster, Walter Wheeler, president of Pitney-Bowes, and John B. Shepperd, Attorney-General, State of Texas. Other vital issues to be discussed at luncheon sessions include "Industrial and Trade Area Development," "The City of Tomorrow," "Adequate Water Supply for Tomorrow," "Paying for Economic Security—Who and How," "Transportation Tomorrow," and "Expanding Business Horizons through Public Relations."

Tentative plans for the 51st Annual Meeting of the National Macaroni Manufacturers Association appear on page 12. This will be the first national convention held by this organization on the West Coast, and a stimulating program on materials, production problems, and sales matters will be discussed along the theme of "Opportunities Unlimited." A happy balance of social activities will complement the business sessions. The site of the meeting at Hotel Del Coronado provides a famous resort setting particularly well suited for a family vacation spot.

For a dozen pointers on "How To Be a Clever Conventioneer" see page 10. Then plan to make as many of the meetings as you can. It will give you the inspiration to do a better job.



Seated left to right: Richard Merlino, Tom DeDomenico, Guido Merlino, Charles Rossotti, Bill Hoelsken, Harry Saidiner, Vincent DeDomenico, Fred Spadafora. Standing: Ernest Merlino, Julio DiDonato, Bob Borelli, A. Bianchi, Joseph Personini, George Paolini, Jim Loughman, Frank Caffera, Bob William, Lucien Lyall, Paskey DeDomenico, Peter Pence, Ted Sills.

AT THE MERCHANDISING MEETINGS

MERCHANDISING meetings called to explain the plans for a macaroni-noodle and canned meat promotion to run from June 15 to July 31 were called for San Francisco—March 9, New York City—March 23, Chicago—April 13, and New Orleans—April 20. In San Francisco, more than twenty manufacturers and allies came from as far north as Seattle and as far south as Los Angeles to hear Ted Sills, public relations counsel of the National Macaroni Institute, explain the plans for the campaign, and show the large 3-color poster and attractive brochure that will be used by meat canners to push the event.

Secretary Bob Green brought up-to-the-minute reports on the Tuna-Macaroni Bake promotion, and pointed to displays of clippings showing the quantity and quality of national magazine placements obtained by the Sills organization for the industry in the first three months of this year.

Spirited round-table discussions were held on various merchandising matters.

In New York, some sixty macaroni makers and allies attended the meeting with a similar agenda. Additional reports were given on details of the C. A. Swanson & Sons Chicken ala Queen promotion in April and May, with a redemption deal for 25¢ when submitted with two Swanson canned chicken labels and a macaroni label.

The Olive Advisory Board announced an advertising schedule for April and

May based on a recipe for Monterey Spaghetti, and this was reported on at the meeting.

Of the several merchandising subjects discussed in round table, the two that drew the most comments were on cooperative advertising, and servicing in retail stores.

The group was agreed in believing that cooperative advertising is helpful in the promotion of merchandise if the practice is not abused and does not become just another device for price cutting.

Some view the current trend to more and more servicing in stores as a costly practice, one that several food lines wish they had never started. The point was also brought out that many large chains

will not permit food manufacturing representatives to come into their stores and police the merchandise on the shelves. Somewhere in between the two extremes is probably the answer for regular checking of merchandise as to position and condition and yet not taking over all of the functions of a grocer's stock clerk.

By the time of the April meetings in Chicago and New Orleans, orders from packers of canned meats should be well in hand and distribution started in order that the campaign can be sold to major retail outlets in plenty of time for an effective sales drive. A listing of those attending the San Francisco and New York meetings is on facing page.



Round the table: Paul Ambrette, Luigi Abbenante, Paul Vermyley, Vincent S. LaRosa, Lou Delsen, John Tobia, E. Ronzoni, Jr., Ted Sills, Paul Bienvenu, and Horace P. Gioia.

AT THE SAN FRANCISCO MEETING:

- | | | |
|-------------------------------------|--|--------------------------------------|
| Robert Borelli.....Fresno Macaroni | Frank Caffera.....Roma Macaroni | A. Bianchi.....Bianchi Machine Shop |
| Vincent DeDomenico.....Golden Grain | George Paolini.....Roma Macaroni | Jim Loughman.....Capital Mills |
| Tom DeDomenico.....Golden Grain | Fred Spadafora.....Superior Macaroni | Peter Pence.....General Mills |
| Paskey DeDomenico.....Golden Grain | Lucien Lyall.....Superior Macaroni | Charles Rossotti.....Rossotti Litho. |
| Bill Hoelsken.....Golden Grain | Harry Saidiner.....Weber Noodle Co. | Joseph Personini.....Rossotti Litho. |
| Richard Merlino.....Merlino & Sons | Julio DiDonato.....West Coast Macaroni | Ted Sills.....Macaroni Institute |
| Guido Merlino.....Mission Macaroni | Robert William.....Robt. William Foods | Bob Green.....Macaroni Institute |
| Ernest Merlino.....Mission Macaroni | Richard M. Oddie.....Bank of America | |

AT THE NEW YORK MEETING:

- | | | |
|--|---|---|
| Sam Arena.....V. Arena & Sons | Benedict Marchese.....Refined Macaroni | Nat Bontempi.....DeMarco Machines |
| Paul Bienvenu.....Catelli Foods | E. Ronzoni, Jr.....Ronzoni Macaroni | Joseph DeMarco.....General Mills |
| Melvin Chasin.....Chasin Noodles | Roger Di Pasca.....Ronzoni Macaroni | Phil Spaulding.....General Mills |
| Luigi Abbenante.....Colonial Fusilli | Joseph Santoro.....Santoro Macaroni | Charles Karkalits, Jr.....Hoffman-LaRoche |
| Alfred Sauerzopf.....Dutch Maid | John Zerega, Jr.....A. Zerega's Sons | R. E. T. McMahon.....Hoffman-LaRoche |
| Horace P. Gioia.....A. Gioia & Sons | Paul Vermyley.....A. Zerega's Sons | David Wilson, Jr.....King Midas Mills |
| Harry Diamond.....Gooch Foods | Gene Kuhn.....Amber Mills | Hugo Mandolini.....Lazzaro Machinery |
| Erich Cohen.....A. Goodman | John R. Rodgers.....Amber Mills | Donato Maldari.....Maldari Dies |
| Robert Cowen.....A. Goodman | Walter Ousdahl.....Amber Mills | James Affleck.....Wm. Penn Mills |
| Vincent S. La Rosa.....V. La Rosa Sons | Paul Ambrette.....Ambrette Machines | Lou Delsen.....Rossotti Litho |
| Joseph Giordano.....V. La Rosa Sons | Rudy Schenk.....Buhler Brothers | John Tobia.....Rossotti Litho |
| Joseph Kurtz.....Magic Chef | J. J. McMahon.....Capital Mills | Arthur Tarditi.....Rossotti Litho |
| John Murphy.....C. F. Mueller | Louis A. Viviano.....Capital Mills | Arthur Simonetti.....Simonetti Sales |
| Joseph Coniglio, Jr.....Paramount | John Amato.....Clermont Machines | William Henderson.....Wallace-Tiernan |
| Louis Coniglio.....Paramount | Charles Chinski.....Commander-Larabee | Heather Allen.....Macaroni Institute |
| Louis Roncace.....Philadelphia | Ernst Horstmann.....Commander-Larabee | Elinor Ehrman.....Macaroni Institute |
| Anthony Cantella.....Prince Macaroni | Tom Sanicola.....Color-Offset | Ted Sills.....Macaroni Institute |
| Robert Sheeran.....Prince Macaroni | Joseph DeFrancisci.....DeMarco Machines | Jim Winston.....Macaroni Association |
| Ray Whitley.....Prince Macaroni | Ignatius DeFrancisci.....DeMarco Machines | Bob Green.....Macaroni Association |
| Gus Palumbo.....Procino-Rossi | | |



Elinor Ehrman, Bill Henderson, R. E. McMahon, Ignatius DeFrancisci, Gus Palumbo, Bob Cowen, Dave Wilson, Nat Bontempi, and Jim Winston.



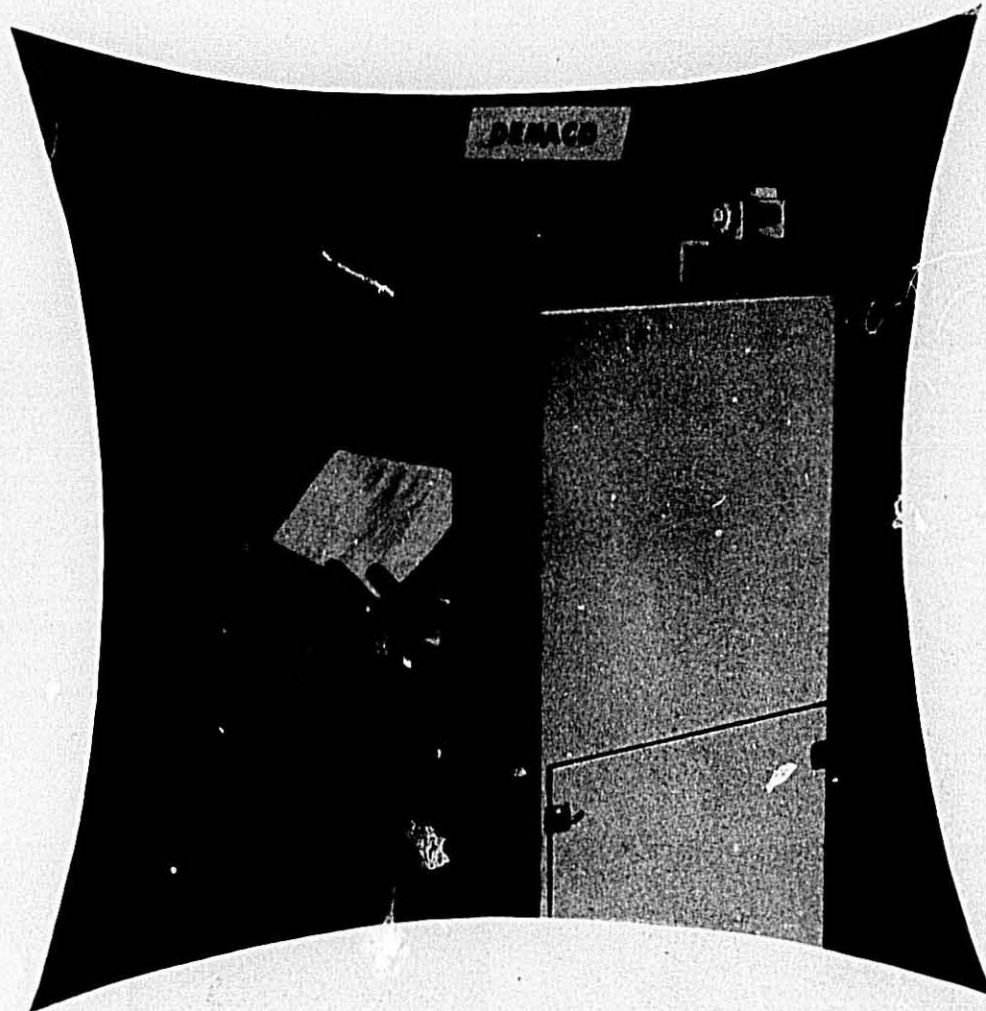
Left to right: Ray Whitley, John Murphy, Bob Sherran, Donato Maldari, Hugo Mandolini, Rudy Schenk, Harry Diamond, Heather Allen, and Anthony Cantella.



John Zerega, Jr., Gene Kuhn, Walter Ousdahl, Alfred Sauerzopf, Arthur Tarditi, Louis Coniglio, Joseph Coniglio, Jr., Joe Kurtz and Joe Giordano.



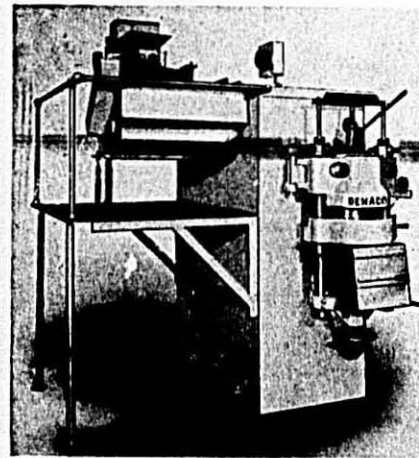
Joe DeMarco, Phil Spaulding, J. J. McMahon, Ernst Horstmann, Charles Chinski, Joe DeFrancisci, Sam Arena, Louise Roncace, and Jim Affleck.



THE
DEMACO SHEET FORMER

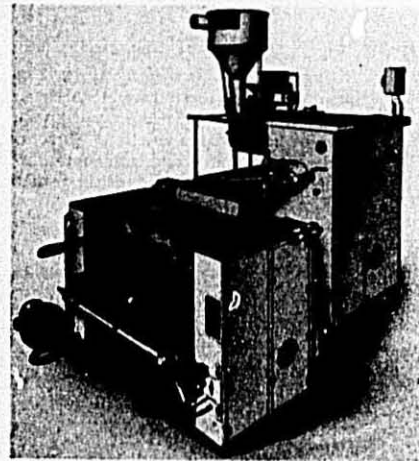
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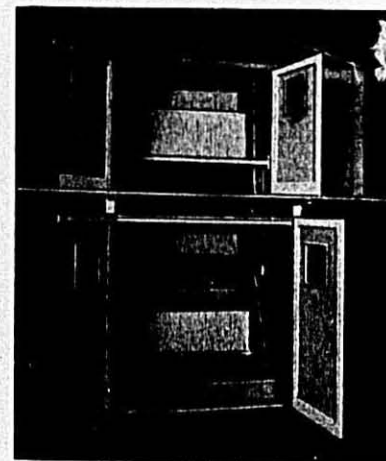
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HOW TO BE A CLEVER CONVENTIONEER

By E. D. Parrish, Chalfonte-Haddon Hall
(Reprinted from Sales Meetings Magazine)



You have to prepare your trip to a convention the same way you plan an intensive sales call. Here are 12 "musts" to help you get the most out of any convention you attend.

LIKE every other institution in American life, the national convention comes in for its share of satire, criticism, debunking and just plain jibing from time to time. There is nothing wrong with that. Our generation has learned to laugh at itself. We take our jobs seriously, but still have fun doing a good job.

As staff members of one of the nation's largest convention-resort hotels, we at Chalfonte-Haddon Hall have a wonderful opportunity to observe advantages and shortcomings of conventions—several hundred a year. We can pick out faults, laugh at foolishness and discard them both. At the same time, we can keep hold of good things that conventions have to offer and expand on qualities that are worthy of expansion.

Because we are part of the faceless service of a well operated, modern hotel, we rarely have the opportunity to speak up on the subject, but I believe that our collective observations might add something constructive to the great American Convention.

There are many suggestions we could make to committees and paid staff members who run conventions for associations and companies. But that would take a book—a book which, by the way, we may prepare one of these days.

First thing that needs improvement about conventions—and the thing that could be most readily and effectively improved—is the convention delegate.

This observation applies almost without exception to every convention. It is true whether the program committee has done its work well, has gone off on a tangent or has just fallen down on the job—and we see all kinds.

In discussing this problem with my fellow staff members, we all agree that it is often shocking to see how many delegates waste opportunities that a convention opens up to them.

It is this lack of personal preparation and determination to make the most of a convention that, in our opinion, has resulted in some recent debates question-

ing the value of our expanding convention system. It has been said that convention participation is growing out of proportion to its value—that the convention is an octopus which cannot be avoided and that, once embraced, cannot be relinquished.

We believe that conclusions of this type are neither rational nor true.

The American business system owes much of its success to a continuing search for self-improvement and to a unique willingness to swap trade secrets with competitors.

Competitive cooperation is manifested in the national growth of these association conventions. During the coming year, more than nine million persons will attend some 20,000 association meetings scheduled for metropolitan or resort hotels. Another two million will attend 66,000 company sales meetings. The multitude of businessmen who spend upward of \$2 billion for conventions annually know, without question, that group meetings are the most economical and productive methods of establishing effective trade and business communications.

Just to see what would come out of it, I have asked my fellow staff members at Chalfonte-Haddon Hall to write down points that they believe are most important—things for a delegate to do—to get most out of a convention. Here is an even dozen of their pointers:

1. Plan your own participation in the convention from the moment you decide to attend.

2. Avoid disappointment; make your reservations far in advance. State plainly the type of hotel room you would like and the price you are willing to pay. If your plans are unexpectedly changed, you can cancel your reservations without obligation.

3. Write or telephone men from distant places—men you hope to sit down with during off-hours at the convention—and make appointments to get together.

4. Check over personalities appearing on the program. Are there any men here whose experience makes them able to give you a general steer in the right direction? Make sure you attend their sessions and, if necessary for additional information, see them afterward.

5. Jot down specific problems that now confront you in your business. Plan to find men at the convention who can discuss them, help find a solution.

6. When you get to the convention, check the list of delegates to make sure you do not miss an opportunity to visit personally with distant customers or friends.

7. Capitalize on meal-time hours. Arrange to eat with different groups of business friends each meal. American Plan conventions—meals included with price of hotel accommodations—encourage group dining and avoids embarrassment and expense of getting stuck with excessive meal checks.

8. Make a point to see and be seen by all of your competitors. Swap a story or an experience with them. Let them realize that you are a cooperative competitor.

9. Plan to spend at least some time with old friends and new in an old-fashioned bull session. Many a tip, more valuable than any in the best planned program, is dug out of just such informal talk.

