

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 7**

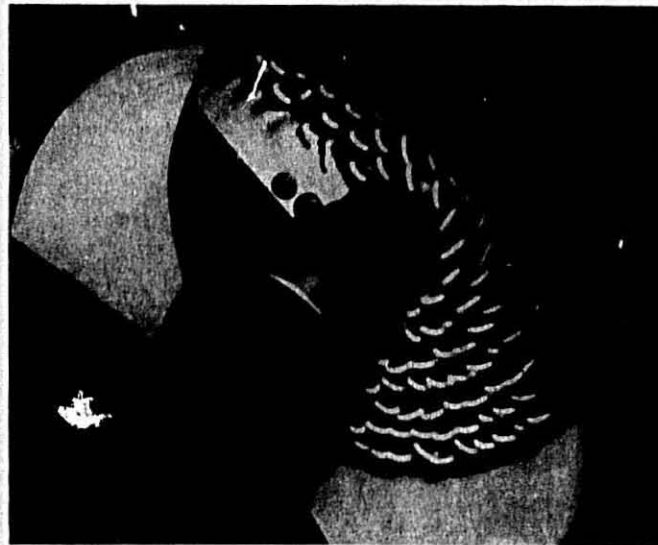
November, 1951

NOVEMBER, 1951

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The DIE - - The Most Important Mechanism In Macaroni Making



Rotary Knife Shown Cutting Tubes or Strands into Short Lengths as They Extrude Through the Die to Make Elbow or Short-cut Macaroni, Elbow or Short-cut Spaghetti.

Organ
of the
National Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIII
NUMBER 7

32x10

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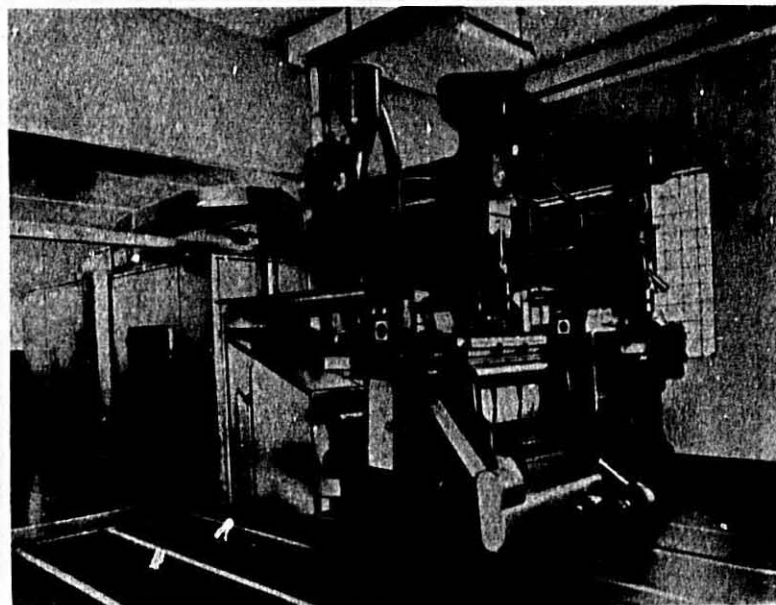
MACARONI FACTORIES IN THE WORLD

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MACARONI JOURNAL

Volume XXXIII

November, 1951

Number 7

**Visual
Education**

If there are any food page editors, men or women, who do not know what macaroni products are, the basic grain ingredient of which this wheat food is composed, how they are made and the many appetizing, nutritious ways in which they can be prepared in almost endless combination with practically all good foods to suit all tastes and fit all food budgets, they will be found among the small group that failed to attend the 1951 Food Editors Conference in the Drake Hotel, Chicago, the second week of October.

Into a very tight educational and entertainment program that kept several thousand editors at high pitch for five days, there was fitted a demonstration and presentation by the National Macaroni Institute that ranked near the top in interest and rapt attention. Many stated that the macaroni story stole the show.

Though most of the editors had seen the miniature Buhler Brothers, Inc., continuous automatic press in operation at the 1950 convention at the Waldorf-Astoria Hotel, New York City, the demonstration this year was equally interesting. They were more than ever impressed with the purity of macaroni products made the modern way; they watched enraptured as the wheat mill, a new unit added this year, ground the durum or macaroni wheat into a meal known in the trade as semolina, its mechanical mixing, kneading and pressing without the touch of human hands.

Many realized for the first time the simplicity of the process of macaroni-making. Water is added to course-ground, mealy wheat to form a dough for shaping as desired, and the added water later removed in the final drying or curing process.

Special power lines, water pipes and regulators had to be installed to operate the combination mill and press, and the services of several experienced specialists were secured to operate the unit.

Ted Sills, the able consultant of the National Macaroni

Institute, did a masterful job of telling the editors what has been done and is planned to educate housewives and all consumers on the true food value of macaroni, spaghetti, elbows, egg noodles, vermicelli, shells and many other shapes, their versatility and economy.

C. W. Wolfe, past president of the National Macaroni Manufacturers Association, was right at home in explaining the mechanical operations in terms that were easily understood, and Robert M. Green, manager of the NMI, did his usual good job of public relations that bodes well for a readier acceptance of macaroni releases that hereafter reach the editor's desks.

Indicative of the way in which the presentation was received is the following statement by Mary Martesen, famed food editor of the *Herald American* of Chicago, and which was quoted in many other newspapers of the country:

"We went through the mill earlier in the morning . . . a part of a mill at least. Ingenious members of the National Macaroni Institute had actually set up two snow-white machines . . . one to mill durum wheat flour, the other to make macaroni products right there in the Drake.

"Spectacular as the machines were, they illustrated in an equally spectacular way that good quality macaroni products (amber-colored, by the way) are as scientifically and hygienically produced as it is possible to make them. The macaroni machine received the basic ingredients in a hopper at the top and turned out shell macaroni at the bottom.

"Nutritionally macaroni products are good ones as main-course dishes, for the one essential protein they lack is supplied bountifully by cheese, milk, meat, fish or eggs."

Thus the NMI and the NMMA have a wonderful, worthwhile job for the American macaroni industry. Never again should the now enlightened food editors refer to macaroni, spaghetti and egg noodles as "pastes."

Interesting Talks by Keynote Speakers At Pacific Coast Conference, San Francisco

THE MODERN WINDOW CARTON AND YOUR BUSINESS

By Philip Papin, Sales Manager,
Rosotti-California Lithograph Corp.

The speaker has now been a west coast resident for three years, and is as rabid about the wonders of this part of the country as any chamber of commerce. But after three years, the one thing that bothers me, and that is still one thing that bothers me, and that is the way some people continue to refer to macaroni as "paste."

Strangely enough, it is the Italian restaurants that are the worst offenders. Other restaurants will prepare your product in a standard and uninteresting manner. They'll take a batch of elbows and goo it up with mayonnaise. But at least they have enough sense to call macaroni, *macaroni*.

But what happens in some of the finest Italian restaurants on the west coast? You finish the appetizer. You finish the soup. Then the waiter steps up and says: "Ah, now we'll have the *paste*." You almost expect him to hand you a brush and a roll of wallpaper.

The person who took "pasta" and made paste out of it is guilty of the world's lousiest job of translating.

Now, why don't these bistros take a leaf out of the book of that restaurant on Washington Street in this city, whose menu reads: *Red, White and Green Tagliarini and Spaghettini with Clam Sauce*? Now, that's what I call tickling the palate. People will go for tagliarini and spaghettini every time. Paste always leaves them feeling soggy.

The next time you eat at your favorite restaurant and see paste on the menu, you will do yourself and your industry a good turn if you will call the manager and tell him you're a good customer and the next time he has menus printed, for heaven's sake will he instruct the printer to forget about paste and use something more appetizing?

Now, to get back to macaroni and egg noodle packaging. As you know, our company has been associated with your industry for a good many years. We have thus had the opportunity to watch the evolution of macaroni packaging from the old days when storekeepers scooped the macaroni out of glass-front bins arranged against the wall and weighed it out in wrapping paper—to 1951's slick, streamlined window carton.

As consultants and package manufacturers, we have watched a number of our friends come up from small operations to a place of national prominence. Some of these folks now have

big airy modern buildings, the latest in automatic machinery, scientific production methods, enlightened management, healthy personnel relations. Packaging has kept pace with all this progress. In fact, it even might be said that packaging, as the shock troops of



Mr. Papin

all advertising and promotion, actually set the pace in retail food merchandising!

The progress packaging has made in the last twenty years has really been something to watch. I wish I could show you some cartons our own company made a generation ago. For a while I toyed with the idea of asking our eastern plant to send me some of these relics from their archives. But I thought better of it. Those old cartons would surely prove embarrassing to the macaroni company whose name was on them, and also to us as the manufacturer. However, I think you can visualize what they looked like. First of all they were made on poor, coarse, grey board—for macaroni was too inexpensive a product to warrant the use of good white board. The colors lacked the depth and brightness of today's litho and printing inks. The designs were a conglomeration of Italian flags, medals and buxom ladies. There were no windows. Visibility of the product was virtually unheard of. The use of color photography to show

appetizing vignettes was still beyond the horizon.

Now, compare those old cartons with what is being produced today. Here, for instance, is one of the finest lines of macaroni packages found anywhere in the country. There are a number of interesting features on these cartons. First of all, the prominence given the brand name. This manufacturer is not just selling macaroni. He is selling his own *particular* brand of macaroni. You can see his brand name and trade mark fifty feet away. You can't possibly mistake it for anyone else's. Macaroni is a fairly common commodity. A lot of people make it. But you are interested in *your* macaroni only. So brand it good and strong.

Another feature of these handsome cartons is the round-the-corner window. This gives the product visibility plus a three dimensional effect. These windows can be made larger or smaller. You west coast manufacturers seem to prefer lots of visibility. So I recommend the use of good, hefty windows—as large as we can make them within the limitations imposed by the requirements of machine packing.

An extremely important aspect of these packages, however, in my opinion, is the tremendous emphasis placed on appetite appeal. Just look at the size and realism of these vignettes made with macaroni prepared in our own model kitchen and photographed with a color camera. When you see macaroni advertised on a color page in a magazine, you don't see just a heap of raw spaghetti or noodles. The advertiser shows his product in its most succulent form, with lots of tomato sauce and grated cheese, or in crisp brown casserole. It seems to me that it is only logical to carry out this technique on the package itself where Mrs. Housewife, pushing her wire cart around the supermarket, can be brought up short before a mass display and actually see her family dinner right in front of her.

In a package of this kind, therefore, you find these three prime features, apart from the item of production economy which I will discuss later:

(1) You have your brand name really standing on its toes and waving its arms for attention.

(Continued on Page 40)

Donato Maldari and Sons

by C. Daniel Maldari

THE other day a burly, powerful Irishman entered our office. His face was ruddy and cheerful, and reflected a salty bronze which only the open sea and caressing winds can impart. His wrinkled face broke into a kindly and disarming smile as he asked in a resounding brogue, "Is Felice in?"

The name was magic! The boys at the desk stopped and looked up. A quiet silence engulfed the office.

The Irishman's blue eyes took on a puzzled expression as they searched in surprise for an answer to the apparent bomb he had exploded.

I rose slowly from my desk and approached the big man, who in spite of his years radiated the power which had once dominated his body.

"Did you ask for Felice Maldari?" I queried.

Again the brogue, "That I did! I used to work for him punching out dies at Hester Street. I want to say hello to him."

"Felice has retired to Italy some thirty years ago," I informed the stranger. "Would you like to talk to Donato?"

Even as I spoke, Donato Maldari approached the stranger. For a long moment they exchanged questioning glances, searching for some memory of recognition. Then came the firm clasp of hands, and the visitor was asked to come in.

"How is? Do you remember? Do you ever see?"

The unending questions came fast as the two gentlemen relaxed over their cigars, and time courteously faded back into memories.

I listened with interested curiosity as the reminiscent birth of the Maldari firm was re-enacted.

And therein lies this story which I pieced together by the ignominious method of eavesdropping.

'Twas in the twilight life of the gaslight era of 1903 that Felice Maldari

rented a dark and dingy basement at 371 Broome St., New York City, and founded the nucleus of the Macaroni Die Makers of the United States. With crude tools and a hand-driven drill press, the pioneer struggled with the problems presented in the manufacture of copper dies.

In 1905, Donato Maldari arrived in the United States and joined his brother. They worked hard to nourish their infant business, and by conscientious and untiring effort were soon able to acquire some mechanical equipment and hire sorely-needed help.

Two years later they were able to move into larger quarters, and added a little more equipment to their manufacturing facilities.

With hand work thus supplemented with machinery, the Maldari brothers heeded the cries of economy-minded macaroni manufacturers and turned their efforts toward finding a material which would outwear copper. Up to this time, production output of macaroni was not of prime importance, for the macaroni industry was in its infancy and competition was negligible. With more and more macaroni plants springing into existence, however, the spirit of competition was fanned—naturally resulting in increased production. With this advent of increased production, copper dies wore rapidly and repairs and replacements became increasingly necessary. Thus a determined search for a material to outlast copper subsequently ended with the use of a bronze alloy.

Expansion again became necessary in 1909, when two basements and a small store were required. In 1910, Dominick Maldari joined the firm, and under the guiding hand of the eldest brother, advancement was steady and certain. In the year 1913, with great pride and dignity, the name Maldari stood bold and clear over large new quarters at 127 Baxter St., New York City. The three brothers and their col-

leagues thus busied themselves making macaroni dies — both copper and bronze, for the popularity of copper had not died.

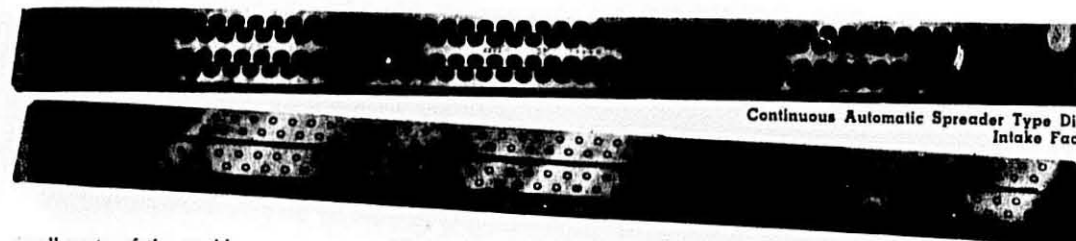
After an absence of some twenty years from his native country, Felice Maldari longed to return to his boyhood surroundings—and thus the man who really started from the bottom, arduously building the foundation for a time-honored name, sailed to his cherished land and retired from the macaroni industry.

In the year 1924, the now internationally known name of F. Maldari & Bros. was incorporated, and two years later the plant was moved to larger and more modern quarters at 178-180 Grand St., New York City.

That same year Dominick Maldari was forced to retire from the business because of poor health, and the heavy burden of responsibilities fell upon the shoulders of the remaining brother, Donato Maldari.

Realizing the futility of carrying the firm under an incorporated name, the following year, at a meeting of the board of directors, F. Maldari & Bros., Inc., was sold to Donato Maldari—and this individual proprietorship still carries on business under the name of Donato Maldari.

In 1939, Ralph Maldari joined the firm, but soon afterwards was forced to take a leave of absence to serve with the armed forces. During his affiliation with the United States Army Air Corps, he was stationed at various points in the United States and subsequently in England with the Eighth Air Force. He acted as an envoy of good will, visiting different macaroni manufacturers whenever the opportunity presented itself. A picture of himself in Scottish kilts published in THE MACARONI JOURNAL brought an invitation from an English macaroni concern—and also brought joy to the heart of Editor Donna, for it proved that his MACARONI JOURNAL was widely read



in all parts of the world.

The World War II years were truly trying ones for Donato Maldari. With his son, Ralph, serving with the armed forces, full burden and all responsibilities were again thrown on his shoulders. With his innate desire to serve the macaroni industry as he had been doing throughout the years, war work in the true sense of the word was repeatedly avoided because it was his sincere belief that he was in the very midst of war work, making and repairing macaroni dies. As government priorities clamped down, it became increasingly difficult to obtain necessary materials—and every issue was bitterly contested with the proper authorities. With his entire production facilities being used solely for the macaroni industry, Mr. Maldari took his fight to Washington, D. C., where he enlisted the aid of Dr. B. R. Jacobs. The Priority Board subsequently classified the business as "essential," with the ensuing result that top priorities were designated for material procurement. Thus, Mr. Maldari won his fight, and he continued through the war years to utilize his production facilities solely for macaroni die work.

Ralph returned in November, 1945, to again take up his duties with the firm. He is presently concerned with production, and is striving to meet the demands made upon the firm during these trying times of critical shortages.

In February, 1946, C. Daniel Maldari became affiliated with the firm—thus making the family union complete. Dan graduated from the College of Engineering at New York University as an industrial engineer, and was working on his Master's Degree when the world conflict broke and Pearl Harbor became the keynote of vengeance. During the period of hostilities, he left school and accepted an appointment by the United States Army Ordnance as a civilian production engineer—with the specific task

of bolstering production output, trouble shooting, and setting up inspection lines at industrial plants within the jurisdiction of the New York Ordnance District. He subsequently became affiliated with the United States Army Air Corps as an engineering officer, and was instrumental in setting up a production control system within First Air Force while stationed at the Richmond Army Air Base, Richmond, Va.

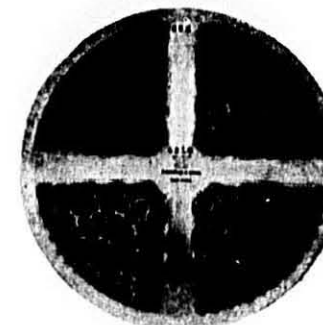
After his separation from the Army, Dan joined his father and brother, and was also able to complete his studies for his Master's Degree. His education and wartime experience now prove a most valuable asset in his work.

In keeping with the modern trend, plans for modernization of plant and production facilities were drawn up in 1946. With the greatest boom in its history, and production facilities very heavily overburdened, such a task presented a Herculean problem. To shut down for a period of time was impossible, for the macaroni industry, being in the midst of an unprecedented boom, was in dire need of dies. Thus modernization became secondary to production output. Despite this decision, improvements became evident daily, and modernization of equipment and tooling was completed with a minimum loss of production time.

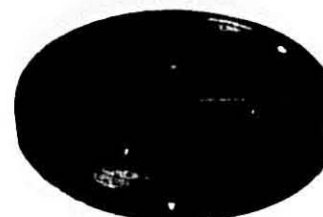
Records on each macaroni die manufactured and each die repaired are meticulously kept on file, and job operative cards date back to 1922. These cards list complete specifications and tooling used, and prove invaluable in determining the economical aspect and practicality of die repair or conversion. By furnishing the serial number

Continuous Automatic Spreader Type Die, Intake Face

Continuous Automatic Spreader Type Die, Extrusion face



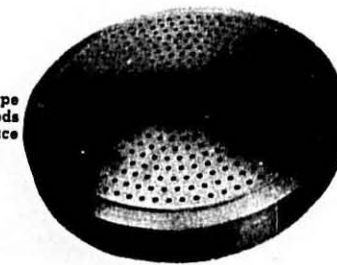
Top Face, Long Goods Die, used in older hydraulic presses



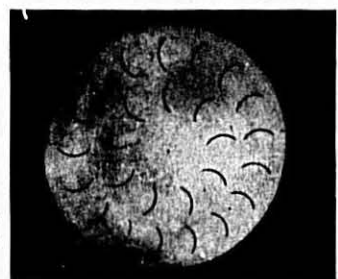
Bottom Face, Long Goods Die, used in older hydraulic presses



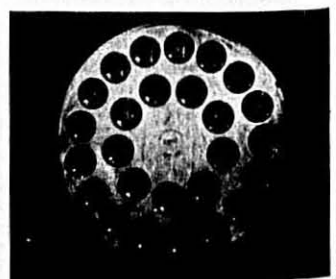
Stationary Type Short Goods Top Face



Stationary Type Short Goods Bottom Face



Sea Shells Bottom Face



Sea Shells Top Face



C. Daniel Maldari



Ralph Maldari



Donato Maldari



Felice Maldari
Founder



Felice Maldari
at desk, 1913

of the die with their questions, macaroni manufacturers have been saved thousands of dollars in transportation expense and time, since it is not necessary to send the die when a question arises.

