# THE MACARONI JOURNAL

Volume XXXIII Number 12

April, 1952

# MACARONIJOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



# WE'RE HAPPY!

With This Issue, We Complete a Full Generation of Loyal and Faithful Service to the Macaroni Food Industry of the United States.

Our Happiness is Enhanced by the Well-Wishes of Hundreds of Readers, of Scores of Advertisers and Contributors Who Join Us in Celebrating this Memorable Birthday.

The Publication Committee

rgan

Macaroni Manufacturers Association

d, Illinois

PRINTED IN U. S. A

NUMBER 12

# CONGRATULATIONS...

to

the

MACARONI JOURNAL

and

M. J. DONNA

on

your

# 33rd Anniversary

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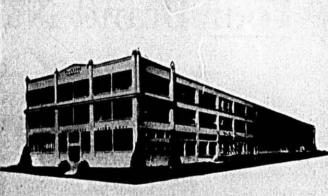
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A RELIABLE SOURCE OF SUPPLY
SINCE 1898

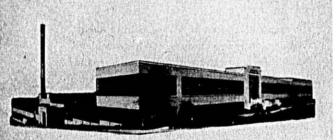
April, 1952

THE MACARONI JOURNAL

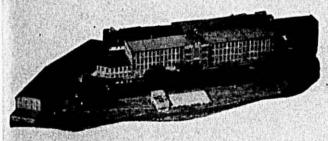
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ROBBOTTI CALIFORNIA LITHOGRAPH CORP. BAN FRANCIBCO, CALIFORNIA



ROSSOTTI LITHOGRAPH CORPORATION NORTH BERGEN, NEW JERSEY



WILBRAHAM PAPER CORPORATION NORTH WILBRAHAM, MASSACHUSETTS Rossotti has fulfilled the requirements of its customers for over 54 years with a full measure of responsibility to deliver its very best in quality and service.

Rossotti today comprises a National Packaging Service — feur modern manufacturing units and three holding companies, completely integrated to insure the continued confidence of those we serve. More than ever before, we are able to provide adequate services and facilities to meet the packaging needs of our customers under emergency conditions.

With personnel whose combined experience totals several hundred years and with control of its major raw material sources, Rossotti is, today, a self-sufficient organization prepared to serve its old customers and friends as well as some new ones.



# Why Your Brand Nam Deserves Our Best...



# POLICY

Every shipment of Amber's No. 1 Semolina is uniform in color and quality to help you maintain uniformly superior color and quality in your macaroni products.

# PERSONNEL

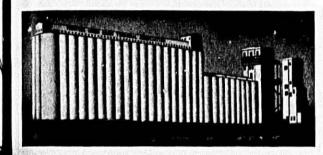
The men and women of Amber Milling know where to locate top Durums, and how to blend and mill them to yield uniformly superior color and quality in every shipment of Amber's No. 1 Semolina.

# **FACILITIES**

Huge, modern concrete elevators, with tremendous storage capacities, enable Amber Milling to buy top Durums whenever . . . and wherever . . . they are offered. Reserves of top Durums assure constant supplies for prompt shipment of fresh milled Amber's No. 1 Semolina.

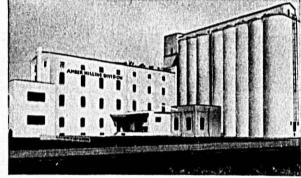


Are you among the leading quality Macaroni Manufacturers who protect their brands with Amber's No. 1 Semolina?



MINNESOTA







SUPERIOR, WISCONSIN

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THE MACARONI JOURNAL

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# CANADA

# invites

all American Macaroni Manufacturers to join their Canadian friends and visitors from abroad during the

# 48th Convention

of the Macaroni Manufacturers and allied industries

in Montreal

June 25-27, 1952

Welcome to Montreal

(courtesy of Catelli Food Products, Ltd.)





# Extreme Visibility

of cellophane provides your product with visual selling identity. It is the right combination of display, visibility and protection that make MUNSON cellophane bags the outstanding packaging medium for food product handling and selling.

MUNSON offers complete packaging design facilities to provide your products with individualized charm, style, dignity and the EXTRA eyeappealing characteristics of primary importance in point-of-sale merchandising. The sanitary freshness of MUN-SON cellophane bags will increase consumer sales acceptance.

Your questions concerning types of bags, sizes, designs, and production and delivery will receive a cordial reception at The Munson Bag Company. A highly-skilled group of experienced men is prepared to discuss your packaging problems and to make recommendations.

. Write today for samples or, for immediate service, call LAkewood 1-6570.



# THE MUNSON BAG COMPANY

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Oneida Packaging

DOES MORE

THAN CATCH

THE EYE!