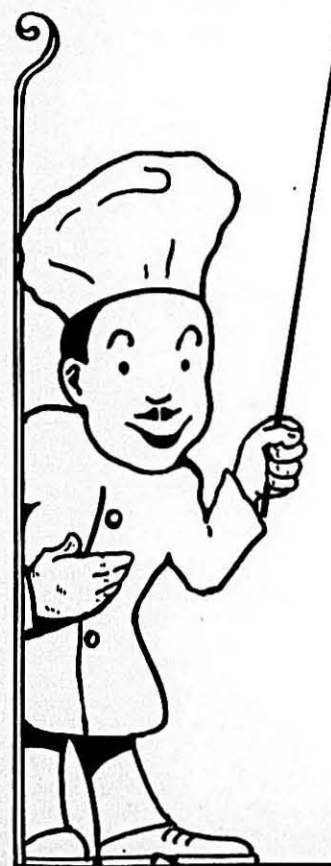
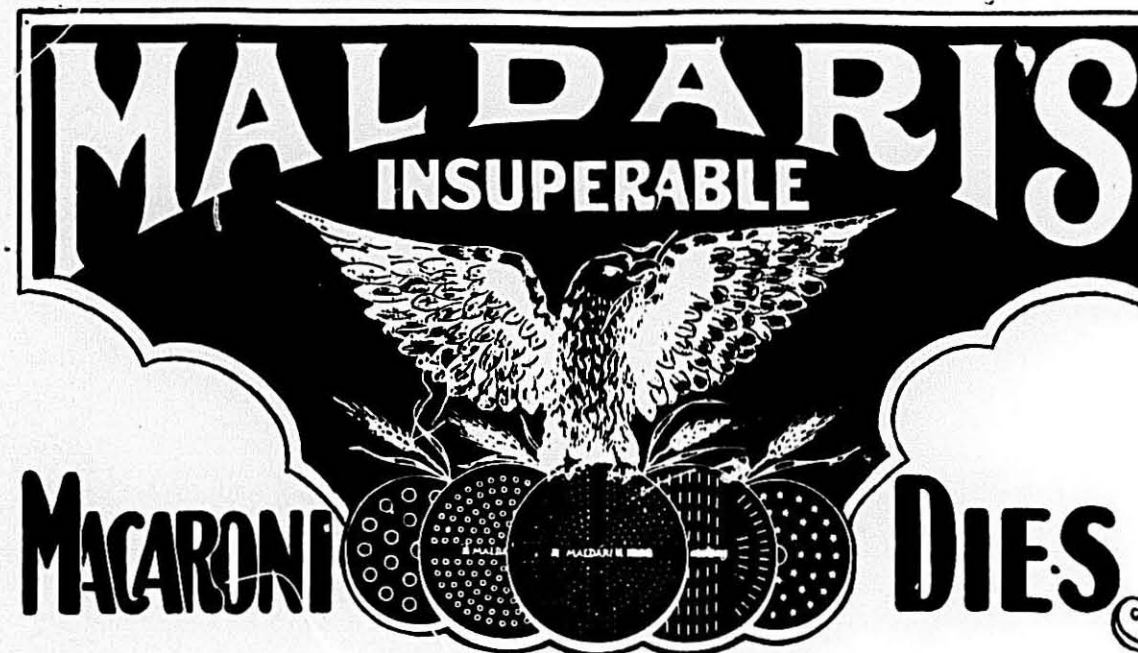
10. Keep a list of all new acquaintances made at the convention. Write them when you get home and keep in touch with them between sessions.

11. Know your limitations. Overabundance of food and drink and underabundance of sleep make Jack—or anyone else—a dull boy.

12. And, speaking of Jack, the old adage has it that all work and no play has a similar effect. Wherever your convention is held, there are things of interest to see and do. Find out about them as soon as you get to your hotel and plan to interrupt your hard work at the convention with some good old-fashioned hard play. We are in a good position at Chalfonte-Haddon Hall, to observe delegates at play as well as at work. And we know that many of those who get the most out of a convention business also make the most of the recreation opportunities offered.

Any delegate who follows all 12 of these points faithfully will get more out of his next convention.

And, if we've missed any, we'd be glad to swap with yours because we're suggestion collectors ourselves.



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The Preliminary Program

OF THE 51st ANNUAL MEETING NATIONAL MACARONI MANUFACTURERS ASSOCIATION

The preliminary plans for the convention program of the 51st Annual Meeting of the National Macaroni Manufacturers Association at Del Coronado Hotel, Coronado, California, June 20-22-23 have been announced.

The convention theme will be "Opportunities Unlimited."

On Monday, June 20, the Association's Board of Directors will convene at 10 a.m. At 1 p.m. the durum millers will meet with the Board of Directors for their traditional get-together.

The Convention formally opens with a Registration Breakfast on Tuesday, June 21 in the Crown Dining Room.

Assembly will take place at 9:15 in the main meeting room with greetings to the delegates extended by Coronado's Mayor Walter A. Vestal and Association President Peter LaBosa.

Richard M. Odde, Director of Small Business Activities Service, Bank of America, San Francisco, will set the convention keynote with his comments on "Opportunities Unlimited."

A representative of the California Association of Certified Public Accountants will read "But You Have To Know Your Costs."

Committee reports on the durum situ-

ation, imported macaroni and other matters of interest will be made at the opening session.

A fashion show is being planned for the ladies as follow luncheon on the opening day while the men participate in a golf tournament.

The traditional Rossini Spaghetti Supper is scheduled for the opening night's festivities with dancing to follow on the ocean terrace.

An Early Birds Breakfast is called for 8:30 a.m. Wednesday, June 22, with the business sessions starting at 9:15.

A group of outstanding retailers in the Southern California area have been invited to tell the convention assembled what they think about macaroni and how they would approach specific problems in the retail store. Invited guests include E. Murry Yunker, Certified Grocers of California, Ltd.; Clifford Haskell, Alpha Beta Food Markets; A. A. Peterson, Von's Grocery Company; Bruce Romquist, Market Basket; and John Schmoeders, Spartan Grocers, Inc.

With San Diego being one of the most important Naval Bases in the world, an invitation has gone to the Commandant of the Eleventh Naval District to invite a Naval representative

to tell the convention about "Macaroni's Place in Navy Cuisine."

Arthur Wayne, general manager of four famous Los Angeles restaurants, Lawry's, Richlo's, Steak's and Tim O'Shanter Inn, will speak on the subject "What the Restaurant Man Wants from Macaroni Products."

Nominations and elections of directors will conclude the morning's business.

While the convention is lunching in the Coronet Room, the Board of Directors will hold their organizational luncheon in the Palm Room and elect officers for 1954-55.

A trip to San Diego's famous zoo in Balboa Park is planned for the ladies and children while the gentlemen talk shop on subjects covering packaging, product improvement, and general management matters.

The final business session on Thursday, June 23, will follow breakfast in the Coronet Room.

Representatives of the Westgate California Tuna Packing Company, packers of Chicken-of-the-Sea Tuna, have been invited to speak on related item selling.

A report on National Macaroni Institute activities will be made by Theodore R. Sills, public relations counsel. James E. Winston will report on the activities of the Association's Director of Research, and Secretary Bob Green will report on Association activities.

General Mills is planning a harbor boat trip for the entire convention group following luncheon on Thursday.

In the evening the Association dinner party will bring the social schedule to a climax to be followed by dancing on the Ocean Terrace.

The site of the convention is Hotel Del Coronado in Coronado, California, just across the bay from San Diego. The Del is a famous hostelry, with a long history of successful meetings and conventions. It is located in one of the most delightful spots in the United States, boasting a pleasantly uniform, semitropical climate, and has both mountains and the ocean for scenic beauty.

Room reservations for the macaroni convention can be made directly by writing Mr. George Stroh at Del Coronado, and convention registrations can be made through the Association office.

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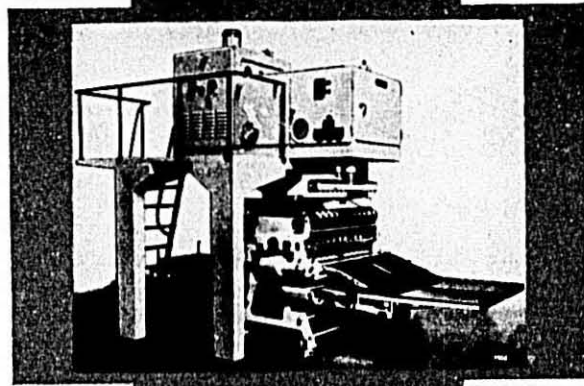
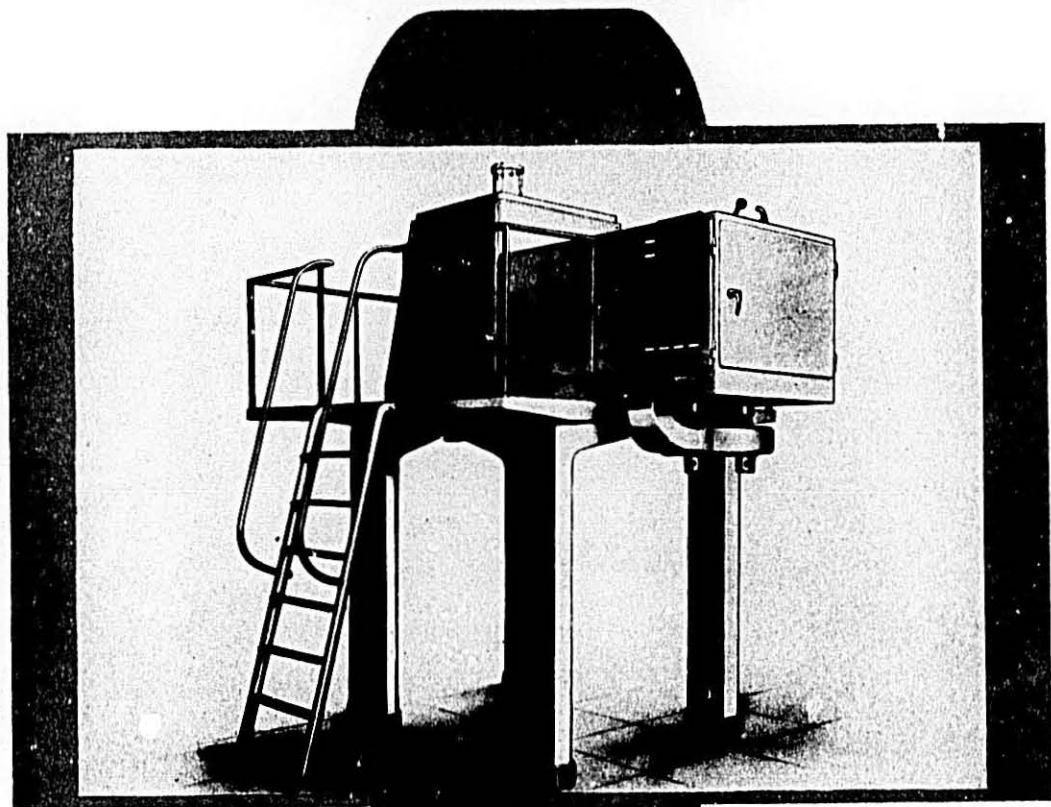
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THE FRONT VERANDA of Del Coronado with the Crown Dining Room windows in the background

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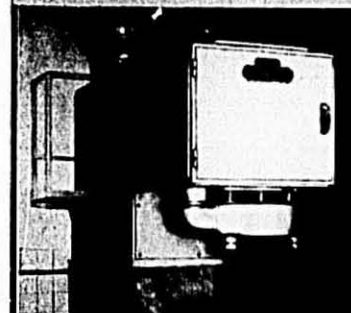
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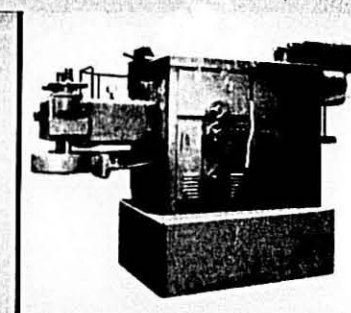
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BUHLER BROTHERS (CANADA) LTD.

24 KING STREET WEST, TORONTO, ONTARIO

THE RIGHT RECIPE FOR MORE PROFITS

THE Saturday Evening Post has prepared a colorful brochure showing the full page 4-color advertisement of the "Tuna Macaroni Bake" placed by the Jones & Laughlin Steel Corporation in the March 26 issue and has labeled it "The Right Recipe for More Profits."

This issue of the Post went on sale Tuesday, March 22, during Lent, and presented the recipe before more than 1,600,000 families reading the magazine.

The brochure went to 1,027 chains, 1,529 brokers, 113 wholesalers, 1,512 advertising agencies, 1,230 manufacturers, and 77 to Saturday Evening Post salesmen. In a letter to the National Macaroni Institute, the Saturday Evening

Post said, "We are glad to report from our observation this promotion is an all time high—certainly you folks are deserving of a tremendous amount of credit for your all-out push."

The Activator, published by the Marketing Bureau of the Can Manufacturers Institute, for March 1955 had the following headline, "Five Sponsors Back Biggest Promotion on Tuna-Macaroni Bake." In addition to the Can Manufacturers Institute, and Jones and Laughlin Steel Corporation, other sponsors included the Tuna Research Foundation, a dozen or more macaroni manufacturers, and the Pet Milk Company. All contributed to the campaign with a barrage of advertising, publicity, display and point-of-sale material.

Pet Milk's radio and television personalities, Arthur Godfrey, George Gobel and Red Skelton took the details of the "Easy Yet Pleasy" recipe to more than 60,000,000 homes.

Backing up the broadcasts was the Pet Milk sales force of over 100 representatives supplying retailers with window displays and 4-color recipe leaflets for shoppers to take home. In addition, grocers were offered advertising mats and glossy prints as well as an assortment of bulletins and merchandising aids.

The Tuna Research Foundation saturated newspapers, wire services and syndicates throughout the nation with recipes and photographs. Food editors of four Sunday supplements with a combined circulation of more than 27,000,000 people were supplied with stories and pictures. Mailings went to food editors in 163 major markets. Food program directors at more than a hundred television stations were furnished pictures and recipes featuring the Tuna Macaroni Bake. These "live" cooking and serving demonstrations reached into homes—and kitchens everywhere.

More than a dozen macaroni companies pushed the dish nationally through their sales forces. Support was given to the campaign with promotion on radio and television time, newspaper advertising, billboards and point-of-sale displays.

Theodore R. Sills & Company publicized the event for the National Macaroni Institute.

A National Macaroni Institute member wrote about the campaign as follows:

"We are sending you tear sheets requested in your recent bulletin. Needless to say, these ads were backed up by store displays. There were hundreds of these.

"There were many thousands of lines of advertising in our territories, both cooperative and institutional. There is a proof of the institutional ad enclosed in the material. This ad ran two to four times per week for one month in 97 daily newspapers. That's a lot of lines.

"From our point of view, I think the program was a wonderful success. The cooperation we received from the retail grocer associations, as well as the chain store buyers and merchandising independent retailers, substantiated your enthusiasm, and other manufacturers' cooperation, and our investment in money and sweat. I know the various participants will be happy with the results in our territory."



NORTHERN STAR

THERE'S NO SUBSTITUTE FOR EXPERIENCE...

as proved by



CLIFF W. KUTZ

Over 25 years of contact with the macaroni trade. Knowledge, through experience, of what the macaroni industry demands in milled products to make desirable macaroni products.



ROSS McRAE

Over 30 years' experience in selecting the desired types of wheat for milling products suitable for macaroni products. Regarded as one of the best judges of wheat on Minneapolis Grain Exchange.



here's what this label means...

- Extra dollars in the production of macaroni products every time, because of the quality and uniformity of this premium product . . . because I can rely on Northern Star Semo-Rina to give me the best results and keep my customers coming back for more. Make Northern Star Semo-Rina a MUST on your next order!

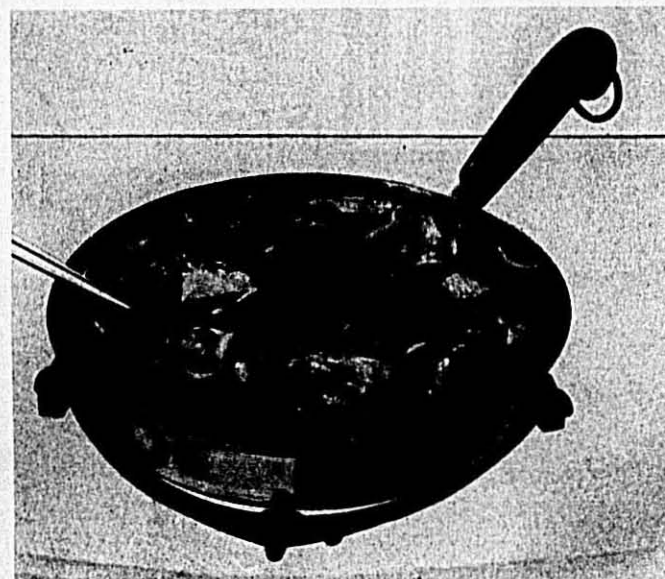


Commander-Larabee

MINNEAPOLIS

DIVISION OF ARCHER • DANIELS • MIDLAND

CHICKEN A LA QUEEN



THE FINISHED DISH of C. A. Swanson's Chicken a la Queen.

DURING April and May, C. A. Swanson & Sons of Omaha, Nebraska, packers of canned boned chicken and boned turkey are going to sell a lot of elbow macaroni.

They have built a powerful promotion around a new low cost recipe developed by their home economist, Sue Swanson. The recipe is called "Chicken a la Queen" and will be advertised as costing 19¢ per serving. Here is the recipe.

Chicken a la Queen

- 2 5-ounce cans Swanson Boned Chicken or Turkey
- 2 cups uncooked elbow macaroni
- ½ cup minced onion
- ¼ cup cooking (salad) oil
- 2 8-ounce cans tomato sauce
- 1¼ cups water
- Salt and pepper to taste
- ¼ cup grated process American cheddar cheese

Dice boned chicken. Set aside chicken in natural juices from can. Sauté macaroni and onion in hot oil until macaroni turns slightly yellow. Add tomato sauce, water, salt and pepper. Bring to boil. Cover and simmer 15 minutes. Mix in chicken and juices; simmer 5 minutes more. Sprinkle top with cheese and garnish with green pepper rings. Makes six servings.

The recipe will be advertised in full color in most of the Sunday newspaper magazine sections throughout the country on May 15. As an incentive to get

the consumer to try the recipe, Swanson will pay her 25¢, which more than pays for a large package of elbow macaroni. The consumer merely has to send in two labels from either Swanson's boned chicken or boned turkey plus one label from a package of macaroni, and they will mail her 25¢ as an extra reward for trying this royal treat.

In addition to their Sunday newspaper advertising, the offer will be pushed during the month of May on both of their two afternoon television shows: the Bob Crosby and the Robert Q. Lewis shows.

The Chicken a la Queen recipe will also be featured in color in the June issue of Good Housekeeping magazine.

Sue Swanson will be working with food editors across the country to secure their support in publicizing the new recipe and the special macaroni offer.