The dies manufactured in the very early 1900's were of copper, because copper possessed the malleable characteristics so essential to punching operations. It sounds like a story from Ripley to say that, at one time, the copper dies were made without the use of mechanical equipment! The holes were punched through the entire thickness of the die by using hand tools and a strong arm! When the outside of the die enlarged, it was brought back to its size by chiseling its outside diameter!

Technological improvements have wrought an amazing change. Not only in materials, equipment and production methods, but also in basic die design. In the old days, the chamber design of dies, while important, did not play too great a role in macaroni production. From a seemingly insignificant part, the die design today plays an increasingly important role in quality

and quantity control of macaroni products.

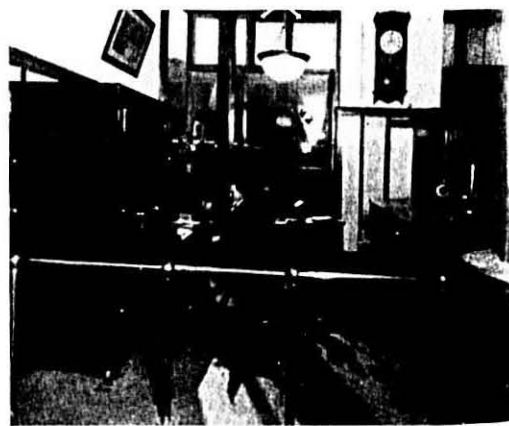
The familiar trade mark of the flying eagle perched atop five dies and clutching stems of wheat, symbolic of Maldari dies, is internationally known, and Maldari dies are presently used in all parts of the world, including the United States, Australia, Brazil, Canada, Colombia, Cuba, England, Greece, Haiti, Hawaii, Japan, Mexico, Panama, Puerto Rico, and Venezuela.

Records indicate that some 20,000 dies have been manufactured since 1922, and the number of repairs approaches that figure closely.

The Korean conflict, accompanied by critical material shortages, once again taxes the ingenuity of the inventive mind. With government regulations sharply curtailing production, every conceivable labor and material saving plan and device must of necessity be thoroughly exploited.

In the face of these shortages, mechanization throughout the macaroni industry (supplemented largely by automatic presses designed specifically for mass production output around

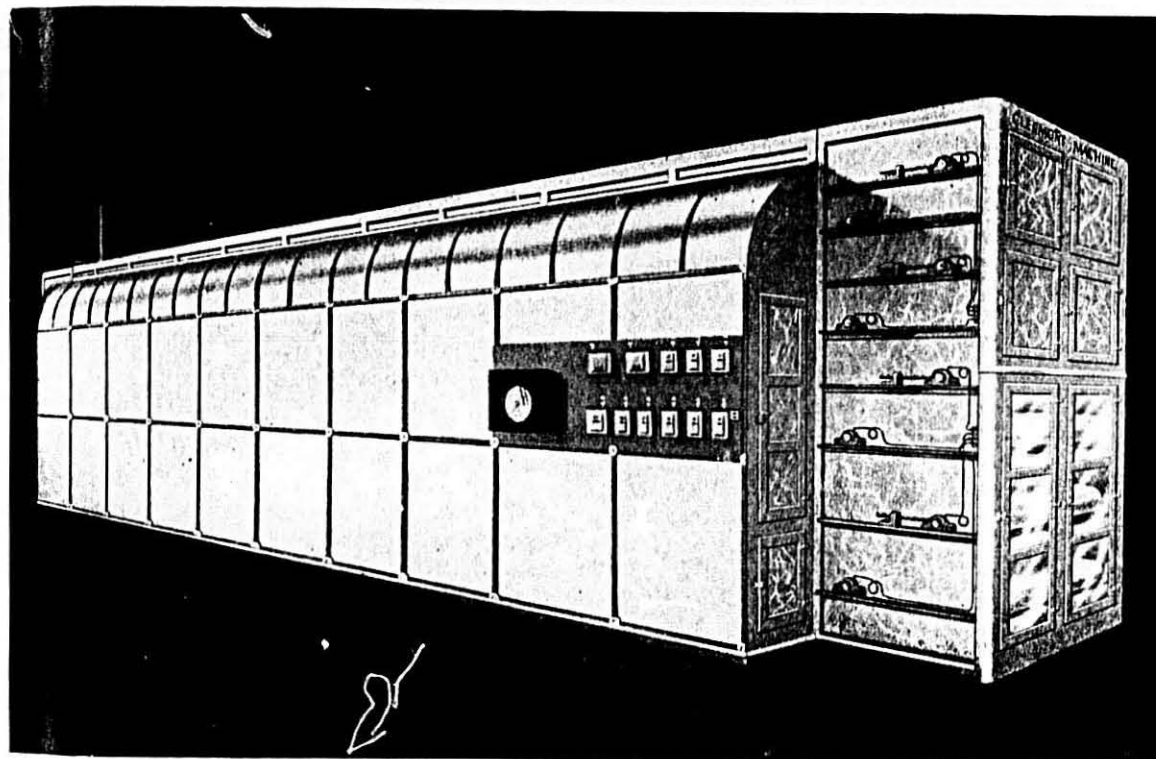
(Continued on Page 15)



Donato Maldari
at desk, 1927

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

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



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

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

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

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

EFFICIENCY AND ECONOMY: The ONLY dryer designed to blow indirect air on the product. The ONLY dryer that also gently sweats and dries the product. The ONLY dryer has a

air chamber and a fan chamber to receive top air, with circulation of air in the dryer. The ONLY dryer with the re-veyor screens interlocking with the stainless steel, one-trial.

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

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

MECHANISM OF UTMOST SIMPLICITY affords unobstructed operation and lowest maintenance, depending entirely on electrical mechanism.

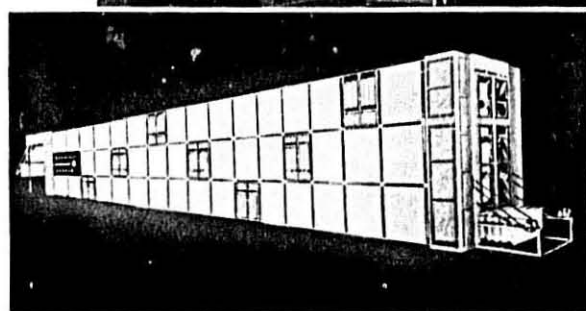
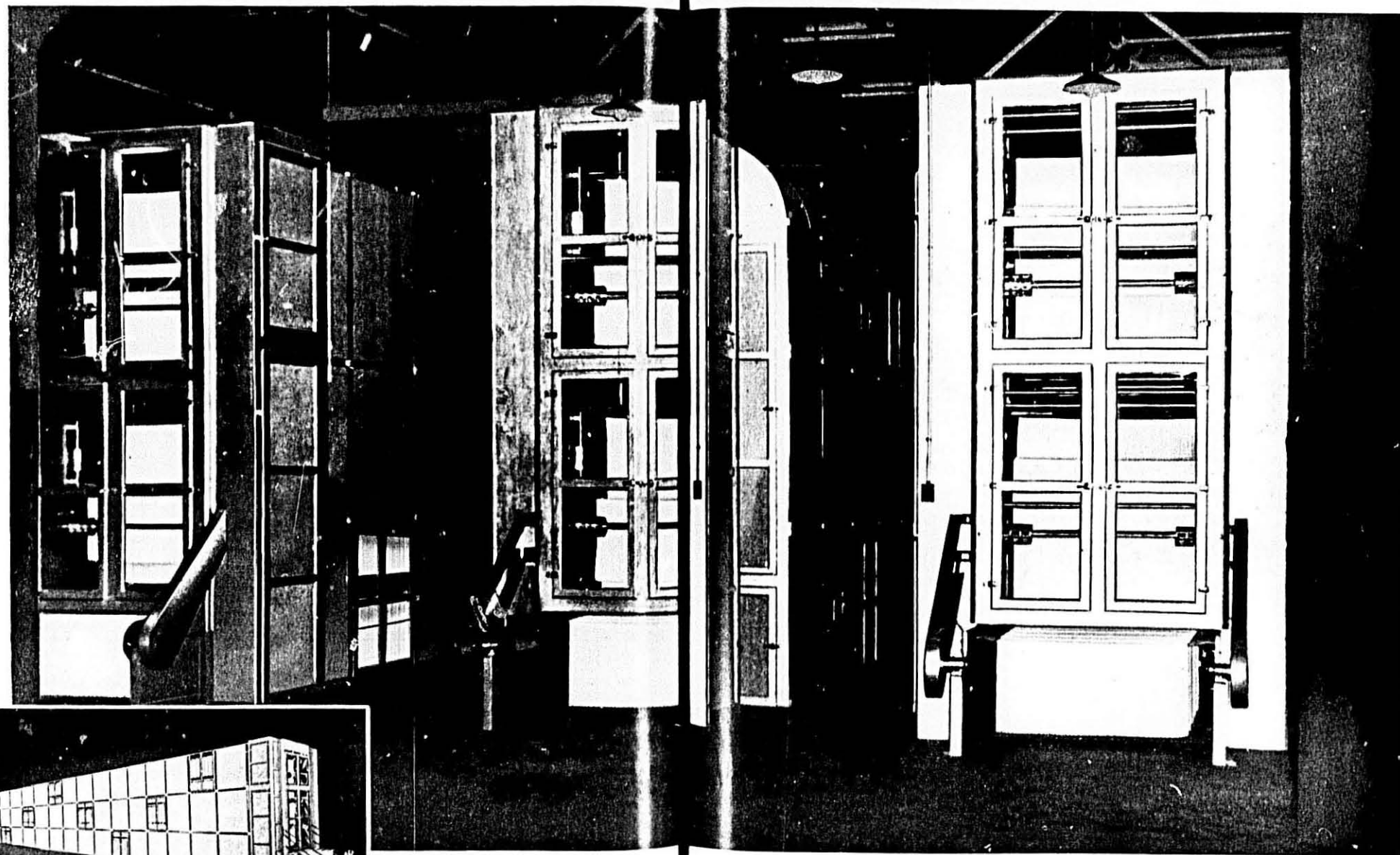
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



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

Patent Pending

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

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

ers, that macaroni and noodle manufacturers have reserved a special place for them when they speak of their products. And this new year of 1951 is a good time to see Clermont's measure of leadership. During 1950 Clermont added to their distinguished line of products the complete automatic long-drying tray consisting of three units,

designed like its predecessors, to meet the particular requirements of particular manufacturers. On other pages

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

Clermont Machine Company

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

your ceiling prices

Do They Fully Cover Increased Taxes and Manufacturing Costs?

"Profitless Selling" is hardly the aim of any going business. One of the chief duties of any organization of any business is to advise regularly and unceasingly against below-cost selling, and to inform its members on legal requirements. Another example of the fine service rendered the macaroni-noodle makers by the National Macaroni Manufacturers Association is the advice on price ceilings, given to its members and the supporters of the National Macaroni Institute by Robert M. Green, association secretary and institute manager:

Ceiling Price Procedures Under Manufacturers Regulation 22

If your present ceiling prices are inadequate, the following courses are open:

1. If you filed ceiling prices and did not increase your price above the General Ceiling Price Regulation (1-26-51), you may completely refigure under CPR 22.

2. If you did not file prices under CPR 22, you may do so now, using current cost of agricultural products—flour and eggs.

3. If you filed ceiling prices under CPR 22 and subsequently increased your selling prices above the GCPR prices and if you now want to increase

your ceiling prices because of increased costs of flour and eggs, you must apply to the Director of Price Stabilization, Washington 25, D. C., stating in a registered letter:

(a) Your existing ceiling price and the description of the commodity;

(b) The paragraph number in Sect. 18 of CPR 22 under which you compute your net cost for the manufacturing material, or a designation of the other section under which you compute your net cost;

(c) The net cost per unit of material, determined under the section mentioned in subdivision (b) of this subparagraph, used in calculating your last ceiling price under CPR 22.

(d) The net cost per unit of material, determined under the section mentioned in subdivision (b) of this subparagraph, for the current date.

(e) The increased ceiling price.

Example: *Sec. 18(e) Net invoice price for last delivery*, providing delivery was made not more than 30 days prior to your calculating date and shipment was not made pursuant to a contract at a firm price entered into 60 days prior to calculation date. If within 30 days prior to calculation date you received more than one shipment, your new cost will be an average.

Sec. 18(d) Net price in a written contract entered into not more than 60 days ahead of calculation date.

Sec. 18(e) Net price in a written offer, not more than 60 days old, provided you have, or can get, a copy of the offer.

Sec. 18(f) Net price on invoice for the last delivery. You may elect not to use this method.

Sec. 18(g) Net price in the written contract entered into last prior to date. You may elect not to use this method.

Sec. 18(h) Net price in a written offer made last prior to calculation date. You may elect not to use this method.

Calculate the difference between current cost and cost previously used to figure ceilings.

Calculate the effect of increased costs on all products. For illustration: Previous semolina cost, \$6.50. Current cost, \$7.00. Existing ceiling on macaroni \$0.16 per pound. Proposed new ceiling would be \$0.16 plus \$0.005, or \$0.165.

4. Section 43—Adjustment of ceiling prices where over-all loss in operations results.

You may apply under this section if your total manufacturing operations have been conducted at a net loss for a period of operation under CPR 22 of at least one month and are not due to:

(a) Seasonal, non-recurring or temporary factors; or

(b) A reduction in volume of production below the normal economical capacity of your plant; or

(c) The payment of unlawful wages or excessive salaries or excessive prices for materials; or

(d) The incurring of factory overhead costs or of selling, administrative and general costs which are abnormally high unless it is clearly demonstrated to have been unavoidable in the exercise of sound business management; or

(e) Reserves for contingencies.

If you make application under this section, you must supply:

(1) Name, address, description of manufacturing facilities, commodities manufactured, and principal types of customers.

(2) A detailed annual profit and loss statement for years 1946 through 1949; quarterly statements for 1950-1951.

(3) A detailed profit and loss statement covering a period of operations of one month or more under this regulation, together with a careful explanation of how it was prepared, including particularly a justification of any estimating procedure used in its preparation.

(4) A statement of your base period and ceiling prices to your largest buying class of purchaser giving all details on terms and services with a schedule of price differentials to other classes of purchasers.

(5) Show that the loss was not due to any of the factors listed above.

(6) A list of your principal competitors and a statement of their ceiling prices under CPR 22 for commodities similar to yours, together with data showing the past relationship of your prices to those they have charged for the same or similar commodities.

(7) A proposed schedule of adjusted ceiling prices for commodities covered by CPR 22, and a demonstration that, if these prices were charged, your operations would be at a break-even position.

The application must refer specifically to section 43 of CPR 22, be signed by a responsible officer of your company and sent to the Office of Price Stabilization, Washington 25, D. C. Thirty days waiting period is required unless approval is returned sooner.

Note: Julian Gilmour of the food and grocery branch of the Office of Price Stabilization (the one handling macaroni-noodle prices) says there is no recalculation necessary and no waiting period under Section 21g. All you have to do is take your old price for flour and/or eggs, your new price, find the difference to be added to your ceiling price, and send him the information in a letter.

For your new price, you can use the offering price of a supplier made on a contract in the last 60 days, or you can make a new contract at today's market and use that figure.



For richness of color,
add the "Golden Touch" of
King Midas Semolina
to your macaroni.



KING MIDAS
Semolina

Milled with Skill that is Traditional

KING MIDAS FLOUR MILLS  MINNEAPOLIS 15, MINNESOTA

Durum Millers Support National Macaroni Week Promotion

THE semolina millers of the country, as individual firms, each in their own way, co-operated fully with the National Macaroni Institute in the promotion of National Macaroni Week, October 18-27, 1951. They also did so unitedly as sponsors of the durum division of the Wheat Flour Institute as part of their continuing program to popularize macaroni foods made from milled quantity durum wheat.

Miss Gwen Lam, director of the editorial department of the Wheat Flour Institute, the educational division of the Millers' National Federation, reported briefly on steps taken to arouse public interest in macaroni, spaghetti and egg noodles during and preceding the ten days when the nation's attention was focused on this fine grain food, saying that this feature event was taken in stride in the National Institute's unending program to make Mr. and Mrs. America and their little

Americans fully acquainted with the nutritious, economic values of a versatile product that can be readied in so many appetizing ways.

"All together," reports Miss Lam... —240 exclusive releases accompanied by glossy photographs were sent to food editors of metropolitan newspapers;

—321 releases in mat form were sent to smaller dailies and weeklies; —a special radio release went to over 400 broadcasters;

—a special edition of *durum wheat notes* was circulated to 450 of the nation's leading professional home economists, nutritionists, public health and extension leaders, and food editors."

When we think of spaghetti, macaroni and noodles, we usually think of Italy. True, the Italians gave us their secret for making these wheat foods. But did you know that this food was eaten in the Orient for many centuries?

Legend has it that Marco Polo introduced macaroni-making to Europe.

American agriculturists and scientists are largely responsible for the superior macaroni, spaghetti and noodles we buy in our country today. They imported the best durum wheat they could find and planted it in the somewhat arid lands of the Great Plains area, particularly toward its Rocky Mountain area. At present, most of the durum wheat comes from Minnesota and the Dakotas. So when you buy one of the 150 varieties of macaroni foods, when you see the label, "durum wheat," you'll know you're getting the best product available—made from hard wheat especially suited to its purpose.

Scientists and nutritionists joined ranks, too, to study durum wheats to see what they provide for our diet in the way of food value. The flour produced from durum wheat has a high protein content. This fine quality plant

Semolina Millers' Year-round Recommendations



Roquefort Macaroni with Cube Steak

4 ounces elbow macaroni
2 tablespoons enriched flour
1/4 teaspoon salt
1/2 pound cube steak, cut into bite-sized pieces
1 tablespoon fat or drippings
3 tablespoons butter or margarine
3 tablespoons enriched flour
1/2 teaspoon salt
1 cup milk

1 3-ounce package cream cheese
1/2 cup crumbled Roquefort or blue cheese (about 1 ounce)
1 tablespoon milk
1/2 teaspoon Worcestershire sauce
1 tablespoon finely chopped onion
1/4 cup buttered bread crumbs

Cook macaroni in boiling salted water until tender (about 8 minutes). Drain and rinse. While macaroni is cooking, combine 2 tablespoons flour and 1/4 teaspoon salt, and coat steak. Brown in fat or drippings. Melt butter or margarine in saucepan. Stir in 3 tablespoons flour and 1/2 teaspoon salt. Add milk and cook until thickened, stirring constantly. Combine cream cheese and Roquefort or blue cheese. Blend with milk and Worcestershire sauce until smooth. Add onion. Stir Roquefort mixture into white sauce. Fold in macaroni and meat. Pour into greased 1 1/2-quart casserole. Sprinkle with bread crumbs. Bake in moderate oven (350°F.) 20 minutes. Makes 4 servings.