Good macaroni packages do more than catch Mrs. Shopper's eye...they capture her imagination too!

Oncida's packaging engineers know how to dramatize the rich goodness of your macaroni... to bring out the taste and quality appeals that suggest tempting macaroni meals. And Oncida packaging helps protect the crisp, tender goodness of your macaroni... keeping it fresh and delicious right to the boiling pot.

Oneida creates hard-selling packages from virtually every type of film and paper; producing bags, rolls, sheets. Bag styles include flat, square, automatic, satchel-bottom, envelope and window. Printing is always sharp, crisp; featuring processes such as aniline, rotogravure, and oil.

Ask Oneida how your macaroni package can catch the shopper's eye and her imagination too. Four plants throughout the U.S. are at your service. Call the plant or office nearest you today!

e Converters and Color Printers of Bags, Envelopes, Sheets and Rolls from: Glassine, Cellophane, Pilofilm, Parchment, Polyethylene, Sulphite, Foil, Acetate, Kraft, Waxed, Coaled and Laminaled Grades ...in Flat, Square, Automatic, Window, Salchel-Bottom, Duplex, Embossed and Heat-Lok Styles.



The

# MARGIN OF SAFETY

Depends on this team:

**DURUM GROWER** 

**DURUM MILLER** 

MACARONI MANUFACTURER

The combination of the COLOR and PROTEIN, high in quality and quantity, of the Durum from the "Durum Triangle" is what makes Macaroni stand up in the package, in the can, in the kettle, and on the plate.

Mixtures of cheaper bread wheats by any one on this team of "3" can result only in brittle and floury macaroni that will reverse the trend of increasing and near record sales of Macaroni Products.

Crookston's Semolinas and Durum Fancy Patent flours have been maintaining the "Margin of Safety" since 1903. They "stand up" in your plant and for your customer, Mrs. Housewife.

CROOKSTON MILLING CO.

Crookston, Minnesota

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# The MACARONI JOURNAL

Volume XXXIII

April, 1952

# Proudly We Celebrate

All macaroni-noodle manufacturers, suppliers and friends in every country wherein this trade magazine circulates are cordially invited to join with us in commemorating the completion of thirty-three full and helpful years as the official organ of the National Macaroni Manufacturers Association, the active force in the macaroni food's organized activities.

It took a world war to crystallize the progressive thinking of pioneer industry leaders to establish the trade association on a more solid basis by setting up permanent headquarters-first by employing a full-time executive, and second by launching an industry magazine for a rapidly growing business. Heavy government demands, added to those of the industry, itself, during World War I (1917-1919), piled almost unsurmountable problems on the National Association's president and his small but willing executive committee.

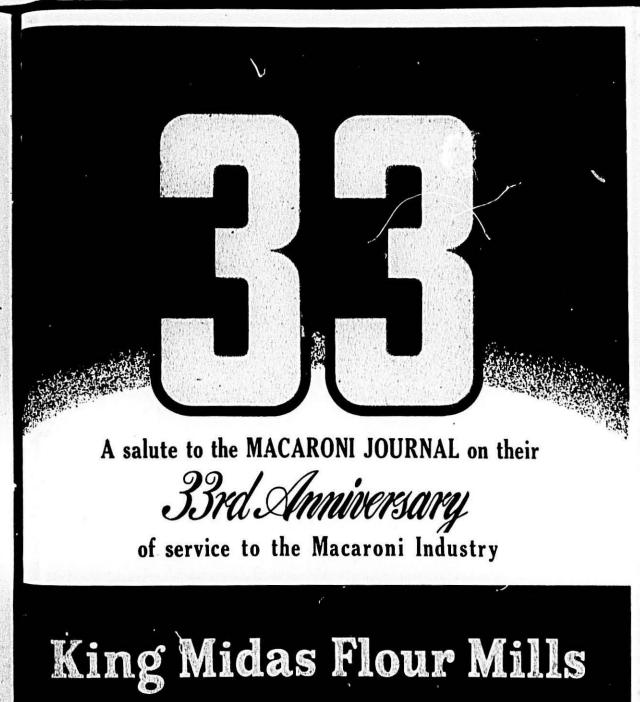
The late President James T. Williams of the Creamette Company, Minneapolis, who served as the struggling National Association's chief executive during the war years, found it almost impossible to efficiently serve both his own business and that of the organized industry. The 1918 convention of the industry sympathized with him and unanimously approved his suggestion to relieve the situation by establishing headquarters,

efficiently staffed, and launching a badly needed industry magazine to keep the industry better in-

Action to that end was taken on the first of March, 1919, when a permanent secretary of the association was named, obligated to manage and edit a trade magazine in keeping with the progress being made by this expanding food trade. The result was that on May 15, 1919, the first edition of THE NEW MACARONI JOURNAL was in the mail to hundreds of manufacturers and advertisers who had helped to underwrite the undertaking.