Swanson has made contact with macaroni manufacturers around the country to build joint displays to merchandise the promotion and are providing colorful and attractive point-of-sale material at cost.

In addition, other tools such as special mats for use by advertising dealers, and a special brochure will go to dealers explaining how it will pay him to participate.

All in all, the campaign should sell a lot of canned chicken and elbow macaroni.

Make It Monterey Spaghetti

The Olive Advisory Board has announced an advertising schedule featuring Monterey Spaghetti, singing with California flavor, in the April issues of American Home, Better Homes and Gardens, and Sunset magazines. The May issues of Good Housekeeping, Ladies Home Journal, McCall's and True Story will also carry the advertisement, giving it a total circulation of over 23,000,000 readers.

The attractive casserole of Monterey Spaghetti, made with ripe olives, is pictured. Copy reads as follows:

Quick to make—that's one special feature of this spaghetti dish. But it's the flavor that's really special—the sunny, satisfying flavor of California's own ripe olives. Try it for yourself this easy way:

- 2 cups (½ lb.) uncooked spaghetti
- 1 cup ripe olives
- 1 lb. ground lean beef
- 1 minced clove garlic
- ½ cup chopped onion
- 1 tbsp. olive oil
- 1½ tsps. salt
- 1½ tsps. chili powder
- 2 cups tomato sauce
- Sharp American cheese, grated

Cook spaghetti in boiling salted water until tender. Cut olives into large pieces. Fry beef, garlic and onion in hot oil about 10 minutes, stirring frequently. Blend in salt, chili powder, tomato sauce, olives, and spaghetti. Cook about 5 minutes. Sprinkle generously with grated cheese. Bake in hot oven (400° F.) 5 to 10 minutes or until cheese is melted. Serves 6.



Free Ripe Olive Recipe Booklet. Write today for your free copy of the beautifully illustrated 16-page booklet, "Elegant but Easy Recipes with California Ripe Olives." Address: Olive Advisory Board, Dept. H-57, 24 California Street, San Francisco 11, California.

Insure your Share of the
for Macaroni Products

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



EASY SUMMER SERVING



JACK WOLFE (left), chairman of the Institute Committee, and President Peter LaRosa check the poster for Easy Summer Serving.

THE National Macaroni Institute is sponsoring a big summer campaign scheduled for June 15 through July, featuring macaroni and egg noodles in combination with canned meats under the theme "Macaroni and Canned Meats for Easy Summer Serving."

Some 26 members of the National Meat Canners Association have been contacted with details on the campaign.

A kit containing posters, a brochure and mat proof sheet brought such replies from the packers as "Splendid promotion"; "We should be in excellent position to arrange some excellent tie-in with the National Macaroni Institute"; "It appears that we can be of mutual service to the Macaroni Institute."

Full details of the campaign with a presentation of the posters and brochures have been made at the Merchandising Meetings held around the country.

The picture on the cover of this issue shows an attractive outdoor serving of an easy-to-make recipe for Macaroni and Chili de Luxe. This is only one of innumerable ways for macaroni, spaghetti and egg noodles to combine with canned meats. Here is the recipe.

Macaroni and Chili de Luxe

(Makes 4-6 Servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 tablespoons butter or margarine
- ½ cup diced green pepper
- 2 medium-sized onions, thinly sliced
- 1 15½-ounce can chili con carne with beans
- ¾ cup tomato juice

Add 1 tablespoon salt to rapidly boil-

ing water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine over medium heat; add green pepper and onion and sauté until tender. Add macaroni, chili and tomato juice; mix well. Cook over low heat until thoroughly heated.

Chef Boy-Ar-Dee Shows Gains

The 29th annual report of the American Home Products Corporation gives consolidated statements of the company's operations for 1954.

The report says all product categories contributed to the significant upturn in business enjoyed by the food division in 1954.

The aggregate sales increase achieved by Chef Boy-Ar-Dee, G. Washington's and Burnett's brands greatly exceeded the loss of business which resulted from last year's disposal of the baby food line.

Aided by new products and aggressive promotion, the Chef Boy-Ar-Dee line showed a substantial gain over a year ago. Leadership in the field of Spaghetti and Meat Balls was strengthened by ready consumer acceptance of the two and one-half pound economy size package which now is approaching national distribution. The relatively new mushroom products—Mushrooms in Brown Gravy and Mushrooms in Cream Sauce—continued to sell well in an extended list of test markets. As a

consequence, they are being introduced gradually into other markets during 1955. A new pizza pie mix has been enthusiastically accepted in markets where it has been introduced since last August. Like the Spaghetti Dinners, this new pizza product contains in one package all of the components—flour mix, dry yeast, pizza sauce and grated Parmesan cheese—for making a delicious pizza pie at home. The pizza is rapidly gaining in popularity with all age groups not only as an in-between meal snack, but as a main dish for the family at mealtime.

New Italian food specialties as well as meat stews, hamburgers and bean products were in the development stage at the research laboratories. Some of these products have reached the point where they are ready for market testing. Also developed during the year were new synthetic compost for growing mushrooms and a new method for processing fresh tomatoes which preserves pectin and color with increased yield of tomato solids.

On May 1, 1954, Dennison's Foods of Oakland, California, was purchased for cash. The acquisition of this business not only has widened the line of "convenience" foods, but it has given American Home Products a much needed food processing plant on the West Coast. The additional facilities will enable the company to meet the increasing requirements for tomato paste of their Milton, Pennsylvania plant. Furthermore, this modern building contains complete canning and tomato packing facilities for economical production of the Pacific region's requirements of food specialties for both the Chef Boy-Ar-Dee and Dennison's lines. It also contains complete tomato processing facilities in one of the world's best tomato growing areas. The Dennison's line of foods, well established on the West Coast, includes such food specialties as Chili Con Carne, Beef Stew, Lima Beans with Ham and bottled tomato products.

Doughboy Names Milling Superintendent

Vice President Ray Wentzel, Milling Division of Doughboy Industries, Inc., has announced the appointment of Henry Kraemer as superintendent in charge of production at its New Richmond, Wis., mills.

Kraemer is an industrial engineer from Washington University at St. Louis, Mo., and has been with Ralston Purina at Minneapolis for the past 3½ years, serving in a similar capacity as assistant superintendent.

Doughboy's milling division makes formula feeds, durum flour and oat products.

Dott. Ingg. M. G.

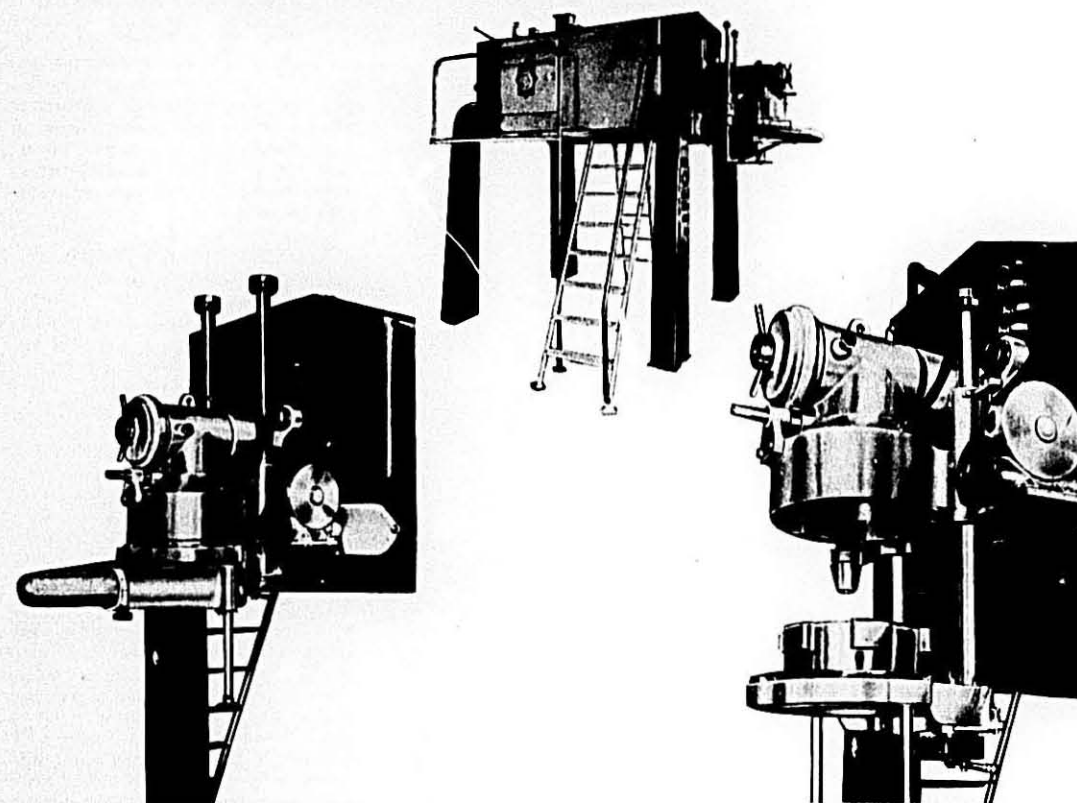
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SOC. A. R. L.

Cables Braibanti—Milano
Bentley's Code Used.

MILANO—Via Borgogna 1, (Italy)

THE NEW SUPER MACRON PRESS WITH THE NEW MOTORIZED DIEHOLDER FOR QUICK CHANGE OF DIES



Dieholder in Closed Position

Dieholder in Open Position

Equipped with the Braibanti Vacuum System!

Send your inquiries to:

Eastern Zone: Lehara Corporation, 16 East 42nd St., New York 17, N.Y.

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,

1206 S. Maple Avenue, Los Angeles 15, Calif.

Macaroni Menu for Hard Riding Cowboys

A recent release from the National Macaroni Institute to newspaper food editors all over the country says: "Looking for something nourishing and tempting to serve to your youngsters at lunchtime? These delicious Corral Tuna Macaroni Casseroles will make a big hit. Tuna, macaroni, evaporated milk, carrots and hard-cooked eggs are flavorfully combined to produce a nutritious dish children will love. Baked in practical and eye-catching individual casseroles made of heavy-duty aluminum foil, there'll be little cleaning up afterwards."

Corral Tuna Macaroni Casserole (Makes 4 Servings)

- 1 tablespoon salt
- $\frac{3}{4}$ quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- $\frac{1}{4}$ cup butter or margarine
- 2 tablespoons all-purpose flour
- $\frac{3}{4}$ cup evaporated milk
- $\frac{3}{4}$ cup water
- $1\frac{1}{2}$ cups cooked or canned sliced carrots
- 1 teaspoon salt
- $\frac{1}{4}$ teaspoon pepper
- $\frac{1}{2}$ cup finely chopped onions
- 1 teaspoon nutmeg
- 3 hard-cooked eggs, diced
- 1 7-ounce can solid-pack tuna, drained

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni, so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander.

Melt butter or margarine and blend in flour. Gradually add milk and $\frac{3}{4}$ cup water and cook, stirring constantly, until thickened. Add carrots, 1 teaspoon salt, pepper, onions, nutmeg and eggs; mix well. Break tuna into large pieces. Add tuna and macaroni



Savory Liver and Noodles

sauce; mix well. Form 4 individual casseroles of heavy-duty aluminum foil by shaping squares of double-thickness foil around 1-cup baking dish. Fill casseroles with macaroni-tuna mixture. Place on baking sheet and bake in moderate oven (350°) 30 minutes. Garnish with parsley, if desired.

Savory Supper of Liver and Noodles

In a release to a syndicated columnist with subscribers all over the country, the National Macaroni Institute gives this interesting item. "It's a rare wife who's never stumped for main-course supper ideas, but most of us welcome a few new suggestions. If there's one food that always makes a hearty meal, it's the family of macaroni

products, which include ever-popular spaghetti, macaroni and egg noodles. Try combining them with a variety of protein foods—meats, fish, cheese or eggs. Serve them in a dozen different ways and you'll find you can never go wrong however experimental your culinary efforts are.

Savory Liver and Noodles (Makes 60 Servings)

- 5 slices bacon
- $1\frac{1}{2}$ cups sliced onions
- $1\frac{1}{4}$ pounds sliced beef liver, cut into small pieces
- Salt, pepper and flour
- 3 cups beef stock or bouillon
- 2 tablespoons soy sauce
- $\frac{1}{2}$ cup milk
- 2 tablespoons all-purpose flour
- 2 tablespoons chopped parsley
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)

Pan-fry bacon until browned and crisp; remove bacon and crumble. Add onions to bacon fat and cook until onions are tender. Remove onion. Sprinkle liver with salt and pepper and dredge with flour; add liver to fat in which onions were cooked and cook until liver is browned on all sides. Add onions and beef stock or bouillon; cover and cook over low heat 30 minutes. Combine soy sauce, milk and flour; mix well and add to liver mixture. Cook stirring constantly, until thickened; continue cooking, stirring occasionally, 15 minutes. Add chopped parsley just before serving sauce over cooked noodles; garnish with crumbled bacon, if desired.

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.



Corral Tuna Macaroni Casseroles

*It pays to talk to King Midas
when you're ready to buy*

King Midas

You can't buy better Durum Products

Or get a better Value

Or receive better Service

Or be in better hands

KING MIDAS FLOUR MILLS

660 GRAIN EXCHANGE

MINNEAPOLIS 15, MINNESOTA

A Picture Tour Thru...

MODERN MACARONI PLANTS

MACARONI manufacture today has come a long way from the time that manpower or horsepower was literally used to turn the wheels of production.

Today's modern plant is marked by scrupulous cleanliness and the presence of machines to take the heavy manual labor out of the task of making macaroni and noodles.

The growing trend is toward the transportation of flour in bulk. As pictured below, flour is delivered in bulk and then unloaded mechanically. This eliminates the need of manually placing bags into the boxcar for shipping and then manually taking them out for storage in the plant and then handling them again when they are needed for processing.

The modern plant is a maze of moving belts or movement by air.

The automatic press takes the flow of

materials and turns it into dough. After the dough is shaped, it is carried mechanically through drying chambers and then on to the packing belt where some of the hand operations remain.

An interesting operation that used to be done by hand is the automatic assembly of the long strands of spaghetti or macaroni from dowel rods that travel through continuous dryers, or are placed on trucks in drying rooms. These feed into the machine that severs the crook of the macaroni and gets it into desired lengths for packaging. Not only does the machine save hand labor, it saves product in reducing the amount of waste from cracking the crook.

It still takes human skill to weigh out the strands of spaghetti to make the consumer package, but there are signs on the horizon that this too may be mechanized in the not too distant future.

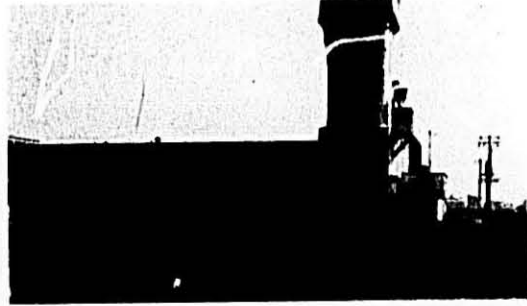
Short cut products, such as elbow

macaroni or shells and other specialties, are packaged by almost completely mechanized lines. Aside from an operator who watches the smooth functioning of the machinery and occasionally refills the supply of knocked-down cartons being formed into packages, there is only one other employee on the assembly line, and this would be one to pack the finished cartons, or, if this operation is mechanized, to direct the flow of finished packages into the proper case sealer.

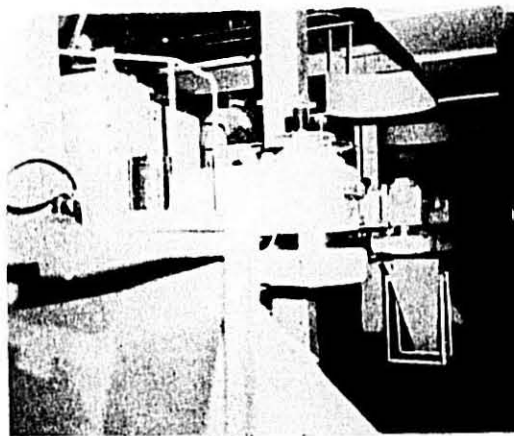
In factories of high volume production, materials flow to and from the packers on conveyors, and in many instances the finished consumer package goes into an automatic case packer and case sealer. A variety of cases goes sliding down chutes to the packing room where they are sorted into stock or loaded directly into trucks for transportation to market.



Materials come into the Golden Grain plant in San Leandro, California at a dock for trucks.



On the other side of the plant, flour in bulk is delivered by Air-slide Cars where it is unloaded pneumatically and stored in tall elevators.



Manufacturing may be done on a battery of automatic machines such as this line-up at the Creamette Company in Minneapolis.



Or the old batch method which Creamette still employs for noodle manufacture may be found in many plants throughout the country.



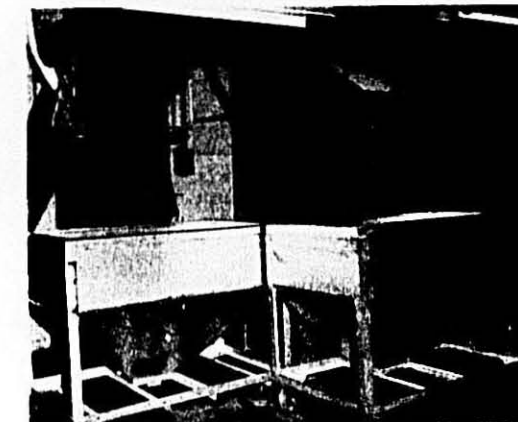
Specialty products like this coiled spaghetti are in demand in certain markets. It is a great favorite of Mexicans in California and is being made here at the Golden Grain plant.



Going up to the continuous dryer is the steady stream of elbow macaroni in the Creamette plant in Minneapolis.



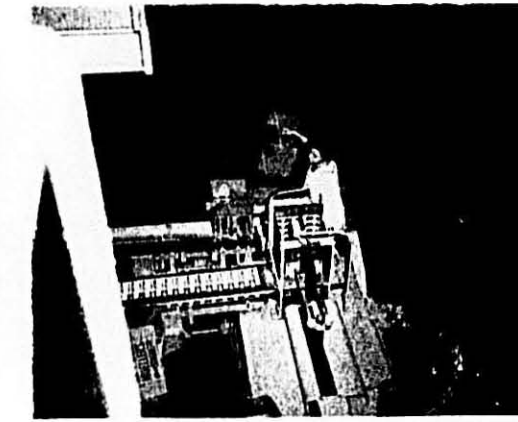
Here is a whole battery of continuous short cut dryers where the material circulates through chambers of heated air.