Creamed Shrimp on Noodle Bed

1 egg
1 tablespoon enriched flour
1/2 teaspoon salt
Dash nutmeg

Dash paprika
1/2 cup milk
1 cup cooked shrimp
Crisp noodles

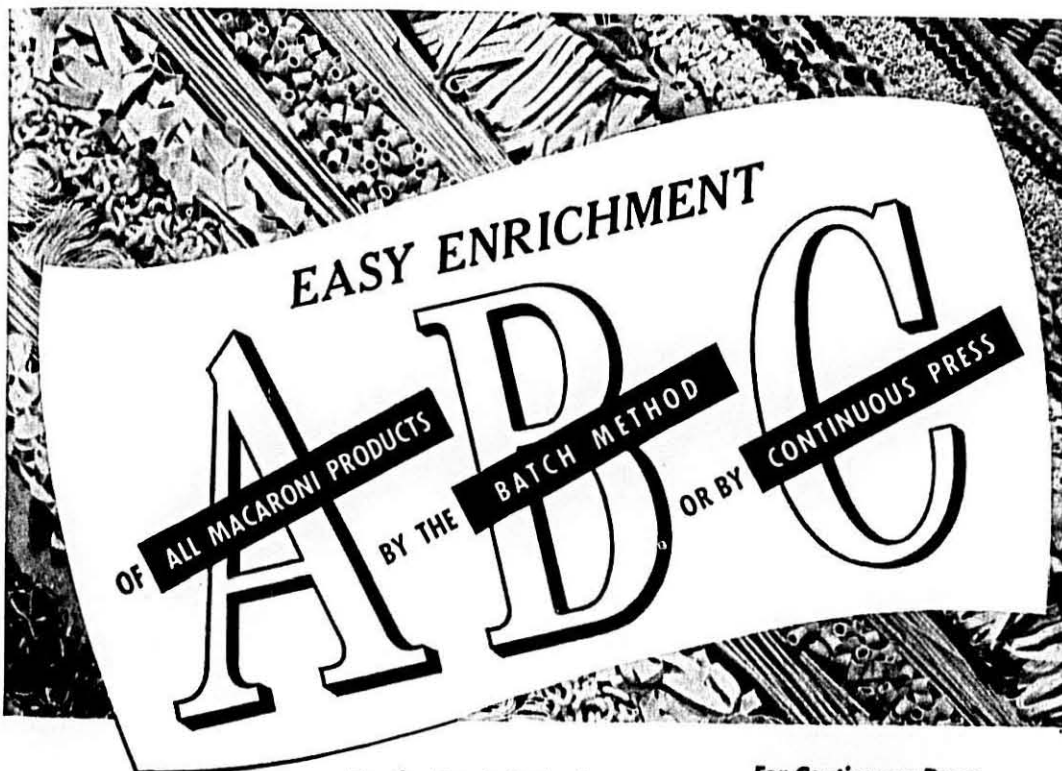
Beat egg in top of double boiler. Add flour, salt, nutmeg and paprika and beat until smooth. Stir in milk. Cook over boiling water until thickened, stirring constantly. Add shrimp and heat thoroughly. Serve over crisp noodles. Makes 4 servings.

Crisp Noodles

Place small amount (about 1 cup or 4 ounces) of uncooked fine noodles in flat-bottomed wire basket or strainer. Fry in deep hot fat (375°F.) until golden brown (about 1 minute). Drain. Sprinkle lightly with salt.

Suggestion

When making French-fried noodles prepare an extra batch for "nibbling." They are easy and quick to make, store well, and are most satisfying with "nibblers."



For the Batch Method

B-E-T-S[®]

The ORIGINAL Enrichment Tablets

For Continuous Press

VEXTRAM[®]

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

ENRICHMENT MIXTURE

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

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

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

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

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

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

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

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

Sterwin Chemicals Inc.

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

Pioneers in Food Enrichment

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

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

protein is offered in an economical food—and the combination of good taste, economy and food value is one we're always anxious to find. To celebrate the development of fine durum foods, we are recognizing October 18 to 27 as National Macaroni Week. Make a special point of serving a macaroni food then.

The pasta—as Italians call macaroni food—can be transformed into many fascinating dishes. This versatile threesome combines with meats, fish, poultry, dairy products, fruits and vegetables. They are flexible enough to be used at any course of the meal—appetizer, salad, entree or dessert. Durum foods are inexpensive and do an excellent job of keeping the family healthy and happy, food-wise.

Merchandising of National Macaroni Week By Some Manufacturers



Yum-Yum! Says lovely Yolande Betbeze, Miss America of 1951, as she unravels a delicious snack of macaroni in connection with the observance of National Macaroni Week, Oct. 18-27.

This is but one of many promotions of National Macaroni Week by Prince Macaroni Manufacturing Company, Lowell, Mass., under the direction of its president who is also the regional director of the National Macaroni Manufacturers Association for the New England States.

King Midas Promotes Durum Use Via Radio

(Sponsored by King Midas Flour Mills, the following message was being aired over radio stations throughout Wisconsin, Michigan, Minnesota, and Pennsylvania during National Macaroni Week and heard by millions of listeners. Particularly since durum flour milling is an important operation in the Peavey System, employees will be interested in this typical radio message.)

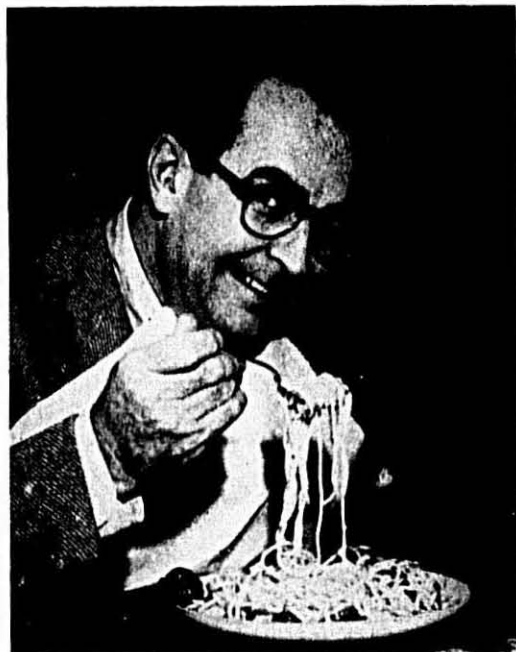
"It's important to add variety to

meals, and doubly important when you can save money in doing it. Then's when you find it pays to serve more macaroni, spaghetti and noodles! They're grand tasting and very nutritious as main dishes, or in combination with other foods . . . meats, vegetables, even fruits. Every good cookbook has scores of different enticing recipes you can try! Your family will love the change, and you'll love macaroni because it's easy to cook . . . quick to cook. Yes, for amazing low cost and high energy value, you can't beat the macaroni family! Get acquainted with the macaroni family now, during National Macaroni Week, October 18 through 27. And for the best in quality, look for the words "made from durum wheat) or "made from durum semolina" on the package. Start using macaroni some way . . . today!"

The Grainville Dwell

Pillsbury Promotes National Macaroni Week

On behalf of the macaroni industry, Cedric Adams, genial CBS commentator heard October 17 and 24 on his Pillsbury-sponsored five minutes of homespun humor and philosophical patter, paid homage to National Macaroni Week and to his own hearty appetite. "Once upon a time," he relates, "when macaroni products were new to Europe, they were sold only in apothecaries' shops—we call 'em drug stores today—because in those days macaroni was considered especially good for infants and invalids." Nowadays, as Cedric demonstrates below, "A lot of husky he-men like nothing better than to stow away a hearty, tasty meal of



← Cedric Adams boosts National Macaroni Week over CBS for Pillsbury.

macaroni, spaghetti or noodles." The concoction about to tempt the Adams palate is an Ann Pillsbury dish featuring spaghetti with a savory sauce.

Americans Lag in Consumption of Durum Wheat Food Products

Peavey employees will have to eat a lot more macaroni and noodle products if they are to help increase the United States per capita consumption from the present seven lbs. per year to anywhere



W. M. Steinke, co-vice president, King Midas Flour Mills

near the amount eaten in other macaroni-consuming countries. Italy tops the list with an annual consumption of over 60 pounds per person. France is

(Continued on Page 42)

**end
macaroni
color
worries**



General Mills solves your color problem . . . at the mill . . . by a 3-way check:

- 1. Scientific Durum Wheat selection with pre-milling color control of wheat mixes.
- 2. Color control in milling.
- 3. Press testing.

You're sure of quality and products of uniform color because General Mills' Products Control Laboratory makes sure!

General Mills Inc.

Durum Department
MINNEAPOLIS, MINN.



**Buhler Brothers Mill and Press
Set Up at Chicago Conference
To Show How Macaroni is Made . . .**

**Semolina Milling and
Macaroni Making Demonstrated
To Food Editors**

THE National Macaroni Institute's 137 newspaper food editors attending the conference, an actual demonstration of semolina production and the modern methods of manufacturing macaroni spaghetti and egg noodles.

The effectiveness of the National Macaroni Institute's demonstration has been indicated by the thousands of lines written by the attending food editors for their newspapers describing during milling and macaroni manufacturing procedures.

The component which made the demonstration possible was supplied by Buhler Bros., Inc., a manufacturer of rolling and macaroni manufacturing machinery.

The rolling part of the demonstration was highlighted by the operation of a Buhler Automatic Rotary Mill, Type M-K, which has 55 pound per hour capacity. Semolina produced by the mill was transferred directly to a one-ton Buhler M-Macaroni Press, which turned macaroni products at the rate of 100 pounds an hour for the edification of the editors.

During the demonstration the editors were given the opportunity to inspect the mill and the macaroni press and to follow the macaroni manufacturing process from grinding of semolina to extrusion of the finished macaroni products.

C. W. Wolfe, a past president of National Macaroni Manufacturers Association and chairman of the National Macaroni Institute, paid special tribute to Robert Schneider of Buhler Bros. for his company's cooperation in making the component available for demonstration.

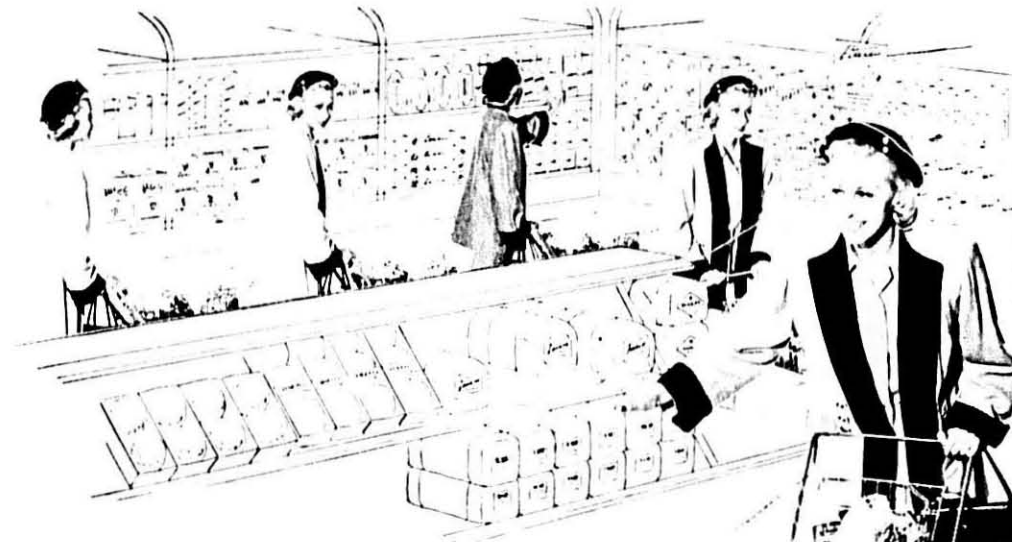
Mr. Wolfe pointed out that the latter company went to considerable expense in transporting the machinery from Fort Lee, N. J. plant to Chicago and installing them in the A-Room of the Drake Hotel. Power and water lines were run to the hotel to operate the mill and press.

The very fine cooperation of Buhler Brothers gave the National Macaroni Institute the opportunity to press 137 of the most influential editors in the nation. Mr. Wolfe said: "These food editors, in turning out favorable stories and recipes for preparation of macaroni product dishes for the benefit of millions of people who read their columns, which means more for the entire macaroni industry."

Other speakers at the meeting were C. Thomas, vice president of Central Mills, who discussed methods, and Dr. Glenn Smith, state director of the North Carolina Agricultural College experiment station, who detailed the food value



Mrs. Sara Duff Austin, food editor of the "Cincinnati Times-Star," gets a first hand explanation of the workings of the Buhler Midget Macaroni Press from C. W. Wolfe, a past president of the National Macaroni Association and chairman of the Macaroni Institute. The one-ton machine turned out a variety of macaroni products for the 137 food editors attending the National Macaroni Institute's program, October 11, at the Newspaper Food Editors' Conference in Chicago's Drake Hotel.



**Is your package keeping up
with Mrs. Jones?**

Today all signs show that the typical food shopper is changing her ways of buying. Du Pont studies show, for example, that 67% of all macaroni and spaghetti sales are decided on *after she enters the store*. This puts a big responsibility on a package that can do a selling job.

Many macaroni and spaghetti manufacturers have already found Du Pont services helpful. Du Pont market research can point out what today's shopper *expects* of a good package, and how manufacturers can make the most of point-of-sale opportunities for their products.

Technical research is another Du Pont service that's constantly at work, testing packages, improving films and developing new ones — to furnish you packaging that meets all the demands of modern food retailing.

To keep up to date on Du Pont packaging services, keep in touch with your Du Pont representative. He'll be glad to apply them to your products, and work with you. E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Delaware.

DuPont Cellophane

Shows what it Protects—Proves what it Saves



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



There's
of POTENTIAL for
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

macaroni products for the food editors. His talk follows:

THE STORY OF A DURUM WHEAT KERNEL

Glenn S. Smith, Associate Director,
North Dakota Agricultural Experiment
Station

The success story of our durum wheat kernel begins the fourth of July, 1898, when Mark Alfred Carleton, a cerealist for the United States Department of Agriculture, embarked for Europe on a plant exploration trip. He discovered our durum wheat kernel in



Dr. Smith

Russia. No one knows how long it had been growing there, but Mr. Carleton (one of the heroes of "Hunger Fighters") discovered that durum wheat was growing in the drier parts of Russia. After six months of exploration, Mr. Carleton returned to the United States, bringing with him a collection of many different varieties of cereal crops, bread wheats, oats, barley, rye, millet, buckwheat and peas. But he became best known because of this kernel of durum wheat, for he became especially interested in this crop. He carefully studied the soil types and climatic features of the parts of Russia where durum wheat was native. Then he selected comparable areas in the United States and sent his durum wheat samples to be tested in those areas. At first it was thought that durum wheat would become established in Colorado and the drier western plains area. However, it has now settled down to the northeastern part of North Dakota and adjoining Minnesota and South Dakota. A few counties in North Dakota produce a large part of the durum wheat acreage. This crop had been brought over to the United States from Russia by immigrants as early as 1864, but had never become very widely grown. Apparently the previous failure of durum wheat to establish itself was due to a combination of reasons. (1) It was

tried in eastern states and found not adapted. (2) It was tested in favorable regions but dropped following a single unfavorable year. (3) The kernel was harder than that of bread wheat and was difficult to mill. (4) It was used for bread rather than for macaroni.

Mr. Carleton devoted a great deal of time and effort to testing and promoting durum wheat. He encouraged experiment stations and farmers to test out the new crop under different conditions and in different seasons, to see where it would best thrive. At first our durum wheat kernel had difficulty becoming established. As is indicated by the name, durum wheat is the hardest wheat known. It was difficult to mill and the millers found that their rolls and sieving practices were not adapted to handling this hard kernel. At that time, of course, there were no macaroni manufacturing companies in the United States and it was a slow process, establishing a demand for this product in the United States. However, all that is history, and now durum wheat is one of the important cereals in this country. Over 30,000,000 bushels of durum wheat are grown each year in the United States, and more than a hundred mills and macaroni manufacturers make up a closely-knit durum industry.

Peculiar Properties of Durum Wheat for Macaroni

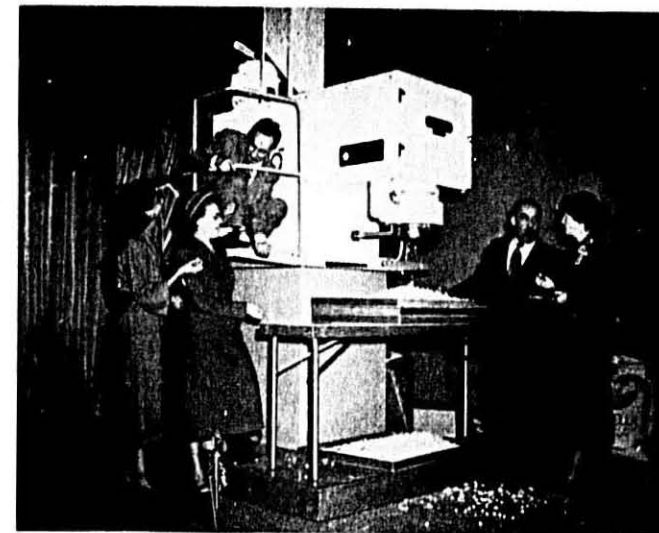
Any wheat farmer in North Dakota can tell you the difference between durum wheat and bread wheat. The durum wheat head is more compact in shape and the kernel is a lighter amber in color. But more important, there is something different inside the durum wheat kernel. Durum wheat dough has

peculiar plastic properties which allow it to be shaped into the many intricate patterns you see in macaroni products. Only about half as much water is used in macaroni dough as for making bread. Macaroni dough has the property of holding its shape through the drying process without shattering and being easily stored for long periods. Furthermore, macaroni made from durum wheat keeps its shape during cooking and does not wash out quantities of starch, as does macaroni made from bread wheats. Apparently these desirable properties are derived from the protein of the durum wheat kernel. Durum wheats give the hardest kernels of any varieties of wheat grown. Research in our cereal technology laboratory at North Dakota indicates that the protein molecules of durum wheat are smaller and more compact than those of the bread wheat varieties. It may very well be that the shape of the protein molecule is closely related to its physical properties. We know also that durum wheats are botanically different from the bread wheats. Durum wheats have only 14 pairs of chromosomes, whereas the bread wheats have 21. It seems likely that this small number of chromosomes, small protein molecule and harder kernel may all be related to the better keeping qualities of the macaroni product.

Good Qualities of U. S. Durum

Like our children, the kernel of durum wheat grown in the United States has many advantages. Our farms are highly mechanized, especially in North Dakota where acreages are large. Many durum wheat farms are

(Continued on Page 41)

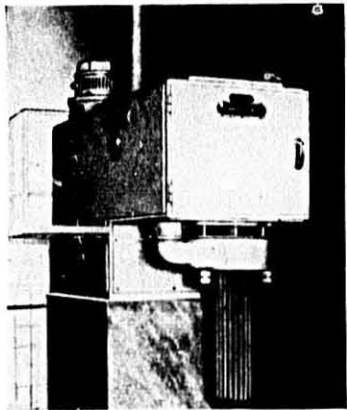


Watching the one-ton Buhler Midget Macaroni Press in action at the Newspaper Food Editors' Conference are Cissy Gregg, "Louisville Courier Journal"; Mrs. Glenn Smith, wife of the associate director of the agricultural experiment station, North Dakota Agriculture College; E. O. Eberhardt, Buhler Brothers midwestern representative; Arthur Kohn, Buhler Brothers; and Adele Laffan, "Louisville Courier Journal." The machine turned out 220 pounds of macaroni products during the National Macaroni Institute's program, October 11.