After the product is dried, it is pneumatically carried to a discharge point where bins are filled. These are portable and can be taken to any of a number of feeding points for packaging.



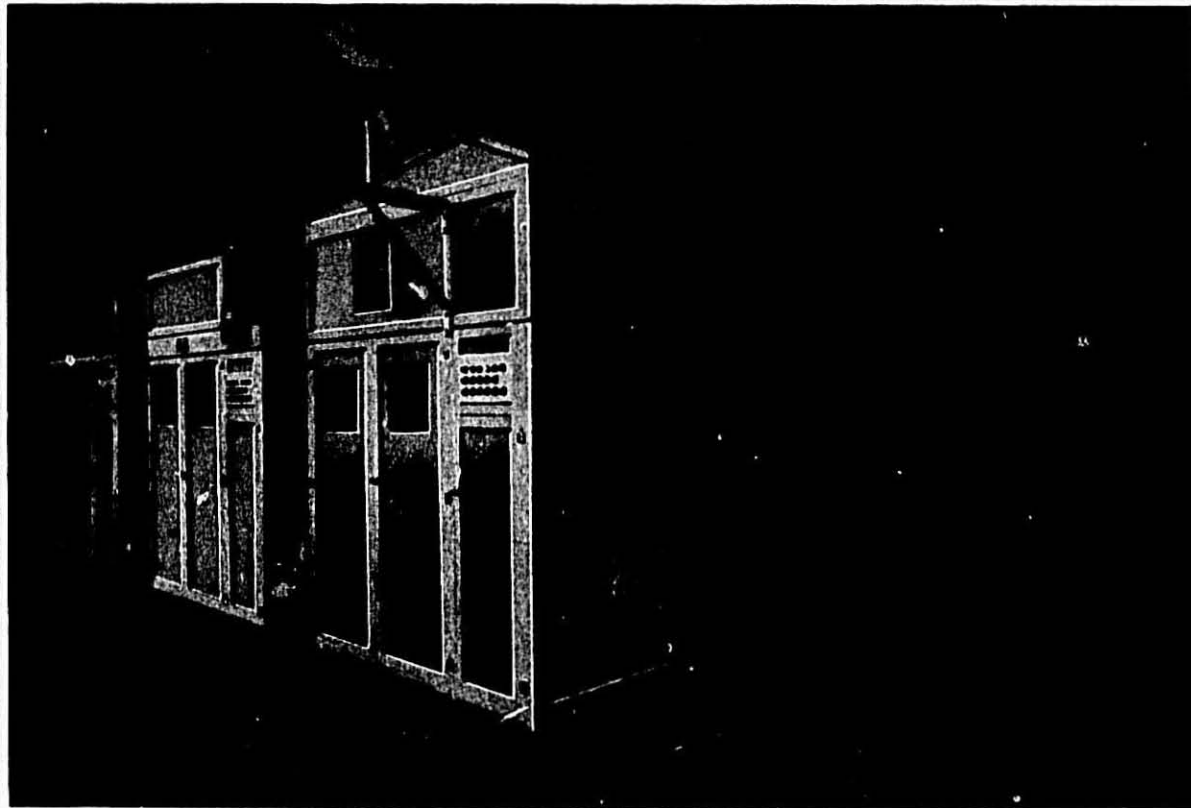
Here at C. F. Mullers in Jersey City, a crew of girls weigh spaghetti on exact weight scales and drop the correct amount into Redington pouches, which insert the product into cartons.



At the end of the packaging line a compression belt seals tops and bottoms of cartons with glue. 20 packages are accumulated by an automatic device at the end of the line and shoved into shipping cases, which the packing operator takes away and stacks on skids. Now the macaroni is ready for market.

Check Proof Dryer Instrument Controlled Hygienic

Capacity from 600 to 2,000 pounds of cut macaroni or noodles.



THREE FINISH SECTIONS OF A FOUR-SECTION AUTOMATIC DRYER TO DRY ALL TYPES OF CUT MACARONI.

Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.

Ambrette
MACHINERY CORP.

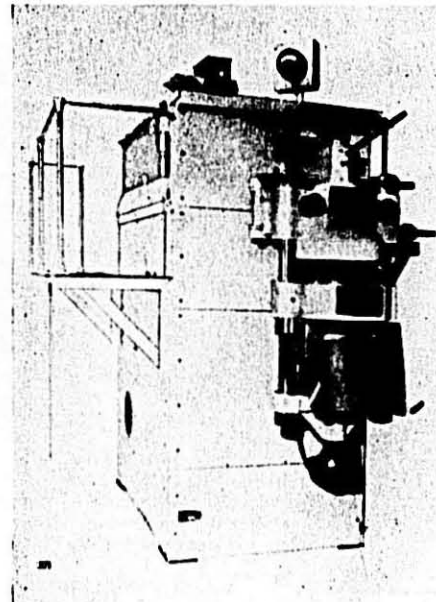
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

PRESSES

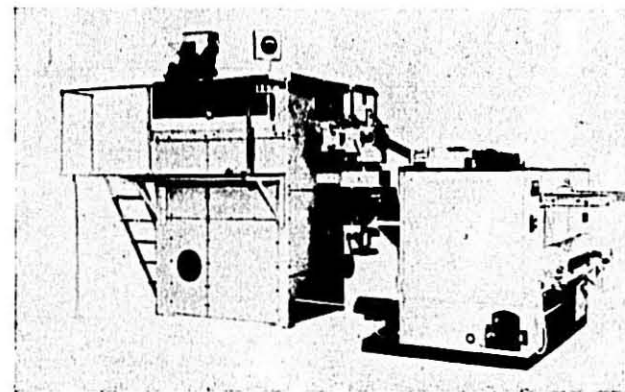
WITH
THE

PROPER VACUUM*

*PATENT PENDING



Our HIGH VACUUM SYSTEM is now operating on all POPULAR MAKE PRESSES in the United States CUSTOMER ACCEPTANCE of our vacuum system—not only on our presses but on presses of other makes—has been most gratifying to us CUSTOMERS' RECOGNITION that high vacuum gives a more complete deaeration of dough before extrusion—creating a superior quality product, better conditioned for drying—has put us in the LEADERSHIP in vacuumizing presses in the United States.



CREATIVE
ENGINEERING
for the
MACARONI
NOODLE
INDUSTRY

Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • "Quick Change" Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic Self-Controlled Long Goods Finish Drying Rooms • Automatic Short Cut Preliminary Dryers • Automatic Complete Short Cut Finish Dryers • Automatic Complete Noodle Finish Dryers • Automatic Complete Bologna Finish Dryers

WANTED 40,000,000 BUSHELS OF DURUM

AN advertisement placed by the National Macaroni Manufacturers Association in newspapers throughout the durum growing area has been placed with the following copy:

**WANTED
40,000,000
Bushels of DURUM**

In 1955, industry can readily use a mill grind of over 25 million bushels of durum . . . requirements for seed will exceed 3 million bushels, cereal puffing requirements will run from one to three millions, and demands for export alone will absorb some 7 million bushels of good milling quality durum.

Macaroni consumption per capita has increased steadily over the last 50 years and due to the increase in our national population and our constant selling efforts, is confidently expected to continue indefinitely.

Yes, durum consumption will likewise continue to increase . . . unless no durum is available! We need durum to hold this expanding market for you!

TODAY new legislation not only permits unlimited durum planting in 1955—what's more growers in Montana, the Dakotas and Minnesota who have grown durum any time in the last ten years now have exemption from wheat acreage allotments for durum.

So You May Profit Most . . . we recommend that you plant only those varieties of durum recognized by your Agricultural Colleges, Agricultural Experimental Stations and County Agents. Other varieties which lack an amber color when processed may be severely discounted, both as to grade and selling price.

IT WILL PAY YOU! to protect your durum market:

1. By planting an accepted variety of durum.
2. By holding the increasing consumers' preference we have built up over a period of many years . . .
3. Against hard spring wheats that must be substituted to replace lacking durum.
4. Against competition. Imports of macaroni made from 100% durum threaten to make serious inroads on the domestic market.

IT WILL PAY YOU IN GOOD, HARD CASH . . . BECAUSE DURUM COMMANDS PREMIUM PRICES FAR ABOVE GOVERNMENT PRICE SUPPORTS.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Quality Durum

Henry Putnam, Executive Secretary of the Northwest Crop Improvement Association, sent the following press release out on March 15:

Quality is a most important item to every durum grower because the macaroni processor depends upon quality to meet his consumer demands. Quality cannot be maintained by growing inferior varieties, such as Golden Ball and Peliss. The desired color of the product cannot be secured from the above varieties. Golden Ball was grown on a considerable acreage in the durum area in the nineteen thirties and was dropped by 99% of the growers because it brought less per bushel than was paid for varieties such as Mindum, Kubanka and others. Canadian grain standards do not allow it to grade higher than 3 C.W. Amber Durum. This tells us that our Canadian friends are also discouraging the growth of Golden Ball. They also report that foreign markets do not like it.

The wheat puffing trade normally uses a large kernalled durum. However, the present high price of durum has caused this branch of the trade to use other wheats. The puffing industry uses less than a million bushels annually. Hence, they are not a large factor in the durum market.

Durum growers who hope to receive top prices for their 1955 crop will wish to sow seed of acceptable varieties, such as Venum, Mindum, Stewart, Kubanka, Carleton, Sentry, and Nugget. These varieties produce products of the desired color acceptable to the macaroni consumer. Tests of durum for color and quality are constantly conducted by the various mill laboratories. The mill buyer soon learns from these tests which stations are offering quality durum, also which stations are offering an undesirable product. This results in a strong demand for quality durum because buyers are always looking for quality while the inferior wheat often has to wait for a buyer and finally finds a home at a discount or reduced price. The durum buyer, like yourself, wants the best possible value for the money spent and he avoids further purchase of undesirable products. The removal of durum acreage restrictions has increased the demand for durum suitable for seed.

Durum seed supplies of approved varieties are not especially plentiful. However, there is considerable durum scattered through central North Dakota. Some of this durum is of low test weight. Such wheat should be cleaned to remove weed seeds and the lightest kernels.

This seed should be treated with an approved mercury disinfectant. Seed treating can improve the percentage of emergence materially, and will also give the weak plant a better start in life. Seeding rates of light weight seed may be reduced, depending upon the percentage of germination. The North Dakota Experiment Station reported in 1934 that a 60 pound bushel, or a measured bushel of bread wheat, contained a million kernels while a measured bushel of 50 pound wheat contained 1,500,000 kernels. If ample moisture is available, lightweight seed of good germination can produce satisfactory stands of durum or other grain.

Quality is important, and cannot be satisfactorily replaced by a large quantity of inferior durum. The growing of approved varieties is the best insurance of strong market demand with a return of a satisfactory price per bushel.

Durum Outlook

The Congress of the United States passed legislation which the President signed into law specifying that farmers who live in any county in Montana, the Dakotas and Minnesota where any durum has been planted in the last ten years, can plant durum on the acreage diverted from wheat under allotments.

On March 1, before the effects of this legislation were made known to the growers, the Department of Agriculture reported that intentions of durum growers were to plant only 1,112,000 acres, or 67.1% of the 1954 planting of 1,658,000 acres, and slightly over half of the 2,103,000 acres planted in 1953. The ten year average is 2,657,000 acres. This seems to indicate that the grower is still fearful of the risk of rust taking his durum crop. He is turning to soy beans, flax, barley, oats and corn for silage rather than risk loss from durum, which has been hard hit for the last three years.

In surveys made in the durum area, county agents report that growers who plan to plant durum will probably sow their released acreage with durum and plant their allotted acreage with hard spring wheat as a hedge. The incentive for planting durum is its high price and the farmer's use of his idle acres for the durum crop.

A delegation of growers was in Washington D. C. in early April to urge the Department of Agriculture to give them more guarantees against the risk of rust. At their request, the National Macaroni Manufacturers Association sent the following wire to Secretary of Agriculture Ezra Taft Benson:

"The macaroni industry needs a durum wheat crop of 40,000,000 bushels to meet normal requirements. We urge the Department of Agriculture to make crop insurance available to all durum growers and to guarantee them 100% of parity for No.

(Continued on page 48)

**guaranteed
80% protein**

**lighter
color**

**Kesco
Gum Gluten**

**adds
strength**

**reduces
mashing**

**increases
stability**

Better macaroni, spaghetti and noodles are now possible regardless of the Durum situation. Kesco 80% Gum Gluten has been used by leading food processors for many years. Its high quality and lighter color can help you produce a superior product.

Made by the processors of wheat and other grain products for industry since 1898

Consult the Food Products Division
KEESCO STARCH COMPANY
COLUMBUS 15, OHIO

CONTROL OF STEM RUST

THROUGH THE BARBERRY ERADICATION PROGRAM

A summary is presented from the 1954 Annual Report, Plant Pest Control Branch, Agriculture Research Service, U. S. Department of Agriculture.

A COOPERATIVE barberry-eradication program for stem-rust control is under way in 18 States, comprising an area of over one million square miles, with 2½ million farms and millions of properties in cities and towns. Barberry bushes are found by systematic foot-scouting of all territory. Areas where bushes are destroyed are reworked periodically until no new bushes are found. The bushes are destroyed by application of dry ammonium sulfamate to the surfaces of cut-off canes or by foliage or dormant sprays of hormone-type chemicals. The enforcement of the Federal and State quarantines is the responsibility of the cooperating agencies. Federal inspectors check all barberry stock for trueness to type grown in nurseries that sell interstate, to prevent susceptible stock from getting into the trade. State inspectors check all stock destined for intrastate trade. Yearly surveys are made by Project personnel to observe the prevalence and severity of the stem-rust disease and to determine crop losses. Rust samples are collected and processed for physiologic-race determination.

Three species of barberry of wide distribution in the United States are alternate hosts of the stem-rust disease of wheat, oats, barley, and rye. The disease develops on the barberry each spring and spreads to small grains and grasses. Coming early, as it does from the barberry, the rust often develops and damages crops over a wide area before harvest. The sexual stage of the rust fungus occurs on the barberry. It is in this stage that new races of the rust are produced. Occasionally new races are produced that can attack varieties of grain heretofore considered resistant to stem rust. The eradication program will eliminate one of the important factors in the yearly development of this disease.

The control of stem rust is a local, state, and nationwide problem. The spores of this disease may be carried long distances by the wind from barberry bushes to grain fields. State Experiment Stations assist with the field studies, and the respective Extension Services promote the program through their informational work. The Rust Prevention Association, Minneapolis, Minnesota, and State and local Crop

Improvement Associations participate in the educational and rust-studies phases. State and local agencies provided a total of \$309,635.00 for the conduct of the work in 1954.

Of the 1,033,041 square miles in the barberry-eradication area requiring work, 1,019,141 square miles have been given the first, or initial, coverage and more than 260,000 square miles have been reworked one or more times. There remain 17,394 square miles that require initial work and 33,064 square miles needing rework one or more times in the future.

Montana and Missouri and a high percentage of the territory in Illinois and Nebraska were placed on maintenance during the year. Previously, North Dakota, South Dakota, Wyoming, and Indiana were considered in the category. The 982,583 square miles now on maintenance will require only sufficient work in the future to hold the high degree of barberry and stem-rust control that has been attained.

This year 26,609,754 barberry bushes were destroyed on 1,310 new and 2,805 reinfested properties in the 18 States. Of the properties reworked, 26 percent were reinfested and 4,462 received the final reinspection. Fruiting bushes were found on 60 percent of the reinfested properties. There were 19,469 square miles covered by the field crews. On the basis of accomplishments of the operations program and a reappraisal of work requirements, 26,529 square miles were placed on maintenance. Personnel of the Project and cooperating agencies made rust observations throughout the important grain-producing areas of the United States and collected specimens of stem rust from grain and from barberry.

In general the Federal Quarantine appears to be accomplishing its purpose without placing undue restrictions on the propagation, sale, and interstate movement of barberry and mahonia plants.

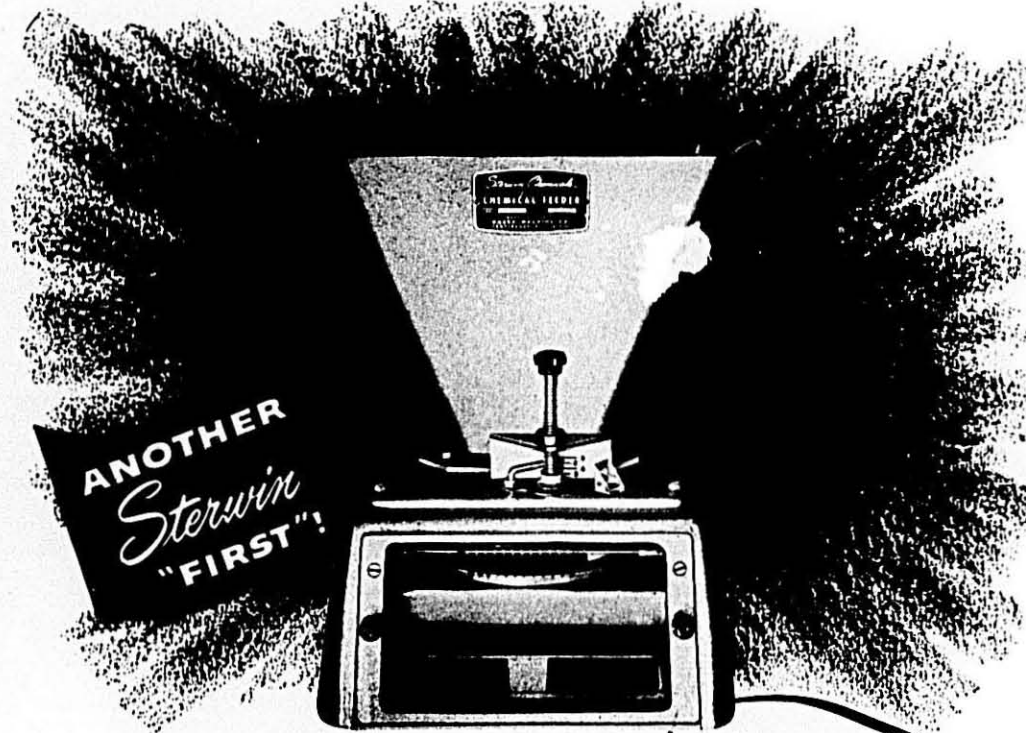
Minor changes were made in the allotments of Federal funds to States. Budgets were reduced where the work load had tapered off and increased in States where there still is need for a large eradication program.

Rework was completed in areas totaling 26,529 square miles in 1954. That area is now considered barberry-free. The State of Kansas initiated a cooperative work program, and initial work was started in Brown County. One State and one Federal employee

were assigned to this job. Farmers and Extension Service workers in Cuyahoga County, New York, reworked the territory worked initially in 1946 and extended the boundaries to encompass several more square miles. The work done in this area has given good local stem-rust control. Similar benefits could be derived by farmers in other communities by similar effort.

New series of field tests were established this year in an effort to further reduce eradication cost. To effect a "kill" with *Berberis canadensis* in Virginia, 12 pounds AHG of Brush Killer 32-P in 100 gallons of oil is applied at rate of 110 gallons to the acre. The cost, including labor for application, runs about \$1.10 per square rod, which is high for clearing large solid infestations. In the new tests, water is being used as a diluent instead of oil, with chemicals that in recent tests throughout the country have been most effective for woody-plant control.

1. Since 1950 allotments of Federal funds to 8 cooperating States have been reduced by about 50 percent. As the maintenance stage is reached in some of these and in other States, further reduction will be possible. Such savings in Federal funds should be used to step up control activities in States where there is still a big work program.
2. As new and improved chemical formulations become available they should be tested in an effort to find a less expensive and more efficient herbicide for killing *B. vulgaris* and *B. canadensis*. Efforts should be continued to find a "marker" that can be added to water emulsions to show treated bushes.
3. The program service work should be extended to all nurseries throughout the United States that handle barberry and mahonia stock. Every year State and Federal inspectors find some unauthorized firms that are shipping stock interstate because they are not familiar with the provisions of the Federal regulations. This probably would not happen if the nurserymen were all properly informed.
4. As the control program reaches the maintenance stage in the various States, State and local agencies and property owners should assume greater responsibility for a low-cost program that will maintain the barberry-free condition.



The **NEW** Precision STERWIN FEEDER for dry powders

THERE'S EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

Low power requirements and simplicity of design make the Sterwin Feeder extremely economical to operate and maintain. And extreme uniformity of feeding reduces the overage ordinarily required to take care of feed-rate variations.

ENRICH YOUR MACARONI WITH VEXTRAM®

For easy, accurate and economical enrichment of macaroni products made via continuous process, feed Vextram through your Sterwin Feeder. Vextram is the original free-flowing vitamin pre-mix . . . stable, uniform, dependable.

For complete information on the new Precision Sterwin Feeder . . . ask your Sterwin Technically Trained Representative or write:

Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
Flour Service Division

1123-25 MERRIAM BLVD., KANSAS CITY, KANSAS
SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" . . . height 27".
- 5 Transparent lid gives complete view of contents.

NUTRITIVE VALUES OF MACARONI

By Franklin C. Bing, Food Consultant

The nutritive value of foods depends on their composition, how frequently they are eaten and the quantity consumed. Information about the composition of macaroni products, in terms of nutrients as revealed by chemical analysis and biological assay, is therefore of fundamental importance in order to interpret the significance of these foods to consumers.

Macaroni products are one of the few classes of formulated food products which have been standardized by regulations of the Food and Drug Administration. Macaroni products, among which macaroni, spaghetti and vermicelli are specified by name, must conform to these definitions and standards of identity in order to be sold in interstate commerce within the United States. These products are made from semolina, durum flour, farina, flour, or any combination of two or more of these wheat products, and water. These are the required ingredients. Noodle products are also required to contain eggs or egg yolk, the minimum requirement being 5.5 per cent of egg solids per 100 parts of noodle solids.

In addition, certain optional ingredients are permitted without declaration being required on the labeling. The optional ingredients for macaroni, spaghetti and vermicelli are: egg white, 0.5 to 2.0 per cent; disodium phosphate, 0.5 to 1.0 per cent; salt, in a quantity which seasons the food; and gum gluten, with certain restrictions as to the quantity included. The optional ingredients of noodle products, which are permitted without label declaration, are salt, in a quantity which seasons the food, and gum gluten "in such quantity that the protein derived therefrom, together with the protein derived from semolina, durum flour, farina, flour or any combination of these used, does not exceed 13 per cent of the weight of the finished food."

Certain seasoning substances, namely onions, celery, garlic, bay leaf, or any combination of two or more of these, are also permitted as optional ingredients in amounts which will season the food. When used, however, the label must bear the statement "Seasoned with _____," the blank being filled in with the common name of the ingredient. In the case of bay leaves only being added, the label must say "Spiced," "Spice added," or "Spiced with bay leaves."

There also are standards for egg



DR. FRANKLIN C. BING

macaroni products, other than noodles, in which egg or egg yolk is required. Other macaroni products for which definitions and standards of identity have been promulgated, are:

Milk Macaroni Products

Whole Wheat Macaroni Products
Wheat and Soy Macaroni Products
Vegetable Macaroni Products
Wheat and Soy Noodle Products
Vegetable Noodle Products

From the nutritional point of view, there is considerable significance to the fact that macaroni and noodle products may be enriched with vitamins and minerals. Few other foods have been so honored. The standard requirements for Enriched Macaroni and Noodle Products are as follows:

	Per Pound of Product	
	Minimum	Maximum
	Not less than	Not more than
REQUIRED INGREDIENTS		
Thiamine	4 mgs.	5 mgs.
Riboflavin	1.7 mgs.	2.2 mgs.
Niacin	27 mgs.	34 mgs.
Iron	13 mgs.	16.5 mgs.

OPTIONAL INGREDIENTS

Vitamin D	250 U.S.P. units	1,000 U.S.P. units
Calcium	500 mgs.	625 mgs.

Partly defatted wheat germ may be used as an optional ingredient of these products, at a level of not more than 5 per cent. The vitamins and iron may be supplied, in whole or in part, by dried yeast, partly defatted wheat germ, enriched farina or enriched flour, or by direct addition of these nutrients.

The amounts of the enrichment factors required are such as to provide consumers with the amounts of these nutrients that would be supplied by enriched flour. In order to accomplish this purpose, and to allow for losses of soluble vitamins in cooking macaroni products in water, the standards for macaroni products are actually higher than the standards for enriched flour.

There are many different tables of food composition, but the standard reference most widely used in the United States is the publication, "Composition of Foods: Raw, Processed, Prepared," by Bernice K. Watt and Annabel L. Merrill of the Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture, Washington, D. C. This publication, known as Agriculture Handbook No. 8, was published in 1950.

The basic data on the composition of macaroni products, derived from Agriculture Handbook No. 8, are provided in Tables 1 and 2. The enrichment levels selected in these tables, as in the Handbook, refer to the minimum levels of the standards established by the Federal Security Administrator, Food and Drug Administration.

These data show that macaroni products contain all of the common nutrients except vitamin C (ascorbic acid) and vitamin A. Noodles, of course, do contain appreciable quantities of vitamin A, because of their egg content.

Of course, macaroni products being made from agricultural products, will show some variation in composition, like all natural foods. The values given in the tables, therefore, are average values, except as stated, for the enrichment factors, where the minimum values are given.

Table 3 shows the weights of common household measures of macaroni products, as derived from Agriculture Handbook No. 8. Other reference works will show somewhat different values.

It is obvious, therefore, that calculations of nutritive values of macaroni dishes can represent only approximate values, because of natural variations in composition and because the amounts of these foods used in recipes will vary unless they are weighed. In addition, the other ingredients commonly used in the preparation of macaroni dishes show similar variations, depending on their composition and the quantities used. Calculations of the nutritional values of foods from the data of food

composition tables are therefore simply approximations of the values to be expected. They are very useful data to have, they can be used to guide the planning of further work, but they in no sense are a guarantee that a dish as made in some particular kitchen will necessarily have the composition that is computed from the food tables.

TABLE I
COMPOSITION OF MACARONI
AND SPAGHETTI
(From U.S.D.A., Agriculture
Handbook No. 8)

	Dry Cooked Pound		
	100 gm.	100 gm.	dry
Calories	377	149	1,712
Protein, gm.	12.8	5.1	58.1
Fat, gm.	1.4	0.6	6.4
Carbohydrate, gm.	76.5	30.2	317.3
Calcium, mg.	22	9	100
Phosphorus, mg.	165	65	749
Iron, mg.	1.5	0.6	6.8
Vitamin A, I.U.	—	—	—
Thiamine, mg.	.09	.02	0.42
Riboflavin, mg.	.06	.02	0.27
Niacin, mg.	2.0	0.5	9.2
Ascorbic Acid, mg.—	—	—	—
If Enriched at Minimum Levels			
Iron, mg.	2.9	1.1	13.0
Thiamine, mg.	0.88	.17	4.0
Riboflavin, mg.	0.37	.10	1.7
Niacin, mg.	6.0	1.4	27.0

TABLE II
COMPOSITION OF NOODLES
(From U.S.D.A., Agriculture
Handbook No. 8)

	Dry Cooked Pound		
	100 gm.	100 gm.	dry
Calories	381	67	1,729
Protein, gm.	12.6	2.2	57.2
Fat, gm.	3.1	0.6	15.4
Carbohydrate, gm.	73.2	12.8	332.2
Calcium, mg.	22	4	100
Phosphorus, mg.	199	35	903
Iron, mg.	2.1	0.4	9.5
Vitamin A, I.U.	200	30	890
Thiamine, mg.	0.20	0.03	0.91
Riboflavin, mg.	0.11	0.02	0.50
Niacin, mg.	2.3	0.4	10.4
Ascorbic Acid, mg.—	—	—	—
If Enriched at Minimum Levels			
Iron, mg.	2.9	0.5	13.0
Thiamine, mg.	0.88	0.14	4.0
Riboflavin, mg.	0.37	0.06	1.7
Niacin, mg.	6.0	1.0	27.0

TABLE III
MACARONI PRODUCTS
WEIGHTS OF COMMON
HOUSEHOLD MEASURES
(From U.S.D.A., Agriculture
Handbook No. 8)

Noodles, dry, 1 cup	73 grams
1-1/2 in. strips	160 grams
Noodles, cooked, 1 cup	160 grams
Macaroni, dry,	
1 cup, elbow type	123 grams
1 cup, 1-in. pieces	110 grams
1 cup, 2-in. pieces	86 grams
Macaroni, cooked, 1 cup	140 grams
Spaghetti, dry, 1 cup,	
2-in. pieces	94 grams
Spaghetti, cooked, 1 cup	146 grams

ADD ASSOCIATION MEMBERS TO LISTING

Here are three firms that are members of the National Macaroni Manufacturers Association that should be added to the list that appeared on pages 56 and 57 of the April issue of the Macaroni Journal:

Chasin Noodle Co., Inc. of Brooklyn, New York;
Creamette Co. of Canada, Ltd. of Winnipeg, Manitoba;
Meisenzahl Food Products, Inc. of Rochester, New York.

HOFFMANN-LA ROCHE DISPLAYS A-B-C OF VITAMINS

Throughout the month of March, in the main lobby of the Department of Commerce Building on Fourteenth Street, the public is finding an added point of interest in Washington. The U. S. Patent Office has arranged, with the cooperation of a number of leading industrial firms an unusual array of scientific exhibits showing how the American patent system has contributed to the public welfare. The display is the second in a series and admission is free. It was formally opened by Secretary of Commerce Weeks and Commissioner of Patents Robert C. Watson on February 28.

On the opening day, following the eye as one enters the main door is that of Hoffmann-La Roche Inc. of Nutley, New Jersey, whose Vitamin Division has shown in simple understandable fashion "The A-B-C of Vitamins." Stretching the entire depth of the lobby, the Hoffmann-La Roche display is divided into five panels respectively tracing the genesis of vitamins, how they come to be produced by the tons, how they are used in food en-

richment to make good foods better and how they are used in pharmaceutical products by the medical profession in the prevention and cure of nutritional diseases. In the fifth panel, the center one, are reproduced the patent clause in the United States Constitution as well as three of the many patents granted or assigned to the company for its work in the synthesis of various vitamins. The food panel features margarine fortified with synthetic vitamin A, white flour and bread enriched with vitamins B₁, B₂, niacin and iron and fruit and vegetable juices standardized by the addition of vitamin C.

On the opening day, following the dedication exercises, Secretary of Commerce Weeks and Undersecretary Williams invited representatives of the participating firms to a special conference in which Commissioner of Patents Watson and Mrs. Daphne Leeds of the Trademarks Division participated. Mr. Paul J. Cardinal, Vice President in Charge of the company's Vitamin Division attended for Hoffmann-La Roche.



AT OPENING of U. S. Patent Office exhibit in Department of Commerce Building, Washington (left to right) W. Manly Sheppard, Special Washington Representative of Hoffmann-La Roche; Paul J. Cardinal, Vice-President in Charge of the Vitamin Division, Hoffmann-La Roche Inc., Nutley, N.J.; Sinclair Weeks, Secretary of Commerce; Robert C. Watson, Commissioner of Patents.

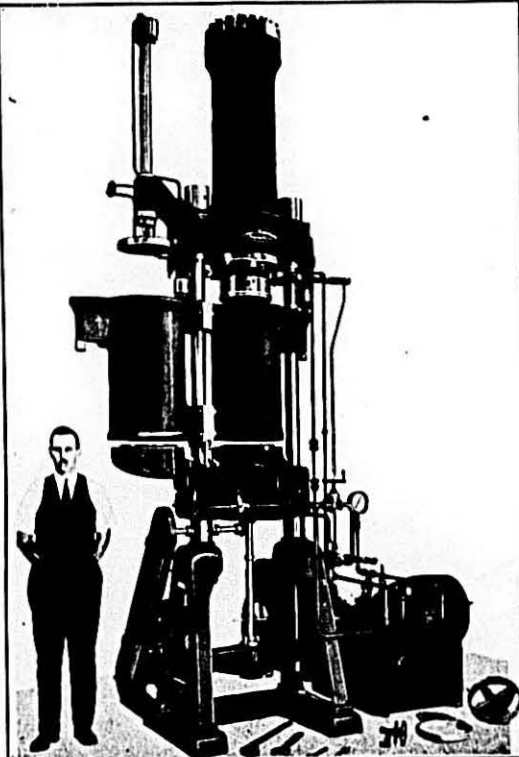
DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



Phone: Garfield 5-1700

American & Berks Sts.



John J. Cavagnaro

Engineers — Machinists

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

Specialty of
Macaroni Machinery

Since 1881

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Kneaders
Mixers
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ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop 255-57 Center St.
New York City

Eggs in March

Plentiful egg supplies caused the trend of current receipt prices to fall steadily through the month of March. At the end of the month, storage egg futures had declined to reach the lowest levels since early February.

Traders said increasing receipts, heavier storings and reductions in Army paying prices contributed to losses in points. Many dealers thought that lower prices would step up Easter buying, but the pick-up did not develop as expected and prices failed to firm.

During the month, the price of current receipt shell eggs fell almost a dime a dozen on the Chicago Mercantile Exchange as reported in the Wall Street Journal, falling from 41¢ to 31¢. Frozen whole eggs moved downward also with a range of 33¢ on the high side to 26¢ on the low at the end of the month.

Whites dropped 3¢ to 1¢ per pound from a range of 19¢ and 20¢ to 16¢ and 17¢. Yolks with 15% solids started the month of March off in a range of 55¢ and 57¢ per pound and fell to 48¢ and 50¢ by March 31. Dry yolk solids dropped even further from a price range of \$1.20-1.25 a pound at the start of the month to \$1.09-1.16 at the finish.

By the end of March, most dealers felt that the bottom had been hit and that prices would firm up. The price spread between cash eggs and futures was wide enough to induce heavy storing.

Lenten Needs Call Forth New Ways with Eggs —

Lent may create problems in the kitchen department for the inexperienced



SLICK CHIC: Miss Judy Cheney of the National Poultry & Egg Board.

homemaker who is trying to keep her family healthy and happily interested at mealtimes. Less variety in foods from which to choose can present a problem — not, however, if she looks to eggs for her answer.

Eggs satisfy the Lenten meal challenge. They are plentiful and easy on the purse . . . predicted to continue so through the spring months. Homemakers can have fun for their money with this tested recipe which illustrates the versatility of eggs—Creamed Eggs Deluxe on Garlic-Buttered Macaroni. You'll like eggs this way, with the Mediterranean side of their personality showing. When quartering the hard-cooked eggs, cut them lengthwise and then crosswise to get generous chunks. This adds greatly to the appearance just as

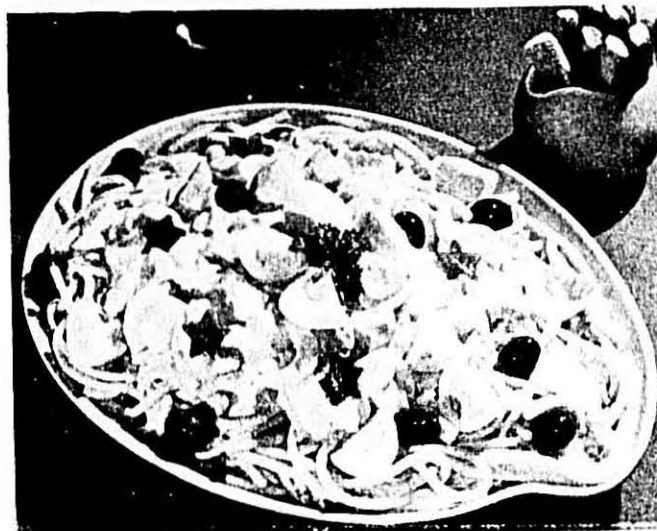
the star-cut pimiento pieces shown in the photograph do . . . a hint to you that Creamed Eggs Deluxe on Garlic-Buttered Macaroni will "star" at Lenten meals.