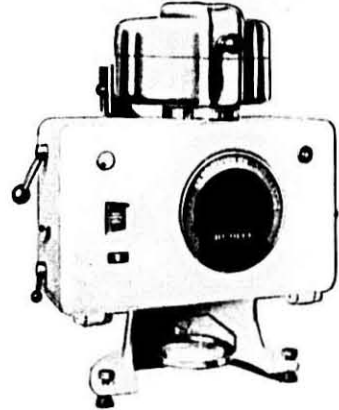
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



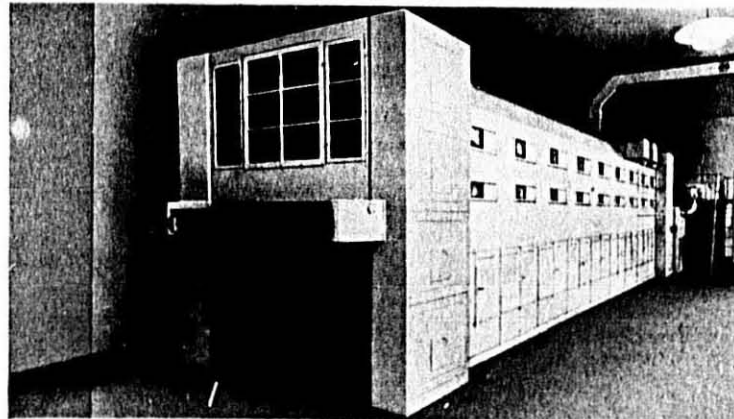
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

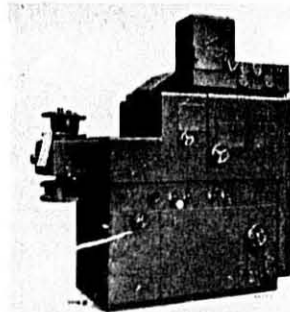
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



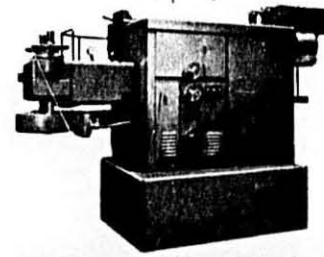
In sizes for capacities to 22,000 lbs. — in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs per hour

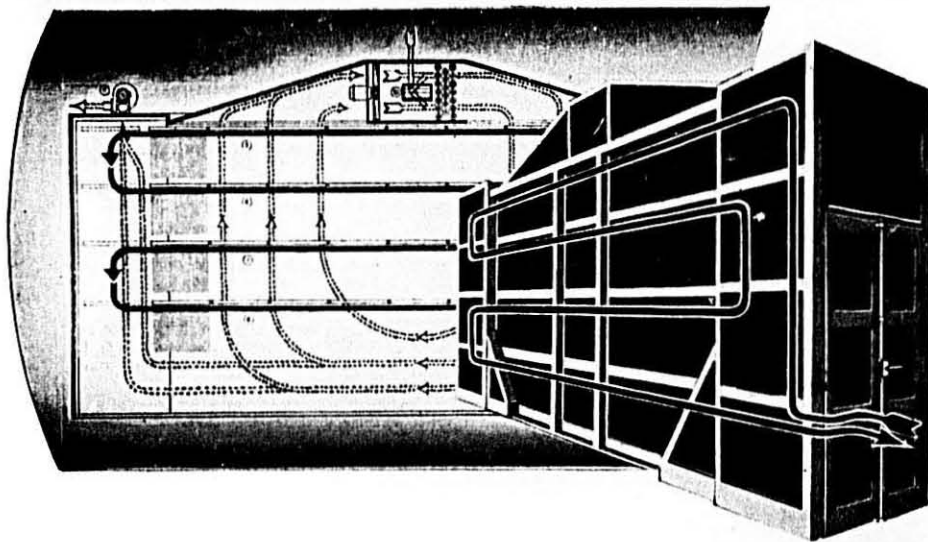


MODEL TPJ Capacity 1000 lbs per hour

Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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



FOR LONG GOODS (MODEL BL 104)



BUHLER BROTHERS, INC.

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Economical - Political - Industrial

National Industries Service

Another Name for the History Books

It's time now to learn a new place-name, Panmunjom. You can forget Songhyon. And you can try to forget Kaesong.

Panmunjom has been accepted by General Ridgway "in the belief that it will meet fundamental conditions" (of neutrality and equality of movement and control) for a discussion of "resumption of negotiations by our respective delegations."

Such discussions are no doubt in progress as you read this. But note, they are not truce discussions, and much less peace negotiations. At Panmunjom, a point selected by the enemy that first suggested a truce, they will be having an Oriental clam bake over the rules under which we may again start talking about a cease-fire!

No doubt it is quite a victory for the U.N. that General Kim Il Sung of North Korea, and General Peng Teh Huai, of Red China, have agreed to the Ridgway demand that both sides share responsibility in the protection of the neutral zone. But we don't seem to get the shooting stopped.

General Van Fleet reports the enemy dug in for the winter, Senator Alexander Wiley, (Rep) of Wisconsin, claims that General Bradley went to Tokyo to correct the tactics of General Ridgway, who, the senator says, was veering into a MacArthur-type on his own responsibility. Thus, just when we were beginning to hope that Washington had told Ridgway to go in and win, we're told it ain't so.

So it looks as if we'll hear about Panmunjom in the snow, Panmunjom in the spring floods, Panmunjom with flowers pecking between the rocks. Panmunjom in the choking summer dust, Panmunjom until the Reds get tired of it, and want to talk somewhere else.

Horsepower Makes Horse Sense

It has been said that a nation's ability to progress and defend itself can be measured by its horsepower. Horsepower being, of course, the measure of the engines it turns out to power its industry, to roll its freight and its people on the highways and rails, in the air, and on the sea. While exact figures, country by country, are not available, it is evident that the United States produces more horsepower than any other.

We were reminded of this the other day by an announcement from the Detroit Diesel engine division of General Motors that, since it entered the field in

1928, it has produced 50-million horsepower in Diesel engines. The significance of this is in the fact that Diesel is a relatively new source of power. Actually, it only began to find widespread use in the early 30's, when C. F. Kettering devised a two-cycle, much smaller, lighter, and more flexible Diesel engine for a greater variety of uses.

The impact of this is being increasingly felt from the oil fields of Texas to the fishing fleets off New England. American-made Diesel engines are irrigating deserts in Africa and Arizona, building dams in the Pacific Northwest, hauling freight everywhere between and to the four borders of our country, and everywhere else in the world where there is a rail or road to move on. As W. T. Crowe, general manager of the Detroit Diesel division remarked, "Diesel is an economical, reliable source of power, and our production is limited only by what our country and the rest of the civilized world needs."

The Georgetown Cheese Party

Georgetown, now a part of the District of Columbia, and a very old town when Washington was a swamp, was the scene of a tiny insurrection recently, when 150 lovers of freedom (and cheese) crowded into the small catering

shop of Mrs. Ann Taylor to denounce a sneak-law, passed in the middle of the night when few Congressmen were awake, and forbidding the importation of cheese.

Perhaps it's news to you, too. But when the present slender stocks of genuine Stilton, and Brie and Roquefort and Swiss now in this country are set up . . . you won't get any more . . . unless you demand repeal of Section 104, Title I, Amendment to Defense Production Act of 1950.

Perhaps the smell of this sell-out to the American imitators of honest, highly regarded products (whether foreign or domestic) will be wafted far enough by the Georgetown Cheese Party to get action on the hill, two miles away.

Call for Mr. Solomcal

A bill now before the Senate calls for appointing a committee to investigate rain-making results, and to shield the citizen from "exploitation, and from harmful and unwanted results." There will be the committee to end all committees! The rainmakers refuse to discuss results, even *after* they've done their stuff. And how do you decide which citizen is in the right when one has a parched garden and the other is having the annual picnic for his constituents?

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April	526,488	570,119	589,313	1,038,829
May	774,911	574,887	549,168	1,024,831
June	666,774	678,792	759,610	889,260
July	561,915	654,857	587,453	683,151
August	915,988	1,181,294	907,520	845,142
September	827,485	802,647	837,218	661,604
October	1,197,496	776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951, to Nov. 2, 1951.....3,402,884
 July 1, 1950, to Nov. 3, 1950.....3,101,339

TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press
 Equipped with Manual Spreading Facilities

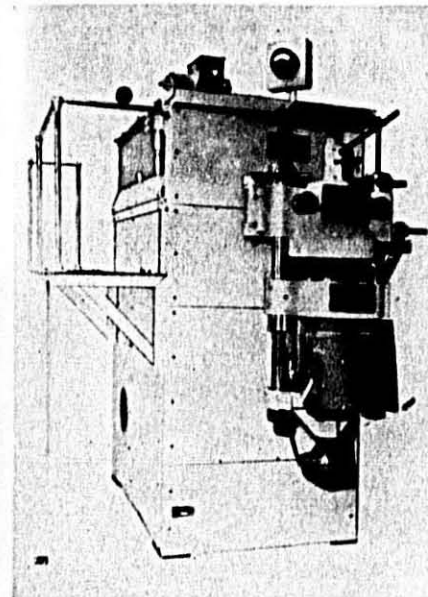
Model DSCP—1000 Lbs. Production
 Model SACP— 600 Lbs. Production

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

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

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

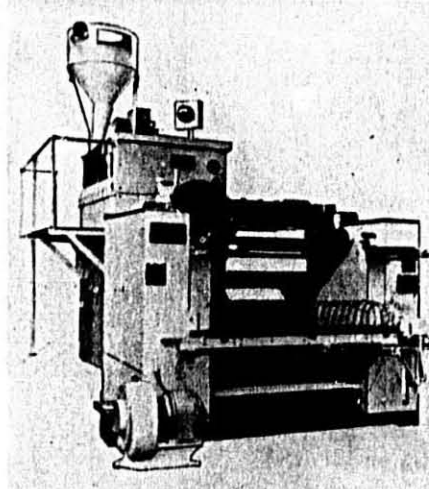
Durable—Economical—Best for Quality



Proven Automatic Spreader

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

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



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

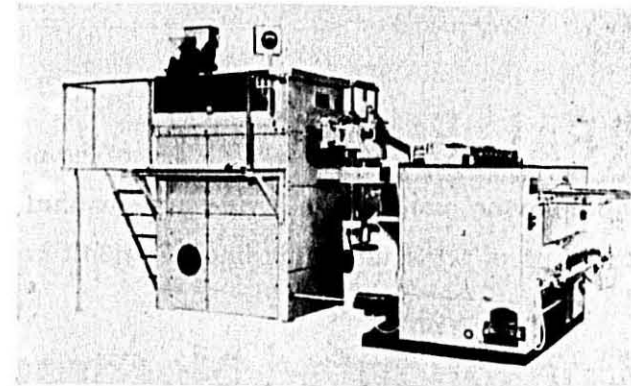
Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

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

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

Over 150 Automatic Presses
 In Operation
 In the United States



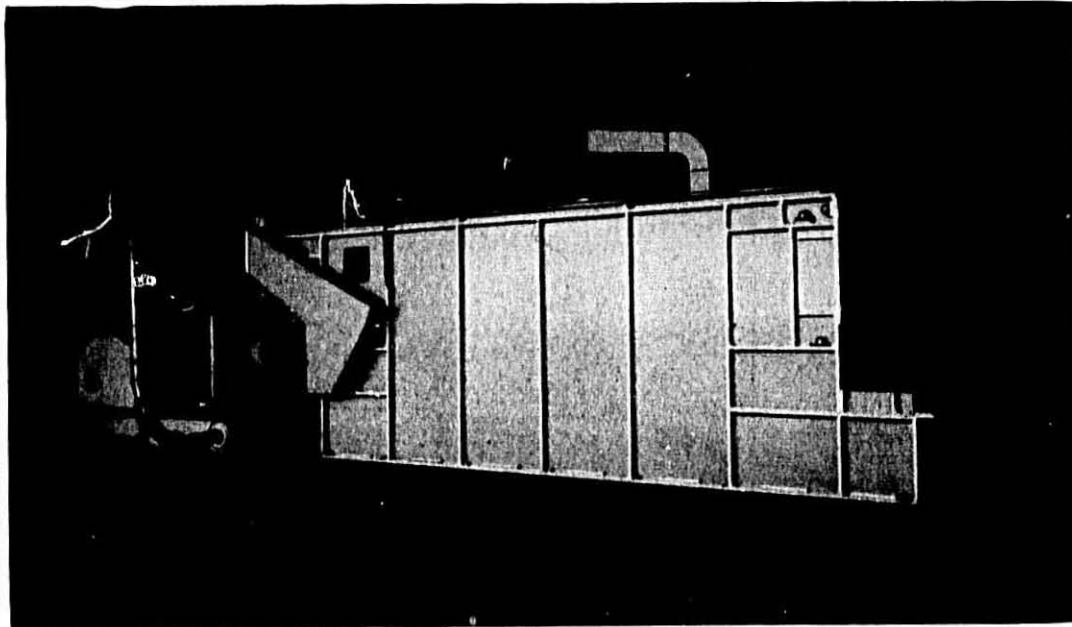
Consolidated Macaroni Machine Corp.

FOUNDED IN 1809

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

FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC - IS HYGIENIC



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

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

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

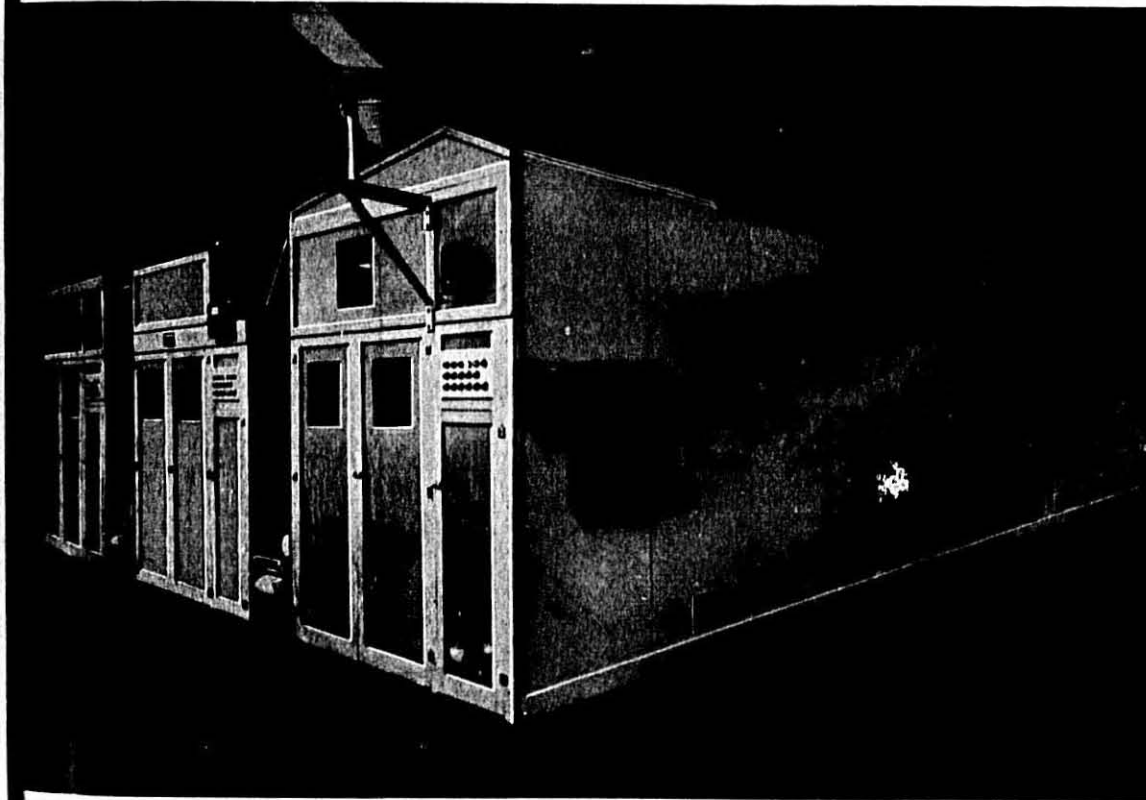
25x □

COMPLETELY HYGIENIC

Structural Steel Frame and

GPX Plastic-Faced PLYWOOD

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



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

A REAL SPACE SAVER

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

32x □

25x □

Macaroni Machinery Exhibit At International Fair Milano, Italy

by Giorgio C. Parenzo, The Braibanti Company

ONE of the most important pavilions at the Milano International Exhibition is the pavilion where are shown the machines and the plants for flour mills and for macaroni industries. It is a highly important show, the annual meeting place of all Italian macaroni manufacturers and many foreigners from all countries.

The exhibit that is crowded and that calls attention of the professional visitors as well as of the common visitors, is that of Dott. Ing. M.G. Braibanti Co., Milano, Via Borgogna, which shows a full line of production machines running as in a regular macaroni factory.

The visiting macaroni manufacturers can follow each stage of the manufacturing process, from the flour feeding to the dried products, to make themselves acquainted with the working capacity of the machines and to test the high quality of the macaroni made, though the whole work is done in reduced conditions very far from the ideal ones of a macaroni factory.

Through the courtesy of Messrs. Braibanti, we had a short story of their company and we would like to review it briefly because it shows how will power and technical capacity opened the way to success.

The activity of the Braibanti organization goes back about thirty years. At that time the brothers, Mario and Giuseppe Braibanti, both industrial mechanical engineers and graduates of the Politechnic of Milano, established in that city their own company, aimed



Dott. Engr. Giuseppe Braibanti

at contributing to the technical progress of the macaroni industry.

In view of the attachment of macaroni producers to the traditional methods and of the hostility of the workers to the introduction of machines replacing manual working methods, it almost seemed impossible that such a goal could be achieved at that time.

Nevertheless, the Braibanti brothers devoted themselves to the fulfillment of their program with the greatest determination, strong will power and an unmatched experience, furthermore being scientifically and technologically extremely well equipped for the purpose.

Brought up in the small macaroni factory of their father, Ing. Ennio Braibanti, they added and are adding to their original empirical and practical experience in the macaroni production, the most advanced theories of modern technical development, in machinery as well as in production methods and in the drying process of the different types of macaroni products. They soon transformed the "paternal" factory, located on the outskirts of the city of Parma, into a real and genuine model vanguard factory and embarked on an absolutely new way in the manufacture of alimentary paste goods.

The Braibanti macaroni factory of Parma has been and is still leading, as far as its modern technical equipment is concerned, and it therefore has distribution for its own products in all domestic markets (there being only very few factories which can equal the technical perfection of their equipment). It reaches today the considerable daily production of 88,000 pounds of genuine extra fancy macaroni goods, which it achieves by fully automatic means created by Ing. Mario and Giuseppe Braibanti and their colleagues and associates.

The Braibanti brothers set their aim, from the beginning, at fully automatic production of macaroni products. The battle was hard and long, but all the initial difficulties were happily overcome. Today the production of macaroni goods is fully automatic. This is due to the brothers, Ing. Mario and Giuseppe Braibanti, and their associates, all of whom are specialized in construction of specific machines and equipment, with all the advantages which every specialization brings with itself.

Some Italian manufacturers of world

fame, such as Garbano of Treviso, the dryers and Zamboni of Bologna, are part of the Braibanti organization.

Very numerous are the patents obtained all over the world by the Braibanti brothers, among others the patent obtained in 1933 for the automatic press which assembles in one single unit all the operations of dosing water and semolina, mixing, kneading, and final extrusion of the dough. This machine received from the Academy of Science of Brera (Milano) the full award with special honorable mention.

The Braibanti organization counts at the present time, among its members, the best and most renowned constructors and macaroni makers and inventors of machines and of technical improvements. Many of them often add a wide experience as macaroni producers to their inventive spirit in the search for new and practically useful results.

The Braibanti Organization in the United States

The Braibanti Company has lately established its own organization in the United States, where it is affirming itself brilliantly.

To achieve its tasks most efficiently and to be able to give the fullest satisfaction and service to its clients, the Braibanti organization has been led by the following fundamental principles:

1) To entrust the sale of its machinery and equipment to an American firm experienced in this field, with

(Continued on Page 15)



Dott. Engr. Mario Braibanti



Enriched Foods are Preferred Foods

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

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

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

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

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

Merck KNOWS Vitamins!



MERCK & CO., Inc.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited—Montreal

MERCK ENRICHMENT PRODUCTS

Billy Heller Celebrates 50th Year With Milprint



William Heller, Sr., chairman of the board of directors, Milprint, Inc., celebrated his 50th anniversary with the printing and converting firm in October. Mr. Heller is a nationally known authority on flexible packaging.

50 years ago this month "Billy" Heller started to learn the printing business in the small job shop operated by his older brother. Today, William Heller, Sr., as chairman of the board of directors, heads the largest packaging materials and printing supply houses in the world.

They are one and the same—Billy, the energetic teen-age boy, and today's bustling, enthusiastic business executive—still affectionately known as Billy by his friends, employees and the packaging industry.

It also is the same company. That small job printing shop has developed into a nationwide network of plants and mills, design studios and sales offices, with connections in England, Canada, Germany, Cuba, Italy, and Venezuela.

The histories of Billy Heller and his company, Milprint, Inc., are inseparable. The ambition and driving energy that are Billy Heller's most characteristic traits are unwaveringly dedicated to the company's welfare. That is why it seemed particularly appropriate that Milprint's giant new Milwaukee works be completed in the year of his 50th anniversary.