Creamed Eggs de Luxe on Garlic-Buttered Macaroni

- 1/2 cup butter or margarine
 - 1/2 cup flour
 - 2 1/2 cups milk
 - 1 teaspoon salt
 - 1/4 teaspoon ground pepper
 - 2 teaspoons Worcestershire sauce
 - 1/2 cup diced celery
 - 3 tablespoons diced pimiento
 - 6 to 9 hard-cooked eggs, quartered
- 3 oz. macaroni
 - 1 garlic clove, minced
 - 1/2 cup butter or margarine
 - 1/2 teaspoon salt
 - 1/2 cup minced parsley
 - Olives

Prepare Creamed Eggs: Melt the 1/2 cup butter or margarine over low heat, add flour, and stir until blended. Add milk all at once. Cook stirring constantly until uniformly thickened and bubbly. Add the 1 teaspoon salt, pepper, Worcestershire sauce, celery, and pimiento. Heat thoroughly. Reserve several egg quarters for garnish and carefully stir remaining eggs into sauce.

Meanwhile cook macaroni in a large amount of rapidly boiling salted water until just fork-tender, about 15 minutes. Drain. Brown garlic in the 1/2 cup butter or margarine in a large saucepan over low heat. Add hot macaroni, the 1/2 teaspoon salt, and parsley. Toss together lightly. Place in hot serving dish. Top with Creamed Eggs Deluxe. Garnish with olives and egg quarters. Makes 6 servings. *A Poultry and Egg National Board laboratory-kitchen tested recipe.*



Creamed Eggs on Garlic-Buttered Macaroni

Roche acts again...

Program
No. 1

THE ROCHE ENRICHED MACARONI BROCHURE AND VERSATILITY CHART

Because of the demand for additional quantities of the Roche brochure and Versatility Chart arrangements are being made by the Rossetti Lithograph Corp., North Bergen, N. J., to produce a revised edition. This will be available in a number of different forms adaptable to your individual promotion plans.



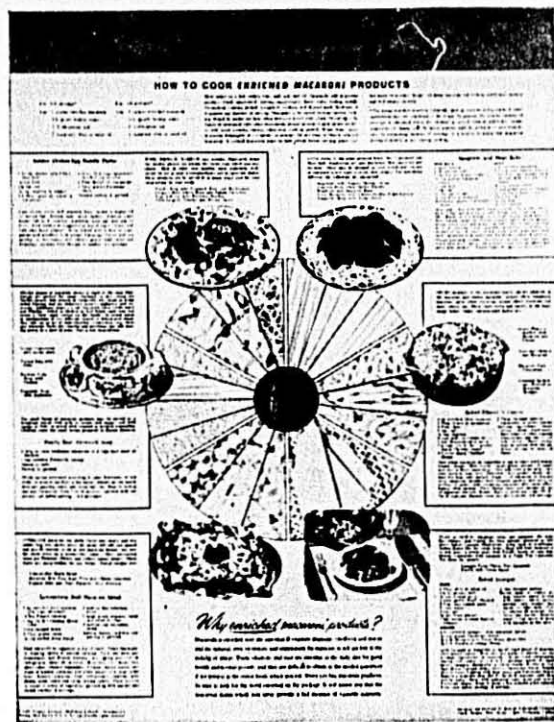
WHAT WE DID

The new Roche brochure and chart were distributed throughout the macaroni industry. In addition it was sent to a carefully selected list of people who have enormous influence with the public. These people are nutritionists, dietitians, doctors, food editors of newspapers and national magazines, radio and TV women's commentators. They can do much to increase the consumer's interest in your enriched macaroni, spaghetti, noodles and similar products.

HOW YOU CAN BENEFIT

Make the Roche brochure and chart work hard for you! Use them as a manual for your sales organization. Make them the basis of your advertising to the public. Send a series of mailings to doctors in your territory and don't forget dietitians in hospitals and other public institutions. The brochure and chart are full of many potential publicity stories. Get these working for you through your newspapers, radio and TV stations. Cover the home economics and dietetics teachers in your schools and colleges with mailings and personal calls.

Full of valuable, useful information the Roche brochure and versatility chart were produced with one idea in mind—to give you the foundation on which to build greater sales of your enriched macaroni products.



ROCHE VITAMINS FOR ENRICHMENT.

Second great program to build sales of your enriched products

Program
No. 2



THE ROCHE ENRICHED MACARONI ADVERTISING TO THE MASS-FEEDING MARKET

WHAT WE ARE DOING

A large advertisement, which Roche sponsors, will appear in the May issue of Institutions Magazine.

Having great influence with the mass-feeding market, Institutions Magazine has been published since 1937. Thousands of diet experts look to it each month for helpful news and advertisements. They regard it as an authority in the field of menu and food planning. You will be sent a copy of the magazine soon so that you may judge its excellence for yourself.

This advertisement has just one purpose: to sell the giant mass-feeding market on the advantages of enriched macaroni, spaghetti, pastina, noodles and vermicelli!

Roche believes that the potential for you in this field is gigantic. When you realize that restaurants, hotels, hospitals, sanatoria, schools, colleges, industrial cafeterias represent almost one-third of total food sales you must agree this field gives you an unparalleled opportunity to raise your sales to new, profitable heights.

Institutions Magazine, which incidentally will publish an editorial spread containing full-color pictures of popular enriched macaroni dishes, has exactly the right audience for this message (see table in box). The market is there, waiting. Roche is aiming a powerful promotion at the market. But you must act to reap the full benefits.



WHAT YOU CAN DO

Prime your sales force on the importance of the mass-feeding market. Send a series of mailings to key buyers in all of the "institutions" in your sales territory. Advertise your enriched foods to this select audience. Put on a continuing, hard-hitting drive to sell your own brands of enriched products to this important market. Roche paves the way, pre-conditioning the buyers. You will get the greatest advantage from your own thorough-going sales effort.

The Institutions Audience

Restaurant executives	11,315
Hotel and Club executives	7,152
Hospital executives	5,168
School and college executives	4,961
Industrial cafeteria managers	1,416
Quartermasters and other government procurement agencies	1,178
Railroads, steamships and airlines	91
Motel and tourist court executives	1,179
YMCA, YWCA, YMHA executives	305
Wholesalers	4,004
Miscellaneous institutions	3,200
Other circulation	1,380
Total	41,349

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

Pacific Coast distributor: L. H. BUTCHER COMPANY • San Francisco • Los Angeles • Seattle • Portland • Salt Lake City

In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec



"Maintain Quality" Broker Urges

The role of the food technologist was praised by E. Norton Reusswig, New York food broker and former National Chairman of the National Food Brokers Association. Speaking at a meeting of the New York Institute of Food Technologists, he said that these professional workers in the food processing field were making tremendous contributions. The activities aided the industry's steady battle to keep the cost of foodstuff down, through constantly improving agricultural methods, new processing techniques, and more efficient distributional patterns.

"When one realizes, for instance, that today there is still loss of some of the nation's great agricultural production through poor handling and marketing between the farmer's field and the housewife's kitchen, it is apparent why the constant efforts of the agricultural scientists, food technologists, and marketing experts are directed towards reducing this percentage of waste and increasing, in turn, a bountiful productivity."

Reviewing some of the spectacular scientific achievements in the food field that have been widely reported, Mr. Reusswig said, "These and similar achievements are most valuable efforts and give promise of a much more efficient, and more economical food processing and distribution industry. Yes, your work in these areas is especially important to the distribution of foods because of the savings that some of these new methods will make possible in the handling, storage, and transportation of foods, in addition to the processing of them."

"But I have been in the food field too long to believe that only these spectacular achievements are worthy of mention. I know full well that those who serve in the more mundane, more usual areas in your profession, serve just as ably, and just as importantly, as those who develop new processes and new techniques. For new standards mean nothing unless they are maintained. And the constant attention to the maintenance of these standards is most essential to continued acceptance by the consumer."

"Believe me, the public quickly recognizes when a product's quality slips. And Mrs. Housewife will not tolerate very many such slips. As it is, she is all too apt to say, 'they don't make that brand like they used to, no more.' It is your constant checking that goes a long way toward preventing such feelings on the part of the consumer, and make her feel, 'I always can depend on this product.'"

"Thus it is a great pleasure for food brokers to salute you on your two-fold achievements—first, in creating new frontiers in food processing, and second, in maintaining the gains that have been made, to make sure that there is no slipping."

Packages from Abroad Highlight Sylvania's Booth

A unique collection of cellophane packages from European manufacturers and converters were shown for the first time to American audiences by the Sylvania Division, American Viscose Corporation, in its booth at the National Packaging Exposition at the International Amphitheatre, Chicago, April 18-21.

The packaging man looking for inspiration found dozens of new ideas among the more than 200 packages on display. The packages covered a wide range of European products, although the main emphasis was on food and textile packaging. British Cellophane, Ltd., Belgian SIDAC, La Cellophane, Kalle and Company, and Wolf and Company were the cellophane manufacturers donating examples for Sylvania's booth. Purpose of the exhibit was to illustrate the latest developments by other countries in the flexible packaging field. Although many of the packages are impractical for American merchandising methods, they do represent an entirely different approach which might serve as a stimulus for new packaging trends in this country.

Technically speaking, construction and printing methods in the United States are often further advanced than those utilized in Europe, but Americans have a long way to go to equal the sparkle, color and elegance of many of these European packages. Particularly outstanding are the use of half-toned windowed illustrations on sweater bags, transparent inks on sock packages, bright red and yellow sift-proof window bags for cooking starch, and unusually beautiful design effects for hoisery envelopes. The scarcity and high price of coffee in Germany are evidenced by the small quarter-pound laminated bags for coffee, richly printed in gold inks.

In addition to the European packaging gallery, the Sylvania booth highlighted the success stories of several outstanding products packaged in Sylvania cellophane, and presented a display of Sylvania cellulose bands, featuring "The Finishing Touch" which showed how bands are used effectively for advertising, promotion, and special deals.

New Fumigant Introduced

A new space fumigant, "Bromotox," has been introduced to the agriculture and warehousing industries by American Potash & Chemical Corporation.

The new product is a mixture of ethylene dibromide and methyl bromide, both of which have been used in the past to fumigate storage houses. However, tests have shown the new product to be more effective and cheaper to use than either of its constituents in con-

Rossotti Establishes Beverage Packaging Division

Rossotti Lithograph Corporation, North Bergen, N. J., has announced the establishment of a Beverage Packaging Division under the direction of Fred C. Ruggie.

The division will concentrate its efforts on beer and soft drink Carry-Home containers.

According to Mr. Ruggie who has been associated with the beverage industry for the past 23 years; "Definite changes in the design and appeal of beverage Carry-Home containers must be accomplished if the industry is to make the most of its Supermarket Self Service era opportunities. Our new Beverage Packaging Division in close collaboration with the Rossotti Design Department has launched a drive to modernize Carry-Home container packaging which will quickly translate the attributes of these products to the impulse buyer at the point-of-sale."

Packaging Consultants and Manufacturers since 1898, the firm specializes in lithographing of multi-color labels, folding cartons and carry-home containers. The company has production units on both East and West Coasts with a board mill in Massachusetts.

Doughboy Has New Ink Coding Mechanism

A new ink coding mechanism for polyethylene has been announced by the Mechanical Division of Doughboy Industries, Inc., New Richmond, Wis. The quality of its imprint, which will not rub or wash off and which exceeds the life of the package, answers a long-time coding problem of users of polyethylene packaging.

The unit will be exhibited for the first time at the National Packaging Exposition at Chicago, April 18-21, along with a new style rotary hole punching unit for bag tops designed for maximum speed and accuracy.

Doughboy will also exhibit its automatic bag top sealer and labeler, and its complete line of rotary sealers for cellophane, continuous band sealers for polyethylene, and belt conveyors in booth 706.

trolling pests in grain, flour, rice, cheese and dried fruits.

An example of the effectiveness of "Bromotox" was shown by 48-hour fumigating tests in which equal applications were made of ethylene dibromide, methyl bromide and "Bromotox," each applied in separate tests. Pest mortality for ethylene dibromide was approximately 72 per cent and for methyl bromide approximately 65 per cent, while the "Bromotox" resulted in 100 per cent mortality.

Because of its effectiveness, the new product can be used at reduced dosages, thus resulting in lower cost application.

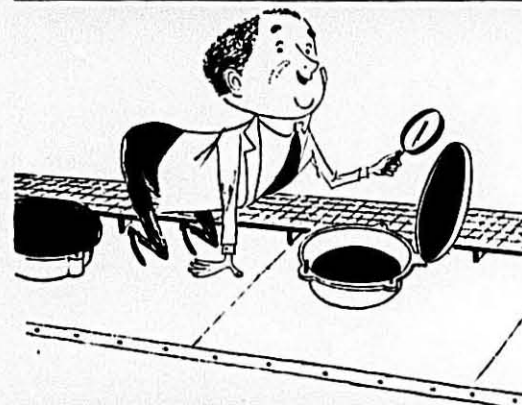
No bills for bags, drums, containers



Easier, safer loading and unloading



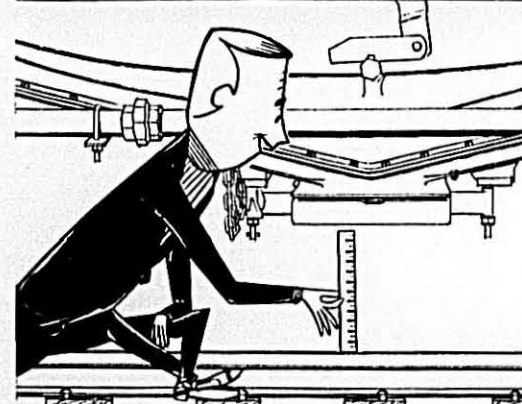
No sanitation problems in transit



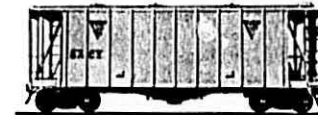
No packing, racking or stacking



Far more clearance for unloading



Bulk shipping of dry, granular and powdered products in General American Airslide® Cars is safer, easier—and costs less!



Over 600 Airslide Cars now in service or on order. A small blower is all you need to unload cars into any conveying system. Write for bulk shipping information on your products.



GENERAL AMERICAN
TRANSPORTATION CORPORATION

135 South La Salle Street, Chicago 90, Illinois

AIRSLIDE CARS — now successfully shipping flour, semolina, sugar, starch, plastics, chemicals and other products.

Olin Stresses Package Contribution to Success

The makers of Olin cellophane and polyethylene have accumulated emphatic evidence that the American businessman is packaging conscious. This evidence is in the form of requests for more than 10,000 reprints of an advertisement that appeared in the November 8 issue of Time Magazine. The advertisement stressed the contribution of a package to merchandising success.

Olin cellophane and polyethylene are made by a subsidiary of the Olin Mathieson Chemical Corporation.

In response to demands from the trade, the Olin Film Division is reprinting the advertisement in the trade publications. It will appear in the April issues of Modern Packaging and Packaging Parade and is timed to coincide with the division's exhibit at the National Packaging Exposition at Chicago, April 18-21. D'Arcy Advertising Company handled the advertisement.

M. L. Herzog, general manager for the division, said: "This heavy demand for reprints of our advertisement shows that American business is growing aware of the fact that packaging can make a positive contribution in the sale of many products. It is already proving its worth in the food industry where many foods are sold in self-service stores, the textile trades and in many staple items of clothing. The sharp interest of merchants in packaging makes us optimistic in our appraisal of the market for packaging."

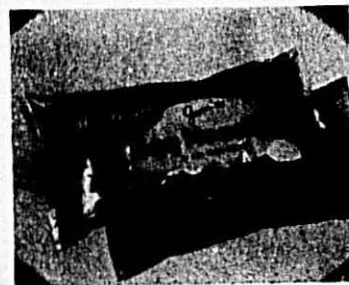
The advertisement was reprinted in Candy Industries, a trade magazine, as part of an article on the growing importance of packaging. It was used by Design Associates, package designers, as the central theme of a mailing piece to customers.

The advertisement read as follows: A PACKAGING DECISION CAN CHANGE THE COURSE OF A BUSINESS

Consider for a moment the wonders you can perform with one small decision . . . a packaging decision.

You can bring a dying business back to life . . . make a healthy business a major force in our national economic life.

You can create major markets for minor products . . . transform drab wall-flowers of commerce into modern



LOUISE MORGAN on Channel 7 in Boston interviews Joseph Scarpa, president of the Bay State Macaroni Manufacturing Company. Their Viva brand spaghetti was honored for its prize-winning package.

Cinderellas . . . make local luxuries national necessities.

You can create jobs, conserve natural resources, improve public health, strengthen the nation's defense.

All these things—and more—you can do with a simple packaging decision.

Is it any wonder American businessmen spend more money each year for the power of packaging than they spend for all the nightly flood of electric power that lights, heats and turns the wheels of our nation's industrial machine?

Noodles in Polyethylene Bag

A polyethylene bag has recently been adopted by I. J. Grass Noodle Company of Chicago to package their Mrs. Grass Egg Noodles. Mr. Alvin Karlin, plant manager, says, "It must have been that the housewife desired a package enabling her to store the unused portion of a bag of noodles without deterioration of the package."

Polyethylene film is tough and will not tear or break after it has been opened. The film also does not break before retailing and, therefore, losses from package damage returns are reduced. The supplier of the bag is Milprint, Inc., Milwaukee, Wisconsin.

The new bag can also be reused by the housewife as a refrigerator food storage bag. This is pointed out on the attractive bag. The bag is designed with oval areas of red and yellow. These areas attract the shopper's eye to the brand name and the type of noodles—the messages that are printed on these areas. The unprinted areas of the polyethylene bag enables the shopper to view the noodles through the semi-transparent film.

The distribution area of the noodles is the Middle-West. The I. J. Grass Noodle Company sells the product to both chain and cooperative self-service stores.

Bay State Has Prize Winning Package

Bay State Macaroni Manufacturing Company was among the six prize-winners of food and grocery product packages in the 1954 Packaging Competition sponsored by the Package Designers Council. The competition, which drew close to 3,000 entries, embraced 11 product categories.



Bay State's package with window and red border attracts attention and accentuates cleanliness. Multiple carton sizes and products merchandised determined the use of the white and three basic color areas. A fourth color was achieved by overprinting. The package was designed by Container Corporation of America.