"It is like a dream come true," was his repeated observation on the first day that Milprint occupied its new headquarters plant.

M. T. Heller, who in later years was affectionately called "Popsy" by his employees, started the business that was to become Milprint, Inc., in 1899—on a shoestring. Billy joined the company three years later in October, 1901.

It was not a one-step evolution, nor a one or two-man job to build the small job-printing shop into its present size. The Heller brothers made a good team, and more than that, they had a talent for attracting men who shared their

enthusiasm and ambition to key positions in the company.

Plenty of nerve, hard work, long hours, vision and teamwork are Billy Heller's recipe for success. "Keep your sleeves rolled up," and "Keep pitching," are two of his favorite expressions. "The opportunity to serve many industries with unlimited potential for development of packaging," is Mr. Heller's interpretation of the goal that gave him his tremendous capacity to get things done.

"After we were well situated in the printing business," he recalls, "our management looked ahead and saw the tremendous prospects in store for packaging. That was before the first World War, when the candy industry was the only one really beginning to explore its possibilities. We decided then to slant much of our effort toward developing and improving this new concept of sales and merchandising; to establish ourselves in a position of leadership in the field by leading the way with new materials, new processes, new ideas and new methods that would advance the progress of packaging."

In line with this policy, Milprint developed methods for printing on glassine. Soon special equipment was designed to print multi-colored candy wrappers, and the company was on the road to becoming a major supplier of packaging for the candy industry.

Milprint also scored first with printing on foil, and was a leader in introducing this material into popular use for printed packaging.

One of the company's most noteworthy accomplishments was the development of printed Cellophane. Milprint is credited with being the first company to print successfully on this film, which is now the most widely used of the transparent packaging materials. Milprint continues to be one of the biggest users of Cellophane in the world.

Working as a pioneer in the development of methods for handling non-rigid packaging materials, Milprint created its own manufacturing processes, machinery, special formulas, and other manufacturing techniques, and continues to do so. An engineering

staff and several machine shops are maintained where equipment is designed and manufactured.

The depression hit hard on the heels of the company's first major expansion. On the black Friday in 1929, when the market crashed, Milprint was moving into a new seven-story plant that housed greatly-expanded production facilities. This financial investment taxed the company's resources severely as the unprecedented slump took its toll. Although the level of production remained good, even in the dark years of the depression, obligations piled up.

The crisis was weathered in due course, and Milprint's fortunes took the ascent once more. Within the following few years, plants were opened in Philadelphia; Los Angeles; Brooklyn; Christiana, Pa.; San Francisco; Vancouver, Wash.; De Pere and Stoughton, Wis., and Tucson, Ariz. A network of sales offices and design studios spread through all the principal cities of the nation.

Milwaukee is the hub of Milprint's activities. By the end of the forties, Milprint production facilities filled three separate plants, the home offices had outgrown their original housing in Plant No. 1, and units had to be located in several separate buildings.

Billy Heller's dream of a complete, modern packaging and converting plant, housed together with the home offices, under one tremendous roof, was adopted by the board of directors as a concrete project. It was determined that the three plant units, all the office forces, and several warehouses, would be brought together in one ultra-modern building, pleasantly located away from the crowded factory district of the city, where ultimate efficiency and co-ordination of work could be achieved.

Construction of the huge new building on a 22-acre site was begun in 1950, and completed in July this year. The company's offices are unified in a modern two-story unit of the building. The production facilities of three former Milwaukee plants and several warehouses are housed in the spacious one-story factory area, where the most

(Continued on Page 43)

The new Milwaukee Works of Milprint, Inc., completed this summer. The giant modern plant, situated on a 22-acre site, contains the nation-wide printing and packaging firm's central offices and Milwaukee production facilities.



BILL STERN TELLS ANOTHER SPORTS STORY



Brains for BRAWN

Strange are the ways the great football coaches have been found, and curious are the ways they came by their gridiron glory! The late Howard Jones always will be remembered as one of the greatest coaches in football. For some sixteen years, he made imperishable history as the grid mentor of the University of Southern California, as his powerhouse elevens dominated the national football scene. The story how Howard Jones became the football coach at the University of Southern California is a strange one.

It was Duke University that first signed up Howard Jones as a football coach. However, soon after, the University of Southern California cast a covetous eye on him and made him a juicy offer to come to California and coach the U.S.C. team. Tempted by it, Howard Jones suggested that Southern California discuss the matter with the President of Duke. So, a letter was dispatched to the Presi-

dent of Duke asking for Coach Jones' release from his contract. Just as quickly, came a surprising reply from Duke University and it said:

"We will consent to Howard Jones' release on one condition. We would like to have the Dean of your Law School here as our Dean." "Agreed!" replied the President of Southern California. And so the trade was made—a football coach for a Law School Dean.

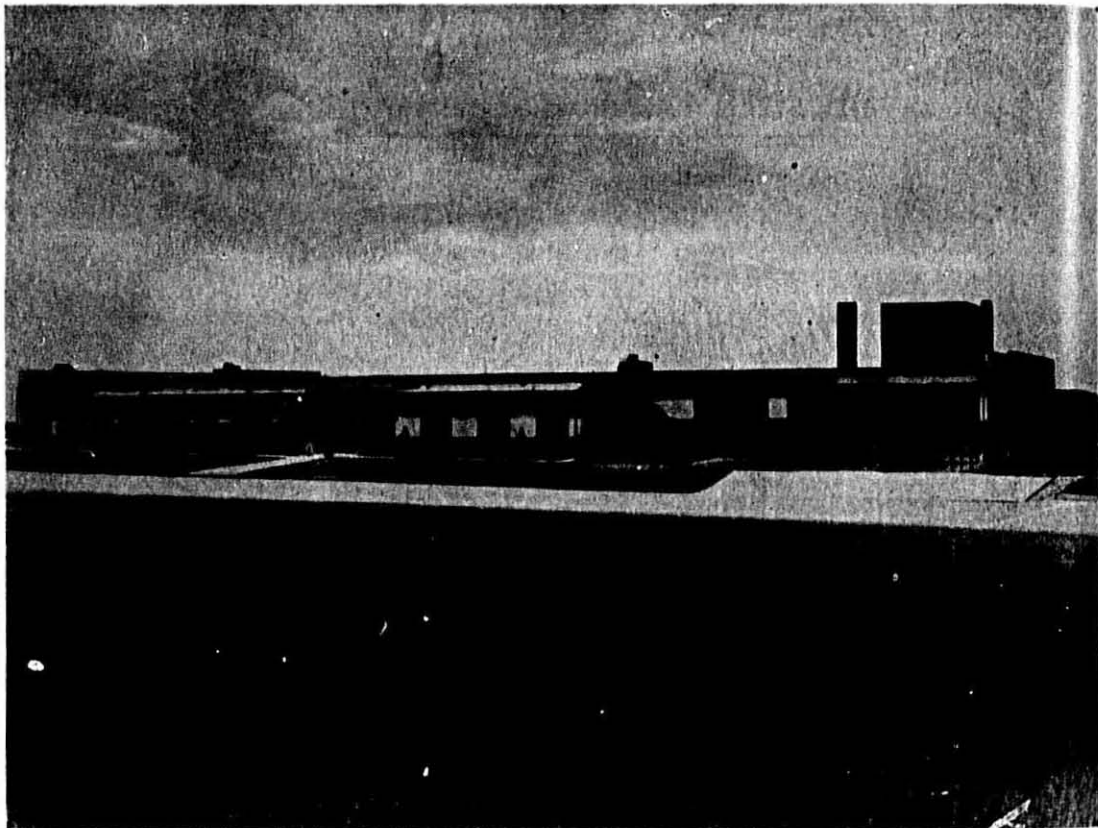
Strange bargain? As in the macaroni business it all depends on your particular needs. That's why Commander-Larabee offers wise macaroni manufacturers such a selection of precision-milled durum products. From fancy egg noodles to macaroni or spaghetti, there is a Commander-Larabee durum product milled specifically to do the job—and to do it perfectly. For the right durum product for your manufacturing job, rely on Commander-Larabee.



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 7 • MINNESOTA



The new American Beauty plant at 4500 Lipan Street, Denver, Colorado, which was formally dedicated September 15, 1951.

New Denver Plant Dedicated

The new American Beauty Macaroni Company plant at 4500 Lipan St., Denver, Colo., was officially dedicated on September 15 with most appropriate ceremonies, in which the grocery and allied trades took an important part. The new plant has a capacity of 50,000 pounds of packaged macaroni-noodle products daily, according to A. S. Vagnino, vice president and son of the founder. The old plant, erected in 1909 at 2434 Nineteenth St., had been razed to make room for the new Valley Highway.

The new plant is one of the most modern of its kind, fully equipped with the latest machines for processing macaroni products, much of it designed to the company's specifications. A special railroad spur, accomodating seven cars, serves the plant. A special dock facilitates unloading raw materials and other supplies, as well as loading semi-trailer trucks.

An idea of the size of the new plant is gained from the fact that the first

plant, erected in 1909, had a daily capacity of only 2,000 pounds of finished products daily. The new plant can produce more than 50,000 pounds a day of 28 varieties, which are shipped to most of the states west of the Mississippi. Vice President A. S. Vagnino is aided in the operation of the plant by his two sons, trained in the macaroni business from childhood.

Highlighting the opening day celebration were guided tours for the 3,000 or more visitors and well-wishers; entertainment by a line of six beautiful girls resplendent in costumes made entirely of different types of macaroni products, and an hilarious spaghetti-eating contest.

"America Bella"

America, the beautiful, and Denver, Colorado, looked good to the Vagninos, father and four sons, back in 1909. Their business of importing macaroni products from Italy was a flourishing one, but it left a lot of

creative desire to be satisfied. The Vagninos thought they could manufacture better macaroni and spaghetti in this country, which resulted in the erection of their first plant in Denver in 1909, giving the name "American Beauty" to their product. Later, the American Beauty rose became the company's symbol and trademark.

The Vagnino's first plant was quite an enterprise for those days, with a production capacity of 2,000 pounds daily, employing eight people. Grandsons and granddaughters of some of the original employees are found working in the new plant today. When the company started in 1909, eight other macaroni plants were operating in the Rocky Mountains area. Since then, four of them went out of business and the other four added to American Beauty's expanding enterprise.

The new factory in Denver is only part of the business of this large organization, with plants in Kansas City, St. Louis, Los Angeles, Salt Lake City

and Wichita, with distribution in 38 of the 48 States. Three of the four Vagnino sons who, with their father, founded American Beauty, are still ac-

tive in the company. P. S. Vagnino is president and manager of the Kansas City plant. At St. Louis, L. S. Vagnino, secretary of the company, pre-

sides, and in Denver, Anthony S. Vagnino, vice president, is the proud and competent manager of his "dream factory."



These six beautiful girls, dressed in outfits uniquely fashioned of macaroni products, were hostesses at the grand opening.



Urged to greater glories by the macaroni maids, five contestants vied for the title, "World Champion Spaghetti Eater." Shirley Morgan got the official honor.

SMILESTONES



by
Vita Viviano

Silver Lining

Paul M. Petersen reports "capital gain" in the form of a beautiful wrist watch—a token of twenty-five years of flour-y service with Capital Mills. The affable durum sales manager also acquired a new title—co-ordinator of eastern Canadian sales. Excelsior to Paul and to Capital.

Never let it be said that Thomas Cuneo doesn't know his groceries. Tom has been re-elected president of the National Food Distribution Association. He is at the helm of Ronco Foods of Memphis, Tenn.

Coast Conference Spotlights

Ted Sills, the "purr" in public relations, outlined the NMI plans for National Macaroni Week. Harry Bailey and Howard Herron, first lieutenants in General Mills ranks, imparted crop reports and "Selling in Today's Market." Richard Meltzer, an advertising "appealer," Phil Papin, Rossotti's packaging potentate, Tom Bruffy, Dobeckmun's transmuter, Richard Oddie, Bank of America's counselor on "how to sell the light not the lantern," Paul Bienven of Catelli's, who gave a preview of the Macaroni Convention in Montreal next June to the tune of the Canadian drinking song, "Allouette." (A propos, no?) M. J. Donna, with his usual pleasant reminiscences, "Review and Forecast." Lloyd Skinner, the gavel governor, in the absence of proxy Fred Mueller. Robert Green, sowing macaroni seeds for a rich harvest. (A posey, too, for Bob's Smilestones news of the meeting). Briant Sando did not "lay his pistol down"—quite the contrary, he put his six shooter into action and startled everyone with his talk on selling, "Shoot the Works." Briant publishes the Fruit and Vegetable review. For the honey touch, Edith Green of KRON's television show, "Your Home Kitchen," stressed the versatility and cosmopolitan angles of durum divinity.

Golden Gate Gems

Grace notes at the conference were supplied by the Rossottis (with Phil Papin and Jack Ferroggiore in the role of hosts) with the traditional palatable spaghetti supper—also Tom Bruffy, the Dobeckmun emissary, greeted his guests at luncheon in the Green Room—(what, no Deegan!?!). Ed Boyer, top brass for the Sperry division of General Mills, preceded the association dinner with a gourmands' repast in the

form of oysters Rockefeller, snails, tiny cheese pies and many other caloric catastrophies.

Enroute

Joe Santi, the Merchant of Venice, in quest of more ships for the Braibanti harbor. Pierce Wheatley, "cap-

italizing" his charm on behalf of a certain mill (?)

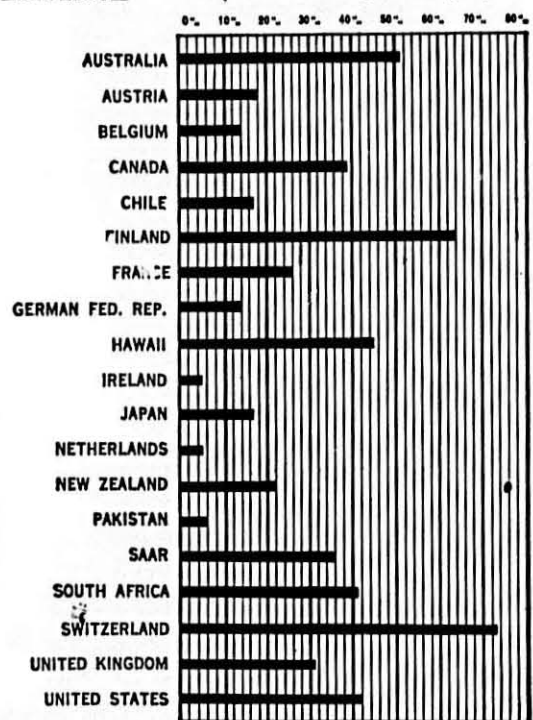
Reminder:

The Smilestones Workshop needs your contributions. All comments, suggestions and news will be deeply appreciated.



UNEMPLOYMENT around the world

DECREASE (Per cent of change in one year)



INCREASE (Per cent of change in one year)



This chart, showing a drop in unemployment in most countries, is based on data received by the International Labor Organization (ILO), one of the U.N. Specialized Agencies. The rise or fall is for May or June 1951, as compared with the same period a year ago.

Durum Quality

By Henry O. Putnam, Executive Secretary, Northwest Crop Improvement Assn. Minneapolis, Minnesota

Rainfall was plentiful in South Dakota, southern Minnesota and the southern half of North Dakota during May and June, 1951. Northern North Dakota was dry and crop yields were generally low, except on summer fallow or where potatoes or beets were grown the previous year.

Late July rains improved the moisture situation in northern durum areas. However, intermittent rains continued from late July to early October, which delayed combining and reduced the quality of the small grain crop. All small grain, including durum, is usually windrowed to reduce the moisture content in green weed seeds, as well as the wheat, before combining. Moisture content should be reduced to 14 per cent or less for safe storage.

Excessive rains, while the grain was lying in the swath, caused durums to bleach and sprout. Even the uncut durum sprouted in some fields. This reduced the milling and macaroni quality, and a portion of the 1951 crop will not be suitable for macaroni production because of excessive sprout damage.

Sprout damage increases with the

progress of plant growth. Cool weather retards growth. Sprout damage may vary from a cracked bran coat over the germ to a plant sprout with root development. As germination progresses, more of the starches become water soluble and some of them are converted to maltose (sugar) to provide food for the new plant. This destroys the kernel for milling and macaroni.

Very little durum is falling in the top grades, because of damage. About half of it falls in the Durum subclass, because of color. Bleached durum, along with durum wheat falling in the Durum subclass, produces less semolina than durum which falls in the subclass of Hard Amber Durum and Amber Durum. Macaroni processors may find it hard to secure the desired quantities of semolina in 1951. However, an ample supply of granulars should be available to meet trade requirements.

Preventative Sanitation

Macaroni-noodle manufacturers, bakers and other food processors and packers are very much concerned with the problem of plant cleanliness as a means of preventing contamination and consequent government prosecution. The American Association of Cereal Chemists featured a discussion of the subject of preventative sanitation at a

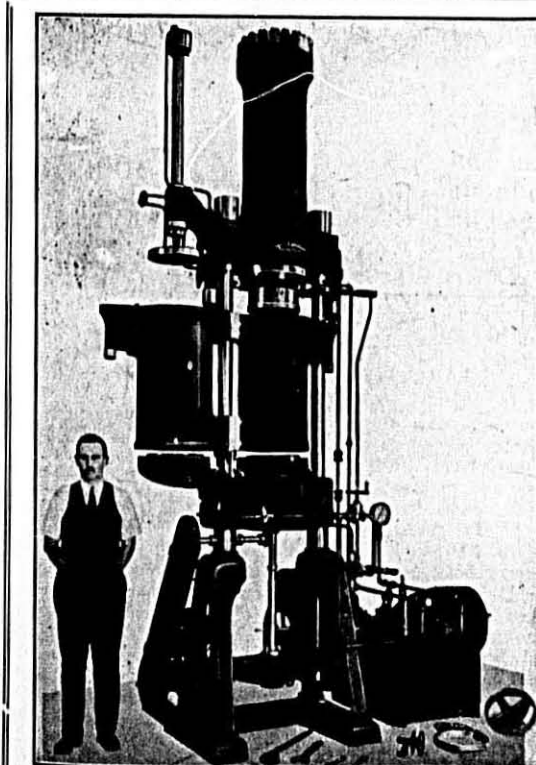
special dinner meeting on November 5 in Chicago.

Leader of discussion was J. Carl Dawson, entomologist, of J. Carl Dawson and Associates, St. Louis, Mo., sanitation consultants for many food firms on plant cleanliness and on compliance with Food & Drug sanitation requirements.

St. Regis' New Multiwall Bag Plant

St. Regis Paper Co. has just commenced construction of an addition to its multiwall bag plant at Pensacola, Fla. Expansion of the present bag plant comprises a two-story addition, 360 feet by 144 feet, and a one-story office section addition, 36 feet by 360 feet, to house bag division services. The new capacity is expected to be available for production late in 1952.

The company also reports good progress in constructing a new bag plant at Tacoma, Wash., which will replace the leased bag plant the company is presently operating at Seattle. Occupying 81,600 square feet of floor space, the new bag plant at Tacoma is being built as an addition to the company's kraft paper mill there and, when completed, will provide the company with a completely integrated operation at that center. The new plant at Tacoma is expected to be in operation early next year.



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

Groom Urges Growers to Show Grains at International

The Macaroni Journal's Special Correspondent From the Durum Triangle Area of North Dakota Will Again Supervise North Dakota Grain Exhibit at Chicago Show, November 24-December 1, 1951.

Although North Dakota, because of the unfavorable harvesting season, may not have grain samples to compare with other years, that is no reason for



Mr. Groom

not having an outstanding exhibit at the International Grain and Hay show at Chicago Nov. 24-Dec. 1, according to B. E. Groom, again in charge of the GNDA sponsored showing.

Groom pointed out that other states against which North Dakota will be competing have had their difficulties in the growing season just completed, and that while the North Dakota samples may not be as good as formerly, they may well be the best nationally in 1951.

The Greater North Dakota association again is offering \$1,500 in bonus prizes which are in addition to the cash premiums established by the show. The bonuses include \$100 for championships in spring wheat, durum, flax, barley, sweet clover and alfalfa.

However, it is not advisable to send weather damaged grain to the International, Groom said.

"Growers who were fortunate in getting some crop harvested early are asked to prepare and enter a peck sample of grain or four quarts of seeds.

If help in cleaning is needed, a two-bushel bag of grain can be sent by freight to Groom, care New Day Seedsmen, Fargo, and it will be cleaned and entered and shown without expense to the farmer. The grain not needed will be returned or sold with the proceeds going to the grower. Samples to be cleaned should be shipped before Oct. 15.

Corn samples can be sent in any time after maturity but not later than Nov. 1.

This will be the 24th year GNDA has taken an exhibit to the International, according to Groom.

B. E. Groom, chairman of the board of directors of GNDA, came to North Dakota from his native Wisconsin just after the turn of the century as an edu-

cator, and although he long since has left the field of education, he has never stopped the teaching of good farming practices. Born Jan. 17, 1876, at Cassville, Groom attended grade and high school there and taught school from 1893 to 1897. Then he attended the Whitewater State Normal, finishing in 1900. In 1901 he came to Milton, N. D., as high school principal, and he was Cavalier county superintendent of schools from 1904 to 1911. In 1912 he became part owner and publisher of the Cavalier County Republican at Langdon, and in the same year began farming and the raising of purebred livestock. He left the newspaper in 1925. A county director for GNDA, Groom came to Fargo as chairman of the agricultural committee, and until retiring in 1946, had served as executive secretary. Through the years Bert Groom has urged good farming practices in writing and verbally and by example; he has represented the state at the Chicago International, handling grain exhibits; he was one of the men instrumental in starting the North Dakota Winter show; for 28 years he has been secretary of the Cavalier County Fair association; he is a director of the North Dakota Durum show, and is active in several livestock and crop groups. Groom is affiliated with the Baptist church and active in several Masonic organizations. He is a member of the Kiwanis club at Grand Forks, where he and Mrs. Groom now make their home. They have a daughter, Mrs. F. L. Benson, Grand Forks, and a son, Don, who is farming at Langdon.

The Dakotan

Liquid, Frozen and Dried Egg Production September 1951

The production of liquid egg during September totaled 7,576,000 pounds, the Bureau of Agricultural Economics reports. This quantity was 65 per cent less than the 21,658,000 pounds produced during September last year and 44 per cent less than the 1945-49 average production of 13,505,000 pounds.

Dried egg production during September totaled 468,000 pounds, compared with 3,739,000 pounds during September last year and the 1945-49 average of 2,642,000 pounds. Production consisted of 337,000 pounds of dried albumen and 131,000 pounds of dried yolk. No dried whole egg production was reported for September. Dried egg production for the first nine months of this year totaled 15,991,000 pounds, compared with 89,431,000 pounds during the same period last year.

The quantity of frozen egg produced during September totaled 6,375,000 pounds, compared with 8,444,000 pounds during September last year and

the 1945-49 average of 5,873,000 pounds. Frozen egg stocks decreased 24 million pounds during September, compared with 22 million pounds during September last year and an average decrease of 25 million pounds.

Taxes Exceed National Food Bill

Personal Taxes Increased More Than Twice As Much As Per Capita Food Expenditures Since 1940

The staggering rise in the nation's tax bill in the last ten years has reached the point where we are now paying more in taxes than the people spend for food, according to Paul S. Willis, president of Grocery Manufacturers of America, Inc.

"The consumer has been repeatedly reminded of the increase in food prices and the need for price controls by government officials who have ignored the steady increase in the tax bite on consumer incomes by the rising cost of government."

Pointing to government figures, Mr. Willis stated that, in 1940, the nation spent \$17.1 billion for food and paid only \$12.7 billion in taxes. By 1950, this situation had reversed itself, as last year the \$52.5 billion the people spent for food was exceeded by the nation's tax bill of about \$57 billion dollars. "This," said Mr. Willis, "recalls to mind the desperate slogan of World War II of 'Guns or Butter' which now might be paraphrased by 'Butter or Taxes.'"

In applying the trend of taxes versus food expenditures since 1940 to the individual consumer, Mr. Willis used U. S. Department of Agriculture figures to show an even more striking situation on a per capita basis. "These figures," said Mr. Willis, "show that, whereas per capita expenditures for food has increased less than three times between 1940 and 1950, personal taxes levied on the individual consumer have increased over six times since 1940." In support of this statement, Mr. Willis said that per capita food expenditures went from \$129 in 1940 to \$342 in 1950, and that personal direct taxes went from \$20 per capita to \$132 in the same period.

Caruso Food Co. Sold

Jerome Jennings, president of Air-line Food Corp., New York City, announced on September 25 the sale and transfer of its subsidiary, Caruso Food Co., to Caruso Brands, Inc. The latter is a new corporation with offices at 45 West 57th St., which has been formed to handle sale and promotion of all Caruso Brand foods—macaroni, spaghetti, tomato paste and other Italian food products. Ralph Nardella, Sr., is president of the new firm.

Potato Planters Plan Publicity

Potato planters apparently have decided to get along without subsidies, reports *Food Field Reporter*. Since the government's support of potato prices—which cost \$542,500,000 in eight years—has ended, the National Potato Council has launched a program to educate the American people on the nutritional value of the potato and thus bring consumption of the vegetable back to its level of a few years ago. Potato farmers and others in the industry will finance the program with voluntary contributions.

New High Protein Macaroni Tested

Test advertising for Skinner Mfg. Co.'s new product, New High Protein Macaroni, is now under way in Waterloo, Ia.; Waco, Tex., and Greensboro, N. C.

The *Waterloo Courier, Waco News-Tribune* and *Greensboro Record* are carrying two 1,500-line, four 840-line and five 70-line ads. Radio is being used in the Waterloo market and car cards in Waco and Greensboro.

Advertisements announcing the product are headlined "Skinner's New Food Discovery Means You Can Eat Better for Less Money," and copy

states: "The secret is a patented new food discovery. . . . Formula V-932. Skinner's New High Protein Macaroni, with Formula V-932 and vitamins, contains over 40% more protein than ordinary macaroni. Even more important, this protein is a more complete protein with high nutritional quality that compares favorably with the protein found in meat, eggs and milk."

Nutritive Values of "Spaghetti-Italian Style" Dinner

James J. Winston, director of research for the National Macaroni Manufacturers Association, states that the Jacobs-Winston Laboratories, Inc., has continued its investigation of the nutritive values of several popular recipes involving macaroni products and our findings show that there is a significant contribution made to the essential nutrients such as protein, calories, vitamins B-1, B-2, niacin and the mineral iron.

Percentage of Minimum Daily Adult Requirements Provided by One Serving

	Protein	Energy (Calories)	Vitamin B-1	Vitamin B-2	Niacin	Iron
(a)	21.6	28.8	23.4	20.5	58.7	56.1
(b)	21.6	28.8	73.4	35.3	98.7	88.6
(a)	Unenriched Spaghetti					
(b)	Enriched Spaghetti according to Official Standards					

Packaging Booklet

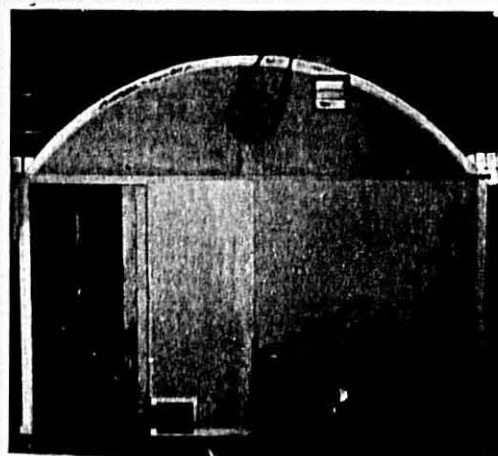
A new eight-page booklet, presenting "The Peters Way to Better Packaging," explains the engineering services offered by Peters and presents the complete line of Peters forming & lining and folding & closing machinery. Offered by the Peters Machinery Co., 4700 Ravenswood Avenue, Chicago 40, Illinois.

A recipe requiring the use of the following ingredients was prepared; analyzed, and the chemical composition and nutritive values determined.

Ingredients in Recipe:

1 lb. spaghetti, 1 can tomato paste (6 oz.), 2 cloves garlic, 1 lb. ground beef, 2 1/2 cups of cooked tomatoes (No. 2 can), bayleaf and parsley, 2 tablespoons olive oil, pepper and salt to taste.

This recipe represents a dinner for 4 persons and therefore the nutritive values are expressed as the Percentage of the Minimum Daily Adult Requirements provided by one serving which includes 4 ounces of spaghetti.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343
Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

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our large line of completely rebuilt and fully guaranteed:

- DOUGH BREAKS
- VERTICAL HYDRAULIC PRESS
- KNEADERS • MIXERS
- NOODLE MACHINES
- DIE WASHERS
- and many others

General Mills, Inc., Promotions

R. L. Brang, vice president and director of grocery products operations, has announced the promotion of Harold C. Kavalaris as grocery products promotion manager for General Mills. Kavalaris has headed the grocery products sales promotion department for the Sperry division on the west coast since 1949. He took over his new duties with headquarters at Minneapolis, November 1.

Kavalaris joined the General Mills organization in Los Angeles in 1941. After serving four years with the armed forces, he was made a member of the grocery products promotion staff in Minneapolis in 1946. The following year he was transferred to San Francisco to head the grocery products promotion department in the Sperry division.

Succeeding Kavalaris in San Francisco is Richard N. Confer, who joined the company at Chicago in 1946. After a year as territory salesman at St. Louis, he was transferred to Minneapolis as staff assistant in the grocery products promotion department in 1949.

Proposed Trade Practice Rules Can Benefit Grocery Industry

In commenting on the announcement of the Federal Trade Commission that public hearings will be held beginning November 1 on the proposed 22 rules to eliminate and prevent unfair trade practices in the grocery industry, Paul S. Willis, president of Grocery Manufacturers of America, Inc., said that the objectives of this code of industry conduct are worthwhile and in the interest of the industry and the consumer.

"The GMA organization," he said, "has co-operated fully with the government in the formulation of this code, and as expressed in the 22 rules which have been proposed, they literally repeat the law of the Robinson-Patman Act or prescribe general rules based on the Federal Trade Commission Act."

Which Has the Gemelli?

A campaign in newspapers, supported by radio and television, has been launched in the Philadelphia area by V. Arena & Sons, manufacturer of macaroni and noodles, for its new Conte Luna Gemelli, a special twist of spaghetti. (Gemelli means twins in Italian.)

The campaign in a score of papers in eastern Pennsylvania, Delaware, Maryland and southern New Jersey, takes advantage of the Italian word to strike a tontype headline.

The campaign, one of the heaviest in

the company's history, follows a two-week test in the Philadelphia area with 90% distribution resulting. Large space in the *Philadelphia Bulletin* and *Inquirer* led the campaign.

Pittsburgh and New York areas are also being considered as the next objectives for Gemelli.

St. Georges & Keyes, Baltimore, handles the account.

Miss White Appointed

Appointment of Miss Marie White to the post of nutritional research department head has been announced by Buitoni Macaroni Corp., New York



Miss White

City. Miss White was previously with the concern's advertising and promotion department in Miami, Fla., and prior to that time was quality control co-ordinator with the War Department.

Ronzoni Backs TV Show

The Ronzoni Macaroni Co. is launching its 1951 fall advertising program with a half-hour show, "Actors Hotel," over WPZ-TV at 10:30 p.m.—N. Y. C. *Graphic*.

Ceiling Prices vs. Increasing Costs

Members of the National Macaroni Manufacturers Association and supporters of the National Macaroni Institute were advised last month by Robert M. Green, secretary and manager, to carefully check their filed ceiling prices in the face of constantly increasing costs of materials and services. "The squeeze on profits by controls can only be checked to the extent that you cover advances in flour and egg costs in re-filed ceilings. You don't have to sell at your ceiling price, but you can't go any higher than the prices you have filed. With taxes, freight rates, wages, packaging materials all among the increased costs you must absorb, it seems that, in the face of a rising flour market, it would be just

good policy to get the advantage of the best ceiling possible to you."

Radcliffe Heads Packaging Machinery Institute

The Packaging Machinery Manufacturers Institute, at its nineteenth annual meeting at the Mid Pines Club, Southern Pines, N. C., October 13-17, elected the following officers for the coming year:

President, G. Radcliffe Stevens, president, Elgin Manufacturing Co., Elgin, Ill.; first vice president, Palmer J. Lathrop, president, Cameron Machine Co., Brooklyn, N. Y.; second vice president, Edwin H. Schmitz, general sales manager, Standard-Knapp division, Enhart Mfg. Co., Portland, Conn.

Three new directors elected were: Mrs. Helen Horix Fairbanks, president, Horix Manufacturing Co., Pittsburgh, Pa.; Edwin E. Messmer, vice president, Amco Packaging Machinery, Inc., Long Island City, N. Y., and Herbert H. Weber, president, H. G. Weber & Co., Inc., Kiel, Wis.

The attendance at the four-day meeting was the largest ever registered at an annual PMMI meeting. The program included two-day business sessions and various social activities.

Western Manufacturers Complimented

The *Pacific Coast Review*, one of the most influential food trade papers in the West, complimented the macaroni manufacturers, the spaghetti dealers and the millions of egg noodle eaters in the western part of the country in its October issue by carrying a picture of an appealing dish of spaghetti with hamburger patties, in colors. Supporting this picturization was a timely article on the advertising and publicity that was promoted by the National Macaroni Institute and many of the leading manufacturers for National Macaroni Week, October 18-27.

John Moe Named Sales Head for American Home Foods Pacific Region

John Moe, with an excellent sales record in the middle Atlantic territory for American Home Foods, Inc., has been named general sales manager for the Pacific region of the company, succeeding Paul Ard, recently appointed to head sales in the southern California area. Headquarters will be set up in Los Angeles.

Boston Loses Its Beantown Fame

Boston is nationally famed for its baked beans, but that dish just doesn't rate in the family chow of beantowners nowadays.

Widely acclaimed as the "land of cod

and bean," Boston cupboards are beantown.

This morsel of information, which may cause a revision of all New England guide books and probably a beantown party on historic Boston Common, comes from an ardent macaroni supporter.

He's the dynamic spaghetti-seller of the east coast, Joseph Pellegrino, prexy of Prince Macaroni Co., Lowell, Mass., whose firm grinds out more than a million pounds of the stuff weekly.

And the race between beans and macaroni isn't even close, according to him.

"The last survey made in 'Spaghetti-town' (Boston's new designation) showed 37,000 tons of macaroni consumed annually, against only 12,500 tons of beans," Pellegrino said.

"It's not rare to find tourists coming the city in vain for a restaurant with baked beans on the menu; but spaghetti, just find one without it," he challenged.

"Calling Boston 'beantown' is a tremendous exaggeration," he explained. "It does the city's reputation damage when the mayor hands out bean-pots, and the community is known as 'beantown,' but try to get a plate of beans in a restaurant. Or even find a Bostonian that likes beans. That Saturday night bean supper tradition faded with the horse and buggy, and macaroni has taken over."



TO AID ITALY—Joseph Pellegrino, president of Prince Macaroni Co., Lowell, second from right, was member of Massachusetts Peace Committee which flew to Washington to urge President Truman to revise Italian Peace treaty. Group, left to right, included Joseph Silverio, grand venerable, Sons of Italy; asst. atty.-gen. Frank Ramacorti; labor commissioner John J. Del Monte; assoc. public works commissioner Francis Matera; Mr. Pellegrino; and Joseph Fiascone, Amalgamated Clothing Workers, CIO; rear, Anthony J. Cucchiara, executive secretary; and Philip Cordara, general chairman.

So Pellegrino has his champagne re-christening of the city as "Spaghetti bottle cocked, and is waiting for Beacon Hill chroniclers and Boston's Mayor Hynes to invite him over for the time being.

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

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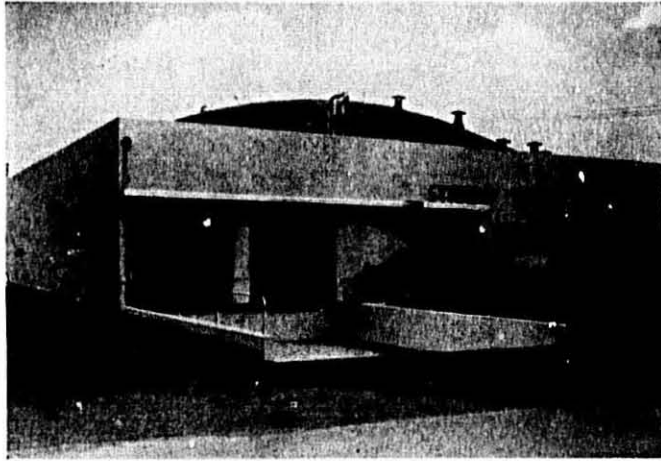
TOPS
in PERFORMANCE
and QUALITY
STAR
macaroni dies

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

Our Specialty: LONG TYPE DIES
Your worn out Dies repaired by SPECIALIZED ARTISTS.
Get Our ESTIMATES. Consult us on your requirements.

STAR MACARONI DIES MFG CO
57 GRAND ST., NEW YORK

Stange Builds New West Coast Seasoning Plant

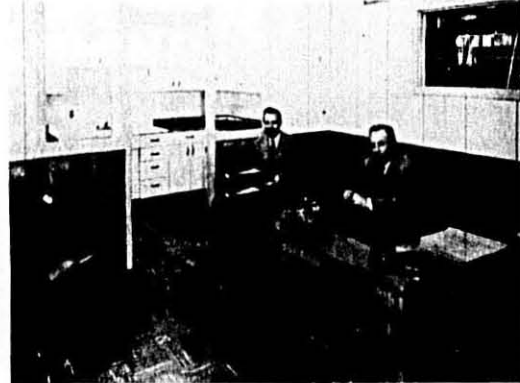


Keeping pace with the upsurge in the West Coast food processing and production, the Wm. J. Stange Co., Chicago seasoning technicians, announces opening a new and larger Oakland, California, plant.

Designed and equipped specifically for processing Cream of Spice (C.O.S.) Seasonings, the plant will provide a complete seasoning service, including a test kitchen for experimental work in developing new food products and seasoning blends, as well

portion of the test kitchen and a view of the 10,000 sq. ft. of processing area. Mr. Durling reports that the basic Oleoresins derived from natural spices will continue to be produced in the company's Chicago percolation plant. This will make it possible for the West Coast plant to devote the greatly increased production and service facilities at Oakland to fulfill the growing need in the 13 western states for a fast and efficient on-the-spot seasoning service. The new plant will also be

⇒ Left to right are Stange Company officers, W. B. Durling, president, and B. L. Durling, vice president.



as a laboratory to be used for research and quality control of finished products.

In the photo are W. B. Durling, president, and B. L. Durling, vice president of the Wm. J. Stange Co., visiting the Oakland plant at the official opening. In the background is a

Training-Within-Industry Program Instituted by Milprint, Inc.

A course of 14 sessions led by specialists in their fields has been made available to all employees of Milprint, Inc., Milwaukee. A. L. Johnson, manager of the Milwaukee Graphic Arts

Association, opened the series on Wednesday evening, October 10, with a talk on "The Graphic Arts Industry." Roland Ewens, Milprint's president, offered "A Survey of Milprint production," an explanation of the aims and purposes of the instruction program.

All sessions of the course will be held in the printing and converting firm's new Milwaukee works—a giant,

modern plant completed last summer. The course is under the direction of Henry L. Sisk, personnel director. The idea for the in-plant training program originated with Roland Heller, assistant personnel director, with the thought in mind that greater knowledge could be gained in graphic arts education by employees studying actual Milprint production.

Speakers for all sessions, following the kick-off meeting, will be Milprint department managers and supervisors and many of the classes will include demonstrations in the subject being studied.