California Likes Macaroni

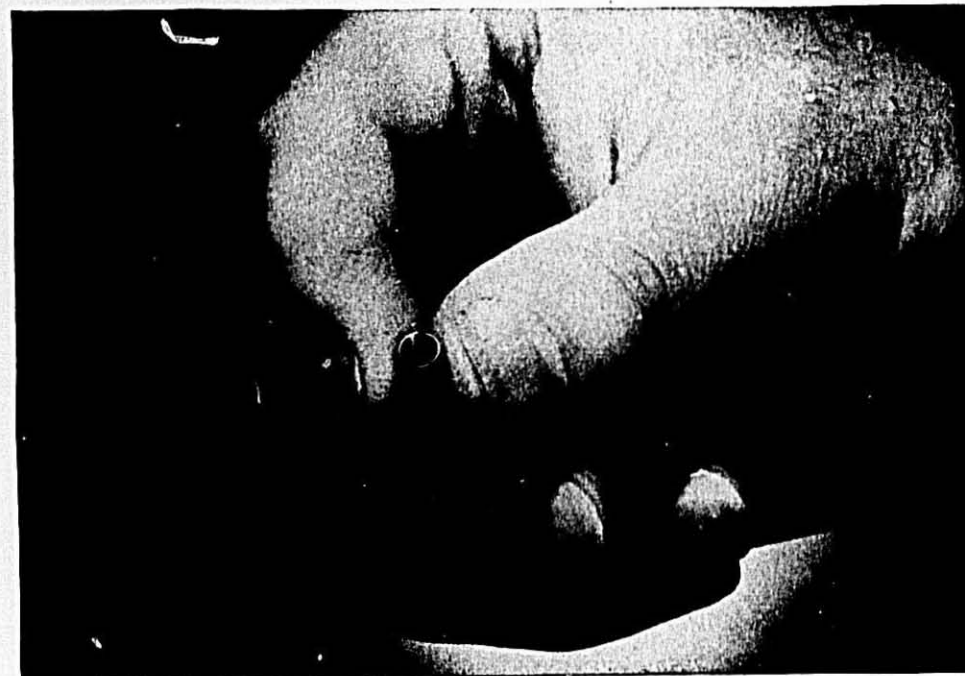
The McClatchy newspapers have made a consumer analysis survey of three California markets. In 1955, 93.2% of the families in Fresno are buying macaroni, noodles and spaghetti compared to 92.5% a year ago. In Sacramento, the comparison is 90.6% in 1955 compared with 90.1% in 1954. In Modesto, the figure was down in 1955 to 88% from 88.4% in 1954.

The Los Angeles Times bi-monthly report shows that 64.38% of the homes in Los Angeles County regularly had macaroni and spaghetti on hand during 1954. In 1953, the number of families with macaroni in the pantry was 65.15%. All of these reports show relative brand preferences.

INSURE THE PERFECT COLOR

IN YOUR PRODUCT

WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



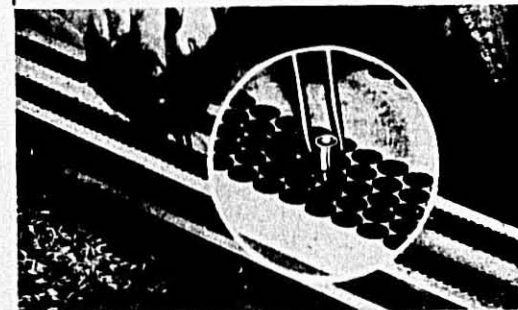
"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS

. . . prove the unequalled performance

LET ME PROVE TO YOU

. . . that I can produce the qualities in your products



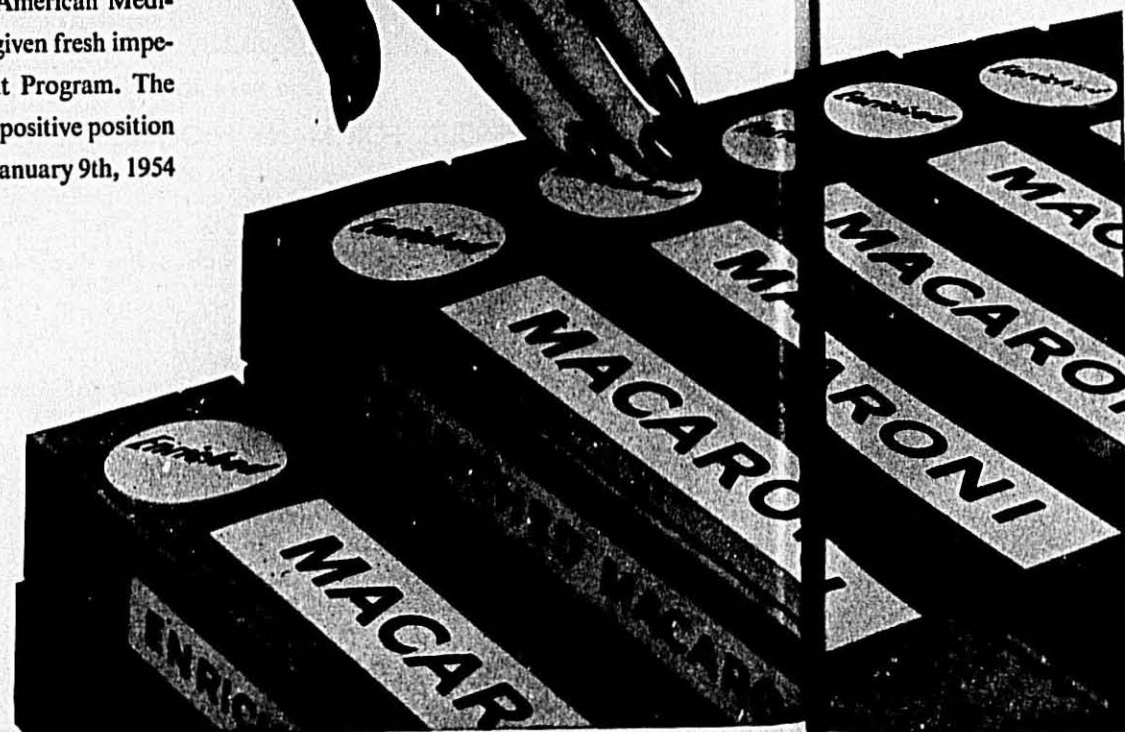
GUIDO TANZI

- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

3252-54 W. 5th Ave., Chicago 24, Ill.
Telephone NEvada 2-0919

More manufacturers
ENRICH
 their macaroni for
 "Point-of-Sale" punch

Macaroni products are being enriched by more and more manufacturers who recognize the potent consumer appeal of enriched foods. Nutrition authorities, including the Council on Foods and Nutrition of the American Medical Association, have given fresh impetus to the Enrichment Program. The Council reaffirmed its positive position on enrichment in the January 9th, 1954 issue of the *J.A.M.A.*



MERCK VITAMIN PRODUCTS
 Will improve the nutritional value
 and consumer appeal
 of your macaroni and noodles

Make sure *your* macaroni products are enriched so that you, too, may enjoy the dollars-and-cents benefits of this increased interest in enrichment.

FOR BATCH-TYPE OPERATIONS — MERCK ENRICHMENT WAFERS: dissolve quickly; promote uniform enrichment because they resist chipping and dusting; disperse uniformly as the batch is mixed.

FOR CONTINUOUS PRODUCTION — MERCK ENRICHMENT MIXTURES (32P and 12P): can be distributed uniformly; feed readily and flow easily in the usual mechanical equipment.

**MERCK VITAMIN PRODUCTS
 FOR
 ENRICHMENT OF MACARONI**

Research and Production
 for the Nation's Health



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



GLENN G. HOSKINS

THE Glenn G. Hoskins Company of Libertyville, Illinois, industrial engineers specializing in the macaroni industry, will present their Seventh Plant Operations Forum at Wieboldt Hall on the Chicago campus of Northwestern University, April 20, 21 and 22.

Forum participants will meet Wednesday afternoon, April 20, at the American Management Association's Packaging Exposition being held at Chicago's International Amphitheater to make a group tour through the show to observe displays of packaging materials and equipment.

Classroom work begins on Thursday morning when the keynote address will be given by Glenn G. Hoskins setting up the program and procedure of the Forum.

The first subject for discussion will be "A System of Production and Inventory Control." This will be followed by a panel of macaroni and noodle manufacturers discussing plant management. They will handle such matters as "Basic Aims of Good Management," "Hiring and Training New Workers," "The Laboratory as a Tool of Management" and "A Maintenance Control Plan."

The Thursday afternoon session will begin with "An Interpretation of Standards of Identity, Labeling Requirements, Slack Fill Regulations."

A panel of macaroni manufacturers will report on "Our Experience with Blends." There will be an open forum discussion on the macaroni making qualities of various blends. Then a panel of millers and others will evaluate "Available Raw Materials for Macaroni and Noodle Making Qualities; Selecting and Evaluating Hard Wheat Flours; Tests that Reveal Flour Qualities; Evaluating Flours for Macaroni and Noodles; What Can Be Done in Milling to Improve Macaroni and Noodle Making Qualities of Hard Wheat."

The Hoskins staff will report on

HOSKINS COMPANY SPONSORS 7TH PLANT OPERATIONS FORUM

"What Cooking Tests Have Proved; Value and Cost of Gum Gluten and Egg Whites; Presses and Dryers as They Affect Color and Cooking Quality."

The final feature on the Thursday program will be a round-table discussion on important subjects such as "Feeding Additives; Repairing Dies; Cleaning Dies; Bulk Flour Handling; Waste Control; Long Goods Cutters; Product Size Control."

The schedule for Friday, April 22, will start with a clinic on drying problems, handling such subjects as "Drying Problems with the Vacuum; Dryer Control Systems; The Hoskins Dryer Research Program; Press Room Humidity Control."

A panel of manufacturers will report on the operation of vacuum presses covering such points as "Power Requirements; Cleaning; Effectiveness of Vacuum on the Screw; Controlling the Covered Mixer; Operating Vacuum Presses Without Vacuum; Loss of Production with Vacuum."

Press room problems to be discussed

include "The Importance of Press Repairs; Maintaining Press Production; New Methods of Noodle Production."

Sanitation matters on the agenda include "Macaroni Versus Noodles as Weevil Food (April issue Page 32); Heat Sterilization of Continuous Dryers; A Sanitation Control Program Chart."

The afternoon session will concern itself with the question, "What is Statistical Weight Control?" A round-table discussion will consider "The Woodman Machine; New Woodman Bag Feeding and Sealing Attachment; Noodle Weighers; Long Goods Automatic Weighers; A Practical Weight Control Program."

The Forum will be concluded with a Question Box. Questions which can be answered on the basis of fact and not opinion concerning macaroni and noodle production will be placed in the box. Students of the Forum will be divided into two teams, and their production know-how will be evaluated by an old-fashioned spell-down system.

Modern Food Equipment Utilizes Stainless Castings

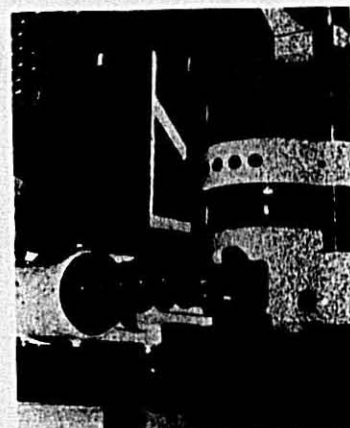
A survey of modern food processing methods reveals that the use of stainless castings is becoming increasingly widespread in the design of processing machinery, according to the Alloy Casting Institute, Mineola, New York, technical association of high alloy (stainless) foundries.

An interesting example of the application of modern methods to food processing is the increasing use of continuous presses and automatic mixers to replace batch processes in the production of mixed cereal products such as macaroni.

Macaroni Extrusion Press

In the continuous-automatic macaroni press manufactured by the DeFrancisci Machine Corporation, Brooklyn, N. Y., premeasured quantities of flour and water are automatically ladled from a hopper on its top into a mixing trough. The raw materials are blended in this trough and are subsequently transferred to the main food screw, which forces the somewhat abrasive dough mixture with considerable pressure through a die in the extrusion head. Handling 1,000 pounds per hour on a 24-hour basis, the feed screw must meet stringent requirements for high strength,

corrosion resistance, and wear resistance. Type CF-20 cast stainless alloy was chosen for the feed screw. The pressure exerted by the cast screw enables the extruded macaroni product to retain its shape while still wet—a necessary condition for the success of the process.



MAIN FEED SCREW of macaroni extrusion press is cast of Type CF-20 stainless alloy for high strength, corrosion resistance and wear resistance. (Credit Alloy Casting Institute.)

WHAT DOES THE BUYER WANT?

Most people in our economy produce things or provide services because someone wants them. It is, therefore, only natural to raise the question: What does the buyer want? What does the homemaker want when she goes to the grocery store to restock her food shelves, her freezer and her refrigerator? Paul S. Willis, president of Grocery Manufacturers of America, answered this question recently by saying that the homemaker wants better, different, tastier, more healthful food for her family at a price she can afford to pay. Fulfilling these requisites takes a lot of doing on the part of many people along the Life Line of America—from the farmer on the land to the homemaker in the kitchen.

New products don't just happen. Processors spend considerable time and money in their conception and development. Starting out with the research phase, all the necessary information regarding product development, consumer testing, packaging, keeping qualities, etc., must be determined. The market potential of the product must be obtained insofar as possible. These are necessary steps because a processor must know what the buyer wants before he invests large amounts of money in new equipment and raw materials.

One of this country's leading meat packing firms recently publicized the fact that a great many changes are being made in their plants throughout the country. These improvements in packing house machinery and methods are costly but are being made to provide more efficient plants so that better, tastier, more sanitary products can be turned out at less cost. Consumers reacted to these and other changes in the meat industry during the past year by consuming almost 156 pounds of meat per person for a near record high. The buyer wants a good product at the lowest possible price. Efficient operations in efficient plants can provide both.

The Extension Service of the State College of Washington recently listed several new ways they have developed for merchandising potatoes. They found that whipped potatoes could be produced with a baked potato flavor in just a few minutes. They also developed ready-to-eat potato puffs and potato chip bars to bring variety and perhaps sales to the potato industry. Why? Because it is expected that they will be products that buyers want—timesavers for busy homemakers.

A recent news release from the University of Maryland indicates that farmers who market fresh fruits and vege-

tables don't get top prices unless they have the kind of product the market buyer wants. It becomes important then for every producer to know: What does the buyer want? Their recent study of wholesale markets indicated that the producer must provide a product of uniformly high quality and pack it in modern containers.

At the University of Illinois an Extension specialist recently said that, "The revolution in food handling and processing may eventually force some Illinois fruit and vegetable growers out of business unless they adjust to the changes." He feels that the new trends in packaging, freezing and other modern processing will continue and that growers who don't get in step may lose their markets. The attractive fresh food displays in modern supermarkets are quite a contrast to the wide assortment of baskets, lugs and boxes in which some producers sell vegetables. Some growers are selling to packagers while others are packaging their own products. Some are even meeting competition by developing their own retail outlets at roadside stands, but far too many have refused to make any changes. This marketing specialist is merely saying that the farmer, as well as the processor and the retailer, is going to have to provide what the buyer wants.

These are merely a few examples to show that in the end the question—What does the buyer want?—is the one that must be answered all along the Life Line if we are going to stay in business in this highly competitive market.

Proposed Changes in R-P Act Rapped

The recommendations on price discriminations made by the Attorney General's National Committee to Study the Antitrust Laws are a one-sided attack to destroy the effectiveness of the Robinson-Patman Antidiscrimination Act, the executive board of the National Association of Retail Grocers said in a resolution adopted at its interim meeting in Chicago April 1.

Alvin V. Hokanson of Chesterton, Indiana, President of NARGUS, said the association, spokesman for the nation's independent retail grocers, is concerned about keeping open the door of opportunity for more than 350,000 independent food retailers under the free enterprise system. He said the annual NARGUS convention in Chicago in June 12-16 would be a rally against discrimination that would destroy the small businessman.

The resolution adopted by the executive board meeting here this week said:

"The recommendation made by a majority of the Attorney General's Committee to Study the Antitrust Laws with respect to the Robinson-Patman Act would weaken this law so substantially as to mean in practical effect its repeal. The majority report of this Committee advocates opening new loopholes in the Act and widening those already in existence.

"It recommends that suppliers be permitted to discriminate in prices and services when they are attempting to meet competition, and to do so without regard to how serious the effect of such discrimination may be in injuring competition between those who are favored by such discrimination and those who are victimized by it.

"It recommends that section 2(c) of the Robinson-Patman Act be amended by Congress in a manner that will once again permit large mass retail distributors to set up their own brokerage offices and collect brokerage payments."

The NARGUS resolution also pointed out that the recommendation made by a majority of the Attorney General's Committee overlooks the fact that Congress found on investigations before the Robinson-Patman Act was passed that allowing such large buyers to collect brokerage payments led to such oppressive discriminations and to such abuse of the brokerage function that in order to preserve equal competitive opportunities for independent retail grocers it was necessary to forbid buyers from receiving brokerage commissions.

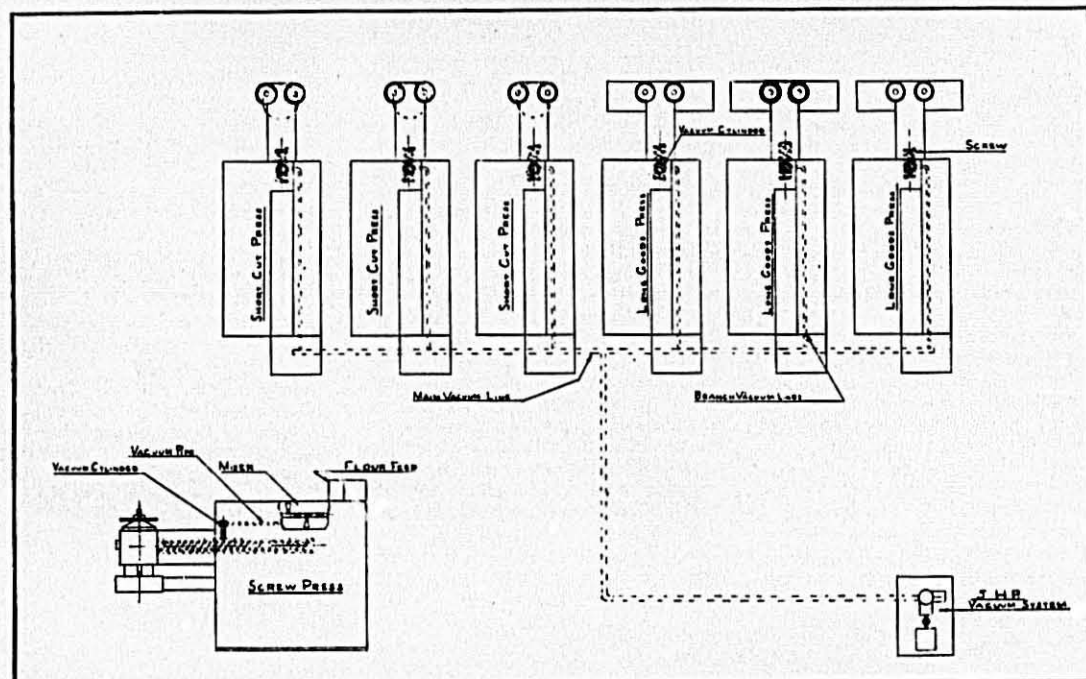
The resolution continued:

"The majority report of the Attorney General's Committee seems to be based on the erroneous belief that only the efficient in the economy receive discriminatory preference and that, therefore, the giving of such preferences and their receipt by large mass distributors actually encourages competition.

"The national policy contained in the Robinson-Patman Act, as well as 25 years experience and observation with respect to the economic effect of price discriminations, soundly holds that such preferential treatment has and does create grave dangers for our competitive economic system by depriving independent business of equality of opportunity to compete with its large competitors."

The NARGUS executive board resolution urged a repudiation of the recommendations made by the majority of the Attorney General's Committee and proposed that a request be made to members of the Judiciary and Small Business Committee of the Congress to undertake an investigation of the recommendations made by the Attorney General's Committee with respect to the Robinson-Patman Act and other anti-trust laws.

Clermont presents to the U. S. A.
**SIMPLEST, MOST EFFECTIVE, MOST ECONOMICAL
 VACUUM PROCESS ON THE MARKET**



Schematic drawing of six macaroni presses, each 1000 lbs. per hour, 3 long goods presses, 3 short cut presses, all with vacuum process and all working from one 5 H.P. vacuum pump. Vacuum is drawn from the screw chamber as indicated in side elevation.

GET ALL THESE ADVANTAGES

SAVINGS IN FIRST COST: Less than 50% of the price of other vacuum units on the market.

SAVINGS AT INSTALLATION: Minimum period of installation. Matter of few days.

SAVINGS IN OPERATION: Vacuum cylinder can be removed in 10 minutes. Few working parts. Maintenance negligible.

SAVINGS IN HORSE POWER:

- One press takes a 3/4 H.P. vacuum pump.
- Two presses take one 1 1/2 H.P. vacuum pump.
- Three presses take one 3 H.P. vacuum pump.
- Four presses take one 3 H.P. vacuum pump.
- Five presses take one 5 H.P. vacuum pump.
- Six presses take one 5 H.P. vacuum pump.

Performance proven in Europe where this patented ZARO vacuum process originated. Major proportion of macaroni manufacturers in Italy, France and North Africa employ it. Conversions effected in Netherlands, Greece, Canada. Now available to the U. S. macaroni industry SOLELY THROUGH CLERMONT.

Get Bigger Sales From Zero Vacuum Processed Product

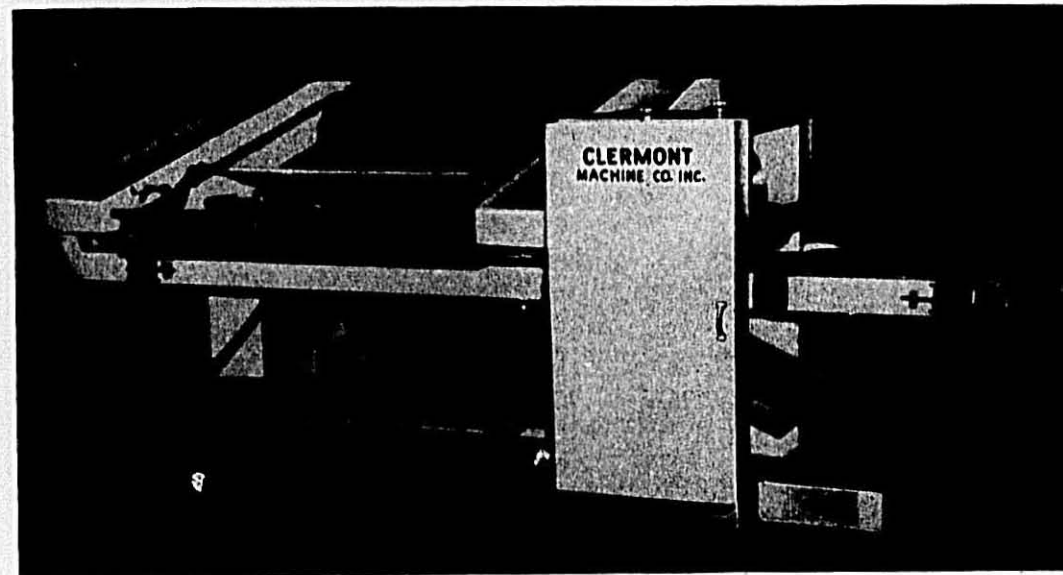
Unsurpassable Quality, Color

Please consult us for costs to convert your press setups.

Clermont Machine Company Inc.

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

Clermont Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

Clermont Machine Company Inc.

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

7 STEPS TO EFFECTIVE SANITATION

JAMES J. WINSTON, Director of Research, reports to members of the National Macaroni Manufacturers Association that during the month of December, 1954, more than 1200 tons of different food products were seized on charges of violation of the Federal Food, Drug and Cosmetic Act. They were considered unfit for human consumption.

Some of the products seized by the FDA consisted of macaroni and spaghetti, which had been prepared under insanitary conditions. Microscopic analysis also showed the presence of insects, insect fragments and rodent hairs. The manufacturer of these products was fined \$1,000. The Court ruled that the FDA was to re-inspect this plant within two months in order to report its findings relative to improvements in sanitation.

There is no substitute for Good Sanitation except the determination of management to follow an effectively planned program. A manufacturer should make certain that he is following good commercial practice consisting of:

1. Periodic sanitary plant inspection by a sanitation consultant.
2. The analysis of raw materials and finished goods. The amount of foreign matter in the finished products should parallel the amount present in the farinaceous materials. This will serve as a sanitation index.
3. Exterminator service on a weekly or monthly basis in addition to operations rendered by employees of the company.
4. The use of an efficient space spray insecticide, such as a combination of pyrethrums, piperonyl butoxide and rotenone.

Continuous and thorough surveillance of plant and product are essential. This will safeguard the company and prevent development of insanitary conditions.

7 Steps to Effective Plant Sanitation

James J. Winston, Director of Research for the National Macaroni Manufacturers Association, points out that by maintaining good housekeeping in a plant, management can look for continued profitable operation and production of top quality products.

Strict adherence to a good housekeeping plan is essential, and the initial step in this direction is to appoint a well informed executive, trained in sanitation, to take over this important part in plant management. All his recommendations should be reported to management and should be made a matter of record for ready reference at all times.

After an inspection has been made and the plant's sanitary status determined, a sanitation program should be set up with the following seven steps used as a guide.

1. *Make sure your plant is structurally okay.* Any spot that might harbor insects or rodents such as spaces in walls, around pipes, dead corners, ceilings and wall-floor intersections should be sealed and all repairs necessary should be made in order to make the building rodent proof.
2. *Exert care in cleaning machinery.* Dead spots should get particular attention and machine parts should be vacuumed often. Larvae and adult insect life are quickly formed in accumulated flour dust.
3. *Check personal hygiene of employees.* Clean sanitary facilities should be provided and girl workers should wear hair nets.
4. *Arrange for exterminating service.* This should be a weekly operation, with special attention given to all vulnerable and critical areas.
5. *Handle and store raw and finished goods properly.* Skids at least 18 inches from the walls should support the raw materials and packed goods, and flour elevators and bins should be metal with a minimum of seams.
6. *Use non-toxic insecticides.* This is in addition to the hired exterminator. The relative merits, toxicities and limitations of various insecticides should be made known to management, and in order to prevent food contamination, no toxic poison should be used in a food plant.
7. *Insist upon "wide-awake" porter service.* A specific sanitation program, with necessary tools, should be provided in order that a thorough cleaning job is done behind and under equipment and materials.

A chemist's microscopic examination for foreign matter will aid the processor in selecting his commodities with a minimum amount of insect fragments and no rodent matter. A comparison of the raw material with the finished goods will serve as a good sanitation index. The degree of insect fragments found in the finished products will indicate the sanitary conditions in the plant.

By keeping a file showing sources of any contamination, a processor can be more discriminate in choosing his suppliers and avoid possible conflict with the law. All cars of farinaceous material received should be thoroughly inspected upon arrival and again after they are unloaded.

Wooden equipment invites the breeding and harborage of pests and should be replaced with metal whenever possible.

In addition to making the inside of a plant rodent-proof, good sanitation practices should be adopted outside the building.

All good sanitation practices will pay good dividends to every processor.

Durum Outlook —

(Continued from page 28)

I hard amber durum to provide incentives sufficient to produce our minimum needs."

The failure of durum crops for the past three years has resulted in a shortage of seed. A recent survey made by county agents in North Dakota, where about 85% of all the durum is produced, indicates possibly enough seed available to sow 1,250,000 acres, and indications are that all available seed will be used. Information as to the quality of the supply for seed purposes was not available. It is thought that of the total supply, only 10% is of the Sentry variety which is rust resistant. The remainder is other varieties that are subject to rust.

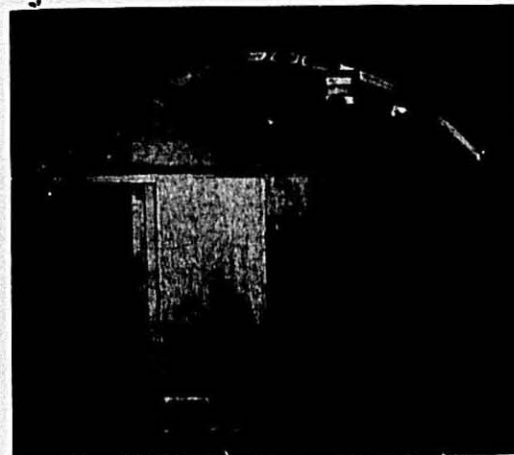
Early planting and a cool, dry summer could resist in a yield of durum approaching former years, which would indeed be a good break for the grower willing to take the risk.

Newspaper stories throughout the durum area have pointed out that although durum plantings will come under the Department of Agriculture's guaranteed price program the same as hard winter wheat and other classes of spring wheat, the guaranteed price will not be at the current inflated level.

In the fringe areas, the West and South of North Dakota, South Dakota and Montana, there will probably be a big increase in durum acreage provided seed is available.

29 counties in Montana come under the release provision of diverted acres, and Montana farmers have manifested their intention of planting durum by their purchases of seed from Western Canada where there has been little infestation of stem rust. All of this seed must be of good germination quality, 75% or better, and consequently, the seed is of pedigree status. However, the Montana Crop Improvement Association is not encouraging the planting of durum. It points out that the two advantages of durum—price and unrestricted acreage—could be wiped out in a single year should the Durum Triangle of North Dakota produce a good crop. Further, they caution the farmer on the hazard of mixing durum with their high quality bread wheats, either in the field or in storage. A small quantity of durum mixed with hard wheat reduces its grade, and consequently its market price. The same is true of durum if it contains a portion of hard wheat. Still another objection raised to durum is its extreme susceptibility to 15B stem rust.

While progress has been made in developing new varieties of durum resistant to rust infestation, the results of the winter increase program will not be available for the 1955 planting season generally. Four new rust resistant varieties of durum were grown in Arizona this winter. In early April



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RETROSPECTIONS

by
M. J.



MAY 1920 Cleanings and Recollections

35 Years Ago

INVITATION: "Any who are engaged in Macaroni manufacturing or correlated business, together with those who supply us with our machinery and raw materials, as well as all interested Government officials and trade bodies, are eligible to attend our National Convention at the Clifton House, Niagara Falls, Canada, June 22-24, 1920. They are assured of every courtesy possible to be shown those whom we consider our friends and co-workers. . . . James T. Williams, Pres.

• Seven good reasons for attending your industry convention, all rolled into one is—YOU.

• Shane Bros. & Wilson Company, Minneapolis, strongly recommends "No. 2 Semoleon—Imperial Rose" and "No. 3 Semoleon—Amberole" . . . No semolina and no No. 1.

• During World War I, macaroni exportation was strictly prohibited. Thereafter even its manufacture was under Government control.

• "Scarto di Grano" the name given light durum wheat, dust, chaff, etc., as winnowed in the wheat cleansing process prior to milling.

25 Years Ago

• Convention dates announcement, — June 24-25-26 in General Brock Hotel, Niagara Falls, Canada.

• COMMON SENSE REASONING,—that a die manufacturer who has been in continuous business for 28 years must make a good die and be dependable in every way. F. Maldari Bros. Ad, New York City.

• WHY A CONVENTION? Because whenever two or three or more business men meet to talk over business matters or trade conditions, they are in conference. When a large group gather for the same purpose it is called a convention.

• Only 6 macaroni manufacturing firms supported the study of marketing expense made by the Bureau of Business Research, Harvard University in 1928,—just twice as many as did so in 1927. In both years the largest firm cooperating had sales of about \$1,400,000 and the smallest had sales totaling \$700,000.

• An Accident Prevention Program in the Macaroni Industry was reported on by W. D. Keefer, Director of Internal Safety Division of the National Safety Council. Slogan suggested: "Safety is

Cheap at any price—but—it costs you only a THOUGHT!"

• EVENTUALLY,—Gold Medal Semolina. Washburn Crosby Co., Minneapolis 15 Years Ago

• Old Adage Questioned. "Increase your volume and you will increase your Profits." An Editorial asks "Does Volume Mean More Profit?"

• NEEDED, Slack-filled Package Understanding. A serious problem in 1940,—still a stickler in 1955.

• All "LONG" macaroni and spaghetti is not always the best quality. Neither is short-cut macaroni or spaghetti naturally low grade. This is the reasoning implied in a decision by the Federal Trade Commission in the case of a Chicago manufacturer who was ordered to refrain from using a statement to the effect that "only the finest macaroni is made long."

• ART IN MACARONI, with illustrations, is discussed by Edna A. W. Teall, staff writer of Newark, N. J. News.

• JIGGS' Macaroni Dinner. Will the inquisitive census taker now counting noses and determining the nation's tastes, be able to uncover any clew as to whether or not the famous cartoon character, JIGGS, relishes Corn Beef and Macaroni as much as he is reputed to relish that delicious meat with cabbage?

• Grass Products, Incorporated was listed as a corporate body under the Illinois corporation law,—April 8, 1940.

5 Years Ago

• BELOW COST SELLERS harm selves and the whole Industry.

• SALES EMPHASIS is to be the theme of the important Industry conference in Chicago, June 19-20, 1950.

• CHECK FOR ACCURACY — The 1950 forecast of children to be cared for in 1955,—Under 5 years of age—12,155,000; 5 to 9 year olds,—16,356,000; 10 to 14 years,—13,913,000; 15 to 19, 11,354,000. Total 33,778,000.

• IT WAS THEN, STILL IS. "There is no better way to keep your food bill low and your family satisfied than by serving Spaghetti, Macaroni, Egg Noodles often."

• ITALY HAD 1,870 macaroni, spaghetti, egg noodles factories in daily operation in 1949, and 1,687 flour and semolina mills.

• Andrew Cardinale, 54, president of Cardinale Macaroni Co., Brooklyn, N. Y., died March 5, after having spent 40 years in the macaroni business.

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FOR SALE: Triangle 3-section Elec-Tri-Pak weigher with take-away conveyor, hardly used, perfect condition. F.O.B. plant. \$2200. Address: Macaroni Journal, Box 115, Palatine, Illinois.

FOR SALE: 10 column Cavittelli machine, practically new. Reasonably priced for quick sale. We are installing larger equipment. Photo sent on request. Also 1 Frazier package filler in excellent condition. Priced right for quick sale. Photo sent on request. Address: Genoa Egg Noodle & Ravioli Mfg. Co., Inc., 941 Grand Ave., New Haven, Connecticut.

FOR SALE: One 14 1/2" Stationary Hydraulic Press complete with pipes and pump, for long and short cut macaroni. Also one 12 1/2" Hydraulic Press complete with pipes, pump and with four dies, for long paste only. Address: Macaroni Journal, Box 116, Palatine, Illinois.

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Durum —

(Continued from page 48)

they were heading and were expected to produce from 7,000 to 9,000 bushels of seed. This was to be distributed to about 175 growers in selected areas under 100% contract with the North Dakota Agricultural Experiment Station in mid-May. It is expected that 100,000 to 125,000 bushels of these four rust resistant varieties of durum wheat will be available for planting in 1956.

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at the 51st Annual Meeting of
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- Walter M. Baird, Price Waterhouse, CPA's, on cost controls
- James B. Lane, Westgate California Tuna Co., on related item selling and a panel of merchandisers from outstanding retail organizations.

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Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

When pretty Dorothy Rogers of General Mills' Betty Crocker Kitchen served up this heaping dish of spaghetti and meatballs, Peter Pence (above) took one look at it, speared himself a stretched-out forkful, and immediately got that far-away look in his eyes.

Peter saw himself telling a macaroni manufacturer about the wonderful ways Betty Crocker's Kitchen prepares spaghetti and meatballs.

That's part of his job. Peter Pence sells durum products for General Mills in northern California. Naturally, he's always hunting for good recipe ideas for his customers. Betty Crocker's Kitchen is a great hunting ground. Salesmen, like Peter, go there to learn proper preparation of macaroni, spaghetti, and noodle dishes. In the kitchen much time is spent concocting new and exciting dishes. Some of the best of these were put in a special recipe folder. Peter Pence has these recipe folders to help you sell your products.

YOUR General Mills salesman has this folder for you. Have a talk with him. Like the entire General Mills Durum Family, his job is to help you manufacture and *sell* the finest macaroni products possible.

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