A Grandad Again

A. Irving Grass, well-known Chicago noodle manufacturer, was congratulated last month on being a grandfather anew. He announced the arrival of his second grandchild laconically, "Again I am a grandfather. A baby boy, Mitchell Jay Karlin, was born on Friday, September 28, to my daughter, Ilyne, and son-in-law, Alvin Karlin. Both mother and baby are getting along fine." Congratulations!

Dobeckmun Uses Fork Trucks

Baker Case Study 351, just released by the Baker Industrial Truck division of The Baker-Raulang Co., tells how the Dobeckmun Co., Cleveland, uses three fork trucks to keep up with skyrocketing production rates.

Though production at Dobeckmun has increased by 400 per cent in the last few years, the plant has not made one addition to its handling labor staff. Efficient use of its Baker fork trucks allows Dobeckmun to take heavier work schedule in its stride, without worrying about handling bottlenecks.

Turkey Becoming a Habit

Gobbling turkey is fast becoming almost a daily habit with Americans, declares the *Wall Street Journal*. It took less than 18 million of the birds to keep up with the nation's turkey appetite back in 1930. This year, predicts W.S.J., farmers may raise over 53 million of them to satisfy the public's growing preference for gobblers. That would be 15% more than were produced in 1950. This year's crop will provide 5.4 pounds of turkey per capita, triple 1930 consumption. Over the same period, eating of red meat has risen only 14%. It was 128 pounds in 1930; this year, it will be about 146 pounds per capita. Turkey men think the popularity curve of their product will continue its steep climb. "Within ten years, I believe people will be consuming 10 pounds of turkeys every year," says M. C. Small, executive secretary of the National Turkey Federation, representing turkey growers. Why

are people eating so much more turkey? High beef prices are one potent reason. The year-round turkey eating trend is another. Fifteen years ago, 90% of all turkey eating was done at Thanksgiving and Christmas. Now the proportion is around 65% and the industry's hard at work trying to push the figure still lower. One approach is giving the public turkey in small enough doses so it doesn't hang around the refrigerator for days. In one attack on this objective, the industry is pushing the sale of cut-up turkey.

Definition of a lady: A woman who makes it easy for a man to be a gentleman.

New Advertising Executive

The International Milling Co. and its Capital Flour milling division has announced that W. G. (Dick) Duryee is the new manager in charge of the advertising of the organizations, succeeding C. G. Westcott, former executive in charge of that work. The announcement is made by R. E. Thompson, general advertising manager of the parent company.

Italian Cheese at Macy's Fair

Thousands of visitors to New York City joined thousands of residents of

the metropolitan area in viewing the extensive display of Italian food delights in Macy's exposition in September. There were truffles, antipasto, ripe olives, salami, candies, oils, wines, spaghetti; and, featuring the exhibit, almost endless varieties of cheese, which struck the fancy of Clemantine Paddelford, feature reporter of the *New York Herald Tribune*. She described it as follows in her interesting column of September 12:

Food craft has its own important place in that million-dollar crafts show opened Sept. 10 at R. H. Macy's and co-sponsored by the Italian government. It is an exposition sale that has been eighteen months in preparation and stretches the length and breadth of the fifth floor in the Seventh Avenue building. More than a thousand items are displayed, with some 200 of these in the food, wine and candy classifications.

Italian cheese to the fore, fifteen different types out for review and samplings. They range from the strong to the mild, from grating cheeses to table cheeses, from the rich, creamy varieties of whole milk and delicately flavored to the slowly ripening, pungent skimmed-milk varieties. Grana heads the list among the hard cheeses holding prideful place in Italian industry, this commonly known as Parmesan in English-speaking countries. The cheese factories of Emilia are devoted

almost exclusively to Parmesan production, making the cheese in the Reggiano-Parmigiano and Lodi Giana varieties, similar types also common from Lombardy. This cheese of yellowish hue, fragrant, delicate, has a granular formation that breaks into thousands of tiny chips. Parmesan newly made is excellent for table cheese, but after aging is more suited for grating than to use as a condiment for various dishes. Reggiano-Parmigiano is sold under different names according to age—just barely old it's called *vecchio*; when very old it's *stravecchio* and when extra, extra old it's *stravecchione*.

Pecorino is here for the exposition and of several kinds, the most valued the genuine pecorino Romano and pecorino Sardo. These are compact hard yellow cheeses of pungent flavor. A table cheese less than a year old, but on aging, as with the Parmesan, these are better for grating. Also a peculiar taste develops with age, piquant and highly aromatic, which makes the cheese more suitable as a condiment than to eat by itself.

One provolone in the collection weighs 200 pounds, this called *gigantissimo*. Also in the collection provolone *celindrico* and a small size known as *fiaschetti*; other small styles are *provole*, *provoleto* and *provoloncini*.

Caciocavallo is there, a cheese having the same general characteristic as the provolone, differing only in shape, the

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery
and Supplies

California Representative for

Consolidated Macaroni Machine Corp.

Brooklyn, N. Y.

Fabricators of Ravioli Machines,
Tamale Machines and Cheese Graters

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JACOBS-WINSTON LABORATORIES, Inc.

Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations, Microscopic Analyses
- 5—Sanitary Plant Inspections

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

former being spindle-like, squeezed in at one end, the latter pear-shaped, both made in south Italy. This cheese varies according to its preparation. Some cheeses are slightly smoked and piquant; others mild and creamy, all with a fat content ranging from 44 to 52 per cent.

Among the soft cheeses to be met at the fair is an invenizzi gorgonzola, 57 per cent butterfat, the most important Italian table cheese. We tasted a sliver; it was fragrant, piquant, rather soft and very creamy, with green veins running through due to special ripening in caves. Gorgonzola is said to be the oldest cheese of the green vein family, its type known in Italy in the year 905 A. D.

KEYNOTE SPEAKERS

(Continued from Page 6)

(2) You have complete visibility of the product.

(3) You give Mrs. Housewife a mouth-watering preview of what your product will look like when prepared in her own kitchen.

Other advantages of cartons are:
a—better protection of your product packing, transit and store shelving because of package rigidity
b—better mass display possibilities in stores because of package rectangularity
c—more cartons can be displayed in less shelf space
d—more room for recipes and cross-advertising of your other products.

Then, when Mrs. Housewife gets the product home, she, too, has a package that can be stored conveniently in the pantry, and a package that is stable and can be kept sanitary and dust free for further use if the contents are not consumed entirely at one meal.

No discussion of cartons is complete nowadays unless we talk about automatic equipment, for the two go hand in hand. Cartons are fine. We believe they possess, in themselves, features no other type of package can approach. But to do the proper job with cartons, you must install the equipment that will enable you to obtain maximum packing speeds at minimum costs.

The carton is the one container that will permit you to pack at the greatest unit speed at lowest cost. There is no container that will allow you to pack as fast, or at as low a unit cost, as the carton.

But, as I said, you have to have the paraphernalia to go with it. Just buying cartons and packing by hand is not going to produce the results I'm talking about. You've got to have the whole mechanized line.

I believe that those of you who do not use cartons experience your high-

est packaging costs with your long goods—spaghetti, mezzani, et cetera. What is your packing speed per girl on one pound of spaghetti? About 2½ packages per minute, more or less? A well-known, fully automatic machine that I am familiar with, for packing long goods in cartons, takes six girls who just weigh the spaghetti on a fast scale and drop it on the moving line at a rate that will permit the machine to operate at a speed of about 80 one-pound cartons per minute. That is 13-plus packages per girl per minute or more than five times the hand rate. In other words, with this machine, you can get more production from one girl than you now get from five. I am not familiar with your labor scales, but I think you will find a pretty impressive saving at the end of all these figures.

Now, you say, these machines for packing long goods are expensive. How can you afford to buy one, and will one machine enable you to pack one carton size only? What about the other sizes?

I can reassure you on that point. Here are six dummy window cartons. The smallest of these will hold six ounces of spaghetti. The largest will hold one pound of long macaroni or mezzani. Here are six different cartons, then, that will take care of just about your entire long goods line. A machine being made by a midwestern concern is adjustable to handle all these sizes.

You will note that these six cartons are of the same length and width. They vary only in the depth. Those of you who are production men—and I think that includes all of you—can very well imagine the advantages such standardization will bring. Not only does it provide maximum packing speeds at minimum costs, but it also pares your costs in other directions. For one thing, it cuts down on the sizes of your shipping containers. Also, it saves you money on artwork, because the design which appears on four of the six panels of each one of these sizes of cartons remains the same, since the dimensions remain the same on four of the six panels.

A word about egg noodles. I understand that there is a manufacturer in the east who is at this very moment packing scattered egg noodles in a carton automatically. This is a pretty important development, and I guess it took considerable research, on both the equipment and tailor-making the noodles, but I am sure none of us ever doubted that it would be done eventually.

In the same manner, package machine engineers are today working on automatically weighing spaghetti and other long goods. That's a tough job, but it's going to come, too.

Most of you already have your other operations in your plants pretty well mechanized. When packaging your

finished goods is also completely mechanized, and further improvements in production are accomplished at the rate of progress demonstrated in recent years, the day will come when you will have an operation similar to Wheaties or Rice Krispies, where the human hand touches nothing but a button here and there, and the product just rolls off and into the waiting trucks.

When that day comes, and it is not as far away as you may think, you will finally be able to get off for that fishing trip and your only concern, I trust, will have to do with excess profit taxes.

THE OUTLOOK FOR MACARONI BUSINESS

By Association Secretary Robert M. Green

The outlook for the macaroni business is good. If it weren't, I probably wouldn't have taken this assignment. To my mind, three important facts stand out.

(1) *We have made progress.* A look at the weekly production figures prepared by Glenn Hoskins shows that, during the first half of this year, macaroni production stood 15 points above the average index for the five pre-war years 1937-1941. There has been a slump in the last several weeks, when we make a comparison against business of a year ago. But the abnormal spurt in business last August came about because of the scare buying, following the outbreak of war in Korea and a general price rise for macaroni products. It is interesting to note that business now is running ahead of this time last year and, from all appearances, should continue to follow the normal trend with good fall business. High meat prices should help us a lot.

(2) *The outlook for macaroni is good because we have other people in-*



Mr. Green

terested in us. Just look at your daily newspaper or magazine and the odds are good that you will find something about macaroni, spaghetti or egg noodles. During National Macaroni Week, we will be getting support from tomato sauce canners, meat packers, cheese people, evaporated milk producers, tuna packers and a host of others. Next February, the Blue Lake Green Bean canners and Armour and Company, through the efforts of the Can Manufacturers Institute, are going to give us a golden opportunity for a tremendous promotion. A double-page spread in *Life* magazine, which will cost some \$62,000 split three ways between Armour, the bean canners and U. S. Steel, is just the touch off for this tremendous merchandising drive.

(3) *We have a story to tell*, but we are not telling it as effectively as we might. Edith Green told us yesterday that the housewife is interested first in products that are good to eat and good for her and her family. Ease of preparation and the budget angle are also important considerations. On the industry level, the National Macaroni Institute has made a start in telling consumers about these things through the media of newspapers, magazines, radio and television. On the one hand we are working with the durum farmers and our immediate suppliers in the milling and packaging fields, and on the other we are working with consumer groups through contacts at the Food Editors Conference, American Home Economics Association and through various other trade associations.

On the individual plant level, we must do more advertising and better selling. All of our speakers, Messrs. Herron, Hoskins, Meltzer and Sando, told us how. I think Mr. Sando's message is most important to remember. If you are not selling successfully, look at your package, then at your sales talk, then at your salesman—but for heaven's sake, leave price alone. Don't sell on price.

It takes money to do a good job of advertising and selling, and that requires better margins, because all of our costs must be covered in price. Telling your story is a vital cost.

The payoff in individual success comes from (1) adherence to the fundamental principles of business—such as "you can't spend more than you take in"; (2) hustle; (3) imagination and ingenuity that demonstrate individuality. These qualities are not monopolies of any special group, large or small.

Quality is paying off for the Eichler Noodle Co. of Brooklyn, who put more eggs in their noodles and get a price for it.

Imagination is paying off for the Megs Macaroni Co. of Harrisburg, who have captured the fancy of the housewife with a Pennsylvania Dutch noodle attractively packaged.

Service is paying off for the Kellogg Co. in Battle Creek, as indicated in a recent story in *Institutions* magazine, telling of their work with the Kalamazoo cafeteria in developing a macaroni dish that was full of taste appeal to the consumer and full of profit appeal to the restaurateur.

Your NMMA and NMI can help you, as an industry representative, in keeping up good relations with the durum farmers, the government, with thought leaders, consumer groups, distributors and allied food producers. All we need are your suggestions and support.

We have freedom in this country, freedom we want to keep, for freedom is opportunity to express our individuality. Let's each do a good job and then tell people about it—for we can go down like a potato or we can go up like an orange. Let's rise to the heights.

SELLING IN TODAY'S MARKET

By Howard B. Herron, General Sales Manager, General Mills Inc., Sperry Division

The subject of "Selling in Today's Market" should be, and I believe is, of interest to all of us, since we are actively engaged in it. To sell in today's market takes more than quality, price, favorable operating costs, and a good sales organization. It requires a knowledge of the market potential, consumer buying habits and the demands of the housewife. She's the boss!

Since the end of World War II, particularly, there have been great advances in mechanizing food process-



Mr. Herron

ing and manufacturing plants. Progress has been made and, while some problems will be with us always, many have been solved and the unit production cost is, after a fashion, keeping pace with the changing times.

I believe that in today's market, the selling, promotional and merchandising

end of the business, and the battle with other products for the consumer's dollar, presents a greater challenge than problems of manufacture, as important as they are. I will venture the opinion that most of you today have few problems that a 25 per cent increase in volume wouldn't solve. The records show that the macaroni industry has made progress, and I really believe that a 25 per cent increase in business can and will be realized soon by a continuation of industry and individual cooperation and effort.

Already I have mentioned the importance of studying the consumer market and the consumer buying habits. Fully mindful that this has not escaped your attention, there are certain trends which, for the purpose of emphasis, merit close study. The factors of nutrition and convenience are very important ones to the housewife today, for she wants good food which can be quickly prepared.

A few of the more important things that have brought about a change in eating habits in recent years are: desire for convenience, variety and appetizing foods; higher standard of living; education through school training, magazines and travel; new knowledge of nutrition, and food promotion campaigns. The desire for convenience, particularly, is having a tremendous influence.

The substantial gains made in the use of canned juices, canned vegetables and fruits, dressed poultry, and the like, are by no means the result of industry advertising alone, as helpful and effective as it has been. The mere fact that these foods save labor and time was most influential of all. Frozen foods, for instance, practically unknown in 1920, have increased more than 600 per cent since 1930. Very recent figures would probably show even a much higher percentage gain.

Women are spending less time in the kitchen, yet at the same time they are preparing appetizing and healthful meals. The increase in the number of women in industry further illustrates the factor of convenience and the need for hurried and last-minute food preparation. In 1930, there were approximately 10 million women in industry; 1940, 12 million; 1950, 18 million; consequently, home baking and cooking decline and demand for convenient items increases.

The food business is big business, and the records show that 22 per cent of the family income of 41 million food consuming families goes for food. Sixty-two per cent of the population still reside in cities under 100,000, or in rural communities. Eating habits and food requirements differ by location. Approximately one out of every five meals are eaten in restaurants, cafeterias or lunch counters, and in one year these eating places did a business of six and one-half billion dollars.

Consequently, it can be said that 20 per cent of the potential volume for the macaroni industry is in eating places, and this business should not be neglected. This swing away from certain foods to others for the sake of convenience, nutrition and edibility has, surprisingly enough, had little effect upon the average per-capita calory intake. In 1920 it was 3,350 calories, and in 1950 it was 3,320. So total food consumption hasn't changed. People are getting their calories in different ways, soft drinks and the like. The candy and nut establishments did all right, for 32,000 of them did almost 650 million dollars worth of business, while 20,000 retail bakery outlets did 725 million dollars worth of business. There certainly is competition for the food dollar.

Although such things as flour, bread and macaroni products are supposed to be fattening, there are more and more people gaining the correct knowledge that it isn't so much *what* you eat as how *much* you eat. Right now the millers and bakers are publicizing a recent experiment at the University of Nebraska, which is outlined in the pamphlet called "Common Sense Weight Reduction." It sets forth a diet containing bread, meat and potatoes on which people have and can lose weight. The millers and the bakers have spent time and money fighting this "fat phobia" and this, together with a newer knowledge of nutrition by many, is going to be very helpful to such industries as yours.

The fattening bugaboo hasn't bothered the ice cream manufacturers, candy manufacturers, or cheese manufacturers. They have done all right in the last twenty years. In 1930, the per capita consumption of ice cream was nine pounds. Now it is more than fifteen. Cheese, in the same period, went from four and one-half pounds to more than seven pounds. The per capita consumption of candy and confections in 1950 was 17.3 pounds. The average per capita food consumption, in terms of pounds, is set at 1,572 per year—and this includes seventeen pounds of candy but only seven pounds of macaroni.

As macaroni manufacturers, you have many things in your favor. You have a product which possesses the all-important factor of convenience. It is a product that is basic in preparing many appetizing dishes—good and quickly prepared. A product that is economical, keeps well, yet requires little storage space.

Now I hope you will be tolerant with me while, for the purpose of illustration, I mention a few things that I would seriously consider, or reconsider, if I were in the macaroni business.

I would pitch my advertising at what we will term "the average family in the middle income bracket." Basically, macaroni and spaghetti are Italian

foods, and the industry will probably always enjoy a substantial market among the people of this nationality. The real possibility for expansion is with the many families who do not fully realize the high nutritional value and the low calory cost of macaroni and spaghetti dishes. I would emphasize variety, ease of preparation, convenience and healthfulness. I would try to give the housewife something each time besides the product itself. Give her an idea, either on the outside or the inside of the package.

As for merchandising, try for combination deals with grocers—such as a package of macaroni with a can of tomato paste, or meat sauce, or the like—and then endeavor to secure a display featuring the combination deal. Tie in at every opportunity with the efforts and the promotions of the cheese, milk, flour companies and others. Give the housewife recipes and menu ideas that will whet the appetite. Not recipes that you or I might like, but recipes developed by people who know about such things. Recipes made from ingredients for the most part of items and seasonings that the housewife has in her kitchen.

I am a great believer in the fact that top level management, not just sales management, make it a practice to frequently visit a large self-serve food store. Don't stay just a few minutes, but stay at least twenty minutes. Make it a part of monthly routine. It will have a sobering effect upon you and it will bring you face to face with your real competition—and it isn't necessarily your fellow macaroni manufacturer who sits next to you. It will be the thousand-plus other food items that you will see the housewife grasp with eagerness.

If you haven't done it lately, it will be an education, even at the risk of getting run over! Watch the traffic pattern in the store. Watch them shop not only for food, but *ideas* as well. If you don't give them those ideas, somebody else will, that's sure! Study shelf space and location; look at other package items. Check the neatness and sharpness of other merchandise, and your own. Watch the customers pick up one brand, perhaps put it down and select another, no better known, at the same price. Why? Study the use of inserts and labels. There is such a thing as size and color harmony in a package.

Finally, we must never forget the priceless ingredient—honesty. Certainly it would be a mistake to talk about selling, merchandising and promotional efforts without quality of product. Any manufacturer today must have a policy obviously based on honesty, and honesty applies to the field of quality just as it applies to pricing and business dealings. A product must have in it all of those things which are claimed to be in it. It must live up to all the

claims of quality, cleanliness and nutrition made for it.

You are proud of your industry, and rightfully so. But along with this pride must also go the spirit and enthusiasm about the fine product that is yours. And you must radiate this sincerity and enthusiasm to people in your own organization and the trade you serve. You are doing more than just supplying a product. You can help 41 million housewives prepare delicious, nourishing dishes for their families 365 days a year.

In conclusion, it would perhaps be a mistake for me to say that you should spend less time thinking about costs, manufacturing, personnel, taxes and so on, but it is no mistake for me to say that you should spend more time thinking in terms of the consumer. I would almost suggest that any food manufacturer keep before him a mental, if not actual, picture of Mrs. America—and I don't mean the "Five-foot-two with eyes of blue." I mean the Mrs. America who spends perhaps three to four hours a day in her kitchen, preparing meals for her family. If you will think more of her requirements and convenience, she will think more of yours—and buy more.

MACARONI WEEK

(Continued from Page 14)

next with more than 40 pounds, and in third place is England where 15 pounds per capita is the figure.

This information was brought out in a statement made by W. M. Steinke to all employees announcing that National Macaroni Week this year is October 18-27. He encouraged everyone to enjoy more often the delicious and nutritious meals which can be built around macaroni, spaghetti, and noodles.

As pointed out by Mr. Steinke, not only are these products one of the homemaker's best food buys from a cost basis, they enable her to serve nourishing and satisfying meals.

All of the durum-wheat foods are rich in gliadin, a wheat protein. When proteins of the macaroni products are supplemented by the proteins contained in milk, fish, meat, eggs, and cheese, they become complete proteins—the kind which are essential to good health.

The versatility of macaroni products has also been responsible for their popularity. They can be used in soups, main dishes, casserole combinations, salads, and even desserts. The National Macaroni Institute and Wheat Flour Institute have collected over 8,139 recipes for taste-tempting ways to serve macaroni products.

Sponsored by the National Macaroni Institute to promote interest in and further the use of macaroni, spaghetti and noodle products, Macaroni Week this year is extended to include two

week ends. During that time, all macaroni manufacturers naturally will increase their efforts to have housewives serve more macaroni dishes to their families. Grocery stores, too, are featuring displays of macaroni products with related food items with special sales to encourage homemakers to serve macaroni products oftener during the 10-day period.

Grainville Bugle

Boys' Ranch, Dallas, Celebrates Macaroni Week

Members and Friends Treated by Skinner Manufacturing Co.

Seventy-five youthful citizens of Boys' Ranch, near Bedford, Tex., and 100 members of the Dallas Variety Club and guests feasted their way through more than three miles of spaghetti at a dinner held at the ranch Tuesday, October 16, to launch National Macaroni Week.

The dinner was the setting for the crowning of Jeanne Bal, star of "Guys and Dolls," as national macaroni queen, and Emmett Herod, 16, a citizen of the ranch, as macaroni king. Lloyd E. Skinner, president of Skinner Manufacturing Co., Omaha, and a director of the National Macaroni Manufacturers' Association, placed crowns made of macaroni upon the heads of the royal couple.

"It is an honor for our industry to have two such fine good-will ambassadors during National Macaroni Week," Skinner said as he congratulated the new king and queen.

Matty Bell, athletic director of Southern Methodist University, was

Lloyd E. Skinner, president of Skinner Manufacturing Co., Omaha, and a director of the National Macaroni Manufacturers' Association, pronounces Jeanne Bal, star of "Guys and Dolls," national macaroni queen. The coronation took place at a spaghetti dinner given by Skinner for 75 youthful citizens of Boys' Ranch, Bedford, Texas, and 100 members of the Dallas Variety Club which sponsors the ranch.



the principal speaker at the dinner. He told the boys that to be a star on the athletic field or in the business world, the chief requirements are clean living, hard work, and a burning desire to make good. Colored pictures of the SMU-Notre Dame game were shown with Bell giving the commentary.

Mrs. Tinker Parker, Boys' Ranch chef and a master of monster menus, admitted that the spaghetti feed "was something" even for Boys' Ranch. To prepare the special Spaghetti Creole

served at the dinner, Mrs. Parker ordered 50 pounds of spaghetti, 25 pounds of beef, 5 pounds of ground pork, 40 medium-size onions, 5 quarts of ketchup, 5 pounds of butter, and 9 pounds of cheese. Other food required for the meal included: 10 hams, 2 bushels of potatoes, 36 heads of lettuce, 80 pounds of green beans, 30 loaves of bread and 12 pounds of butter.

BILLY HELLER

(Continued from Page 28)

modern straight-line production techniques are employed. The whole represents the best in American industrial enterprise and merits the justifiable pride frankly displayed by its senior company officer.

The company's nationwide production facilities come very close to a million square feet in floor space. It uses nearly every known form of printing on practically every type of film, paper or foil, and follows through in its letterpress and lithographing departments in producing advertising material for point-of-purchase merchandising and general business promotion.

Unfortunately, M. T. Heller, the founder, did not live to witness this milestone in Milprint history. Office No. 1 belongs to Billy Heller, and around him are located the offices of the management men to whom he sometimes refers as "my boys."

Billy Heller is still a shirt sleeve worker, as intensely interested in all phases of the business as he was in his youth. He is known as an expert in the field of candy packaging, and has been a familiar figure for many years



Perry Howell, 15, student cook at Variety Club's Boys' Ranch, learns the art of preparing spaghetti from Mrs. Tinker Parker, the ranch chef.

at the annual candy show. He is also a member of the Kettle Committee, responsible for awarding the candy industry's equivalent of the famed Oscar. Just as he did 50 years ago, he looks

forward with enthusiasm to the future and the prospects of further growth and expansion of Milprint, earned through leadership in service to the packaging industry.



William Heller, Sr. receives congratulations from members of the Milprint executive staff upon reaching his Golden Anniversary of service with Milprint, Inc. "Billy" Heller started with the company in 1901, the third year after its founding as a small job printing house. With the completion of its new Milwaukee Works this summer, the firm's nationwide facilities now cover

close to 1,000,000 square feet of floor space. Seated from left to right are Lester E. Zimmerman, vice president; William Heller, Jr.; Roy E. Hanson, vice president and director of sales; William Heller, Sr.; Bert Hefter, vice president and general sales manager; Ivan Heller, standing left to right are James Heller; Shy Rosen, vice

quality and sanitation evolved by competition in a free nation and by technological improvements, we must mention a high level of consumer demand. I am sure that you food editors who are in daily contact with the consuming public are keenly aware of your opportunity to continue to raise the standards both of sanitation and of quality, especially in such food products as the cereals which are consumed daily. I have had occasion to follow the hero of our discussion, a durum wheat kernel, from the farmers' fields to the consumers' tables, and I have been impressed by the universal interest these people have in better quality. There is nothing that gives a farmer more satisfaction than to see a stream of bright, clean wheat flowing from his combine. Nothing makes him more unhappy than to have a season of weather which results in weathering or loss of color to the grain or impairment of its quality by disease. This sentiment is not merely the pangs of his pocketbook. The average durum wheat farmer simply loves to grow fine grain, the same as a livestock farmer enjoys raising fine cattle.

FOOD EDITORS

(Continued from Page 19)

Another reason that the macaroni from our American durum wheat kernel received world wide acceptance is the constant technological improvements which have been made in milling durum and in processing macaroni. These will be traced for you by other speakers, but involve great refinements in milling to the extent that a whole mill is devoted to milling durum wheat, and great changes in the macaroni processing machinery to the extent that now much macaroni is made without ever being touched by human hands.

Along with the high standards of

improving the quality of his product and I know that the macaroni manufacturers search diligently for the mill which will supply them with the highest quality of semolina.

Nutritive Values of Durum Wheat

Probably the outstanding nutritive characteristic of durum wheat is its high protein content in comparison with other cereals. Only rarely is low protein a problem in durum wheat. Macaroni products are easily digestible, they are nutritious, and have excellent keeping qualities. Macaroni is a simple food, easily adapted to numerous uses with which you are more familiar than I. Macaroni salesmen could certainly advertise their product as a pure food. Macaroni consists only of the durum wheat endosperm without any salt, spice, fat, oil or preservative added. Making macaroni probably is one of the simplest of all food processes. Macaroni is nothing more nor less than the endosperm of durum with water added, pressed into shape and dried to remove the water.

We have much yet to learn about the complete nutritional value of durum wheat. The processors desire a macaroni with plenty of yellow color. We had hoped that this would signify a source of Vitamin A. However, durum wheat probably will never be an important source of Vitamin A because the yellow pigments are mainly xanthophyll rather than carotene.

We hope for greatly expanded research into the nutritional value of durum wheat as well as other food products, for within our durum wheat kernel how complex is the protein molecule, to say nothing of the enzymes, vitamin, pigment, colloidal substances, et cetera.

Durum Wheat Improvement

Our goal in durum wheat improvement is to produce the ideal variety, one which will reduce the hazards of production for the farmer, be more profitable for the processor to handle, and more attractive and nutritious to the consumer. The farmer wants varieties which are resistant to disease, insects, lodging, shattering and sprouting and which are high in yield and quality. If a variety is susceptible to disease or insects or is inclined to lodge or shatter, the losses are shared not only by the producer who gets a lower yield, but also by the consumer who has to pay more for a scarce article. We feel that if we can produce new varieties which combine naturally more of these desirable characteristics, the producer, processor and consumer alike will benefit.

The first durum wheats brought over from Russia were well adapted to our conditions of climate and produced reasonably well in favorable growing seasons. However, they were late in maturity, susceptible to smut and rust, the straw was tall and inclined to lodge,

and not all of the varieties were of the best macaroni quality. Since the durum wheat improvement program was begun in 1929, we have released four new varieties, named Carleton, Stewart, Venum and Nugget. Each of these new varieties adds something desirable to the variety picture. None of them combines all of the desired characteristics in a single variety. Carleton is stronger in straw than the old standard varieties. Stewart is better in yield and less susceptible to shattering. Venum and Nugget are earlier in maturity. The last variety released, Nugget, is also shorter in straw and produces a brighter, more desirable macaroni product. All four of the new varieties are resistant to the old races of stem rust which we had been fighting previously to 1950.

I believe you would be interested in the methods we use to improve durum wheat varieties. Improvement is based on hybridization between two parental varieties which carry desirable characteristics. There are many hundreds of different varieties of durum wheat, each of them carrying some characteristic. The method of hybridization is to cross two varieties and select, from the numerous hybrid progeny, one which combines the desirable characteristics of both parents. This new improved variety then is crossed with another in order to combine more of the desired characteristics, until eventually we have that elusive "ideal durum wheat."

There are many problems in accomplishing this goal, and one of these problems is the changing nature of the diseases we are trying to fight. An example is black stem rust, which is caused by a microscopic fungus organism. There are many different varieties of this rust organism because it is a plant, just as wheat is. Up until 1950, our new varieties were resistant to all the races of stem rust which had been found in the durum wheat area. In 1950, however, a new race of stem rust, called 15B, appeared on a wide scale, one which was able to attack the formerly resistant varieties. Fortunately we knew such a race of stem rust existed and, in 1944, had already made appropriate crosses aimed at providing new rust resistant material. The rust resistant parent was poor in macaroni quality and poor in yield, so it takes a number of crosses to produce an acceptable variety using this parentage. However, this task is under way and we expect by growing extra generations in the greenhouse to be able to conquer this difficulty.

In our cereal technology laboratory at North Dakota, we have developed a micro-method of producing macaroni on a small scale in order that we can judge the hundreds of new durum wheat varieties for macaroni quality. Each year a large number of samples are processed and given a preliminary

evaluation for quality. Only a relatively small number of the best are saved and tested further before being increased and released to the farmers as new varieties.

As in any field of endeavor, much remains to be discovered about macaroni quality. We are interested in fundamental answers to problems such as the following:

(1) What chemical and physical changes are involved in the processing of semolina into macaroni and how do these changes affect the digestibility and nutritional value of macaroni products?

(2) What are the differences in properties between the proteins and carbohydrates that characterize the durum and hard red spring wheats?

(3) Why are durum wheats so high in diastatic activity?

(4) Why do some varieties of durum wheat lose more of their carotinoid pigment in processing than other varieties?

(5) Is more yellow pigment desirable in new durum wheat varieties?

(6) What natural nutritional advantages have macaroni products?

That is the story of a durum wheat kernel, a story which began hardly a half century ago and has developed to a major industry in the nation—an important food product, a cheap source of energy and protein, an adaptable food supplying livelihood to many farmers and producers, and taxing the ingenuity of technicians and scientists for its improvement.

MALDARI & SONS

(Continued from Page 10)

clock), has once again brought up the old problem of wear and repair on dies. The struggle is a difficult one, and all persons affiliated with the Maldari organization are pulling together in an effort to meet the exceptionally heavy demands made upon personnel and facilities in the crisis now prevailing.

Research goes on unceasingly, and improvements in materials, tooling, and production methods are constantly being exploited. The brawn which once shaped and molded each die has given way to more scientific methods of engineering. The why and wherefor of each question, solved once by trial and error, is now solved by the far more practical methods of technical reasoning, computations, and calculations. Statistical figures, once unknown, are now carefully recorded, compiled, and analyzed.

Backed by forty-eight years of down-to-earth, practical experience, and supplemented by technical and engineering education, the Maldari or-

ganization today is striving to do its part by filling the needs of the macaroni industry in the most competent manner possible consistent with economy and practicability.

Thus, as time continues its unswerving onward march, the name of Maldari holds a time-honored place in the macaroni industry. Through the unflinching efforts of Donato Maldari, the firm has acquired an enviable distinctive reputation based solidly on honor, integrity, and good-will.

INTERNATIONAL FAIR

(Continued from Page 26)

warehouses for sales and showrooms.

b) To have on hand, in care of the general zonal agents, a permanent stock of all necessary spare parts for Braibanti machinery and equipment. As Braibanti uses motors, bearings, belts, et cetera, of the standard unified type, these spare parts are not too numerous.

c) To have on hand at its disposition in the U.S.A. a number of workshops with expert technicians to handle immediately any emergencies that may arise for their clients, to give repair service and normal maintenance service where required for Braibanti machinery and equipment.

d) To have in the States, at disposition of their clients, a technician who could suggest to macaroni manufacturers the best and most impartial way on how they can solve their problems. For this purpose the Braibanti Co. has sent to the States the chief of its technical department, Dott. Ing. Giorgio C. Parenzo, who with the resident technician, Mr. Joseph Santi, are at full disposal of the macaroni manufacturers to discuss with them all their problems and to suggest the easiest way to obtain the best results. These representatives can be reached at the office of the Admiral Penthouse—25 East 21st Street, New York City—Telephone ORegon 3-8289.

Important Industry Dates

North Dakota Durum Show
Langdon, N. D.
November 8-9, 1951

Sectional Meeting
Belmont Hotel, New York City
November 14, 1951

Winter Meeting
Flamingo Hotel, Miami Beach, Florida
January 22-24, 1952

48th Annual Convention
Montreal, Canada
Mont Royal Hotel
June 26-28, 1952

The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

A Publication to Advance the Macaroni Industry.

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

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

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

ADVERTISING RATESDisplay Advertising.....Rates on Application
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Vol. XXXIII November, 1951 No. 7



Ollie the Owl

One spring a Sapsucker flew into town with a proposition that he said would make everybody rich. He claimed he had a machine that would make seed out of sand as fast as the sand could travel from the hopper to the seed trough at the other end of the machine.

This sounded good to the birds around here. They had to work hard planting and picking seeds all year. There was plenty of sand in Birdland. It would be much easier to shovel it

into the sand hopper and take it easy while the machine did all the work. Sapsucker demonstrated his mechanical marvel and sure enough, after he had thrown sand in the hopper and turned a handle at the other end, seed came tumbling out in a few minutes.

That was enough for the birds here. The wise and the dumb, the lame and the halt, decided to buy the machine for a fancy price and they all thrilled at the thought that they were through with planting for good. Of course, they didn't plant that spring. The birds hailed Sapsucker for his great invention, it would take hours of back-breaking drudgery off the birds, and they elected him the Top Timber of the Royal Order of Woodpeckers. A sapsucker, you know, is a red-breasted woodpecker that feeds mainly on sap.

When Sapsucker sold everyone in Birdland a machine, he left town. A large crowd wished him bon voyage on his flight. Soon the machines arrived, inside were a lot of gears, wire, pipes and pistons, a mystifying assembly that no one could figure out. Time and again, they put sand in the hopper and out came sand. Sapsucker was nowhere to be found, so the birds were stuck with the machines.

It was too late for planting that year and all of Birdland almost starved for want of seed. They finally caught

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FOR SALE—REDINGTON MACARONI WRAPPING and CARTONING MACHINE. Cost \$28,000, will take \$20,000. In excellent condition, one year's guarantee, can be seen in operation. Delivery in 60 days. Box 100, c/o Macaroni Journal, Braidwood, Ill.

up with Sapsucker. Investigation of the machine revealed that it had one compartment that caught the sand as it was put into the hopper, another compartment had seeds in it that were poured into the trough by means of rotating buckets attached to the handle he turned when demonstrating his bunco contraption. The sand-to-seed snares that caught the suckers were made by throwing a lot of old junk in a box with a hopper on one end and a trough on the other.

The sap is never sweet to a sucker. Very wisely yours,
Ollie The Owl

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1950-1951

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

Region No. 3
Alfred E. Rossi, Prociro & Rossi, Inc., Auburn, N. Y.
Albert S. Weiss, Weiss Noodle Co., Cleveland, O.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Virgil C. Hathaway, Quaker Oats Co., Chicago, Ill.

Region No. 5
Thomas A. Cuneo, Ronco Foods, Inc., Memphis, Tenn.
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.

Region No. 6
Paul Bienveni, Catelli Food Products, Montreal, Canada
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.

Region No. 7
John Laneri, Fort Worth Macaroni Co., Fort Worth, Tex.

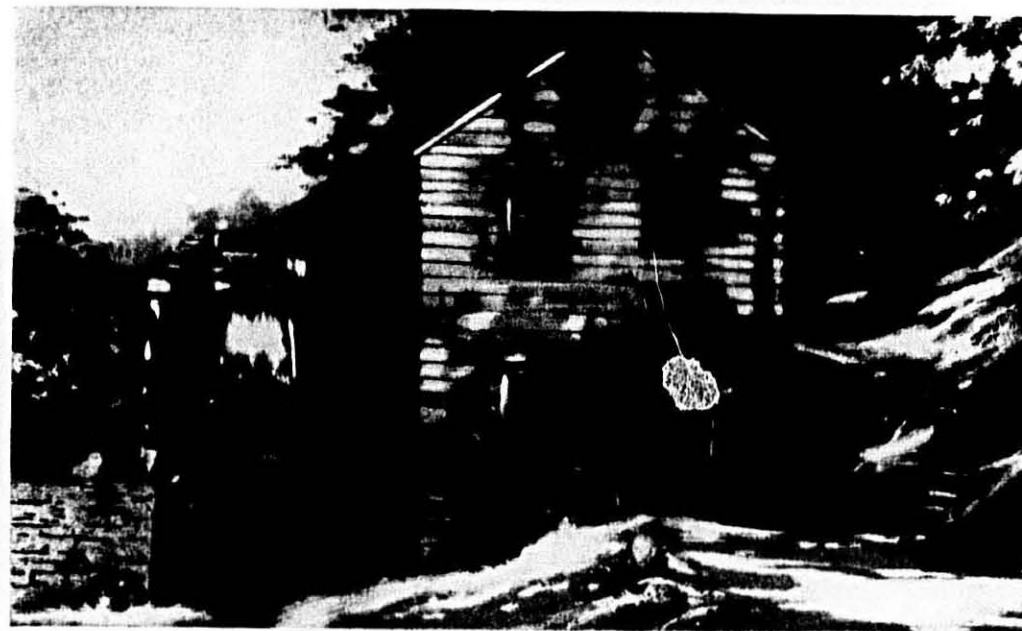
Region No. 8
J. Harry Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 9
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 10
Vincent DeDomenico, Golden Grain Macaroni Co., San Francisco, Cal.

Region No. 11
Edward D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Cal.
Robert S. William, Robert William Foods, Los Angeles, Cal.

At-Large
Peter La Rosa, V. La Rosa & Sons, Brooklyn, N. Y.
C. F. Mueller, C. F. Mueller Co., Jersey City, N. J.
Albert Ravarino, Ravarino & Frezchi, Inc., St. Louis, Mo.
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Neb.
Jerry Tujague, National Food Products Co., New Orleans, La.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y.

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