It was a triumph for the struggling association and its honored president, and provided a formal introduction to the industry of the new secretary and editor, who is still on the job as secretary emeritus of the organization and the active managing editor of the official organ and industry spokesman . . . a long, but pleasant thirty-three years of faithful service to a leading and growing food trade.

That's our reason for this general invitation to join in celebrating our thirty-third birthday. May THE MACARONI JOURNAL continue to speak for the industry in the progressive and aggressive manner it deserves.



Suppliers of Quality Durum Products Since 1912

MINNEAPOLIS

Actual King Midas Semolina is used in this advertisement

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Even men who have had some experience require schooling to adapt them to the specialization that we have found necessary to develop because of competitive conditions in the past.

In addition to that, even our present employes require refresher schooling from time to time. In the past, this was exclusively a problem of the big plants, but today it is becoming one for the smallest of plants also.

The smaller the plant, the more necessity there is to develop a training program within the organization, for bringing in outside help costs money these days. Though the project may seem a mysterious and highly technical one, actually it is not. We have within our own plant all of the materials, equipment and know-how needed. All it takes is a well organized training program.

The necessity for having trained employes and the fact that all employes should know other employes' problems is the backbone of the program, and it should be designed with this thought in mind.

Within its framework there should also be provisions for bringing about better co-operation through employes' knowledge of the limitations of each process and each step of procedure in the plant's manufacturing steps. The more they understand these very important factors, the more capably they can perform their own tasks,

The program must also be designed to climinate confusion when one employe is off duty by making certain there are other employes who can handle that individual's job. A final factor should be a better understanding of each process of production in the plant, leading to faster service throughout the entire organization.

Determining how often the school is to be held is also a matter of considerable importance, for if held too often the whole thing will become a drudge and a chore to one's employes. On the other hand, if held too infrequently the cumulative enthusiasm on the part of employes will die away and their willingness to co-operate will deteriorate. The ideal time, based on considerable practical experience, seems to be to hold such a school twice a

month, with each session lasting approximately two hours.

The procedure in most small plants is for the manager or superintendent to give a lecture on the process to be studied. This lecture should include information on such things as the type of equipment involved; operation; technique in elimination of waste; cleaning and maintenance of equipment used; types of materials; handling materials, and methods of checking and preparing the finished product for delivery.

Question and answer periods are 9 must for each of these lectures. It should be impressed upon those attending at the very start that each employe will be expected to make notations of questions that arise in their minds during the lecture so that the questions can be answered when the period is finished. And the person giving the lecture had better be able to answer these questions accurately and without evasion.

It is also a good idea to have someone on the office staff present to take down the entire lecture, including questions and answers, in shorthand and write them up later. Each employe can then be given a copy for his study and reference. Cost of producing any number of copies on a duplicating machine is very little.

Experience has also shown it an excellent idea to make every other period entirely demonstration, with questions and answers. Nothing can put over an idea better than seeing it demonstrated as the explanation or discussion is being presented. Lectures alone will never accomplish a tenth of what can be attained where demonstrations are combined with lectures.

It is generally best practice to have the actual operator demonstrate each machine or unit presented to the class, and in this demonstration put the machine to actual use rather than merely explain how it works. This person should be also available to answer questions both during and after the demonstration.

The question of wages also enters into these demonstrations and required attendance by employes at such schools. The general practice is to pay overtime wages to the employe who gives the actual demonstration and heads the class. Some firms pay regular wages to employes required to attend refresher classes in their present skills. The general practice is to not pay wages where schooling is part of the actual initial training, or to pay wages of ap-

proximate, Fact the amount paid on the job for such periods.

The training program should be planned carefully in all its aspects, but one of the most important bits of planning should be centered on the order of the subjects to be offered. These should encompass the entire production procedure of the plant, step by step, with the simpler and more easily understood procedures at the head of the list. Care should also be taken to see that subjects which blend into one another or are dependent on each other in the over-all plant production scheme be presented in their proper order. Scheduling them out of turn can lead to an enormous amount of confusion.

One proved procedure is to hold one meeting with a lecture on each subject and to include questions and answers. Then, two weeks later, follow this with the actual demonstration. In any case, the program schedule should always call for one to follow the other in order to obtain the maximum results from the training being offered.

Another point to be included in any such training program is to cover the operations of the firm outside of the actual production processes. The employes who are attending the school may never work in these departments, but the more knowledge they have of every operation of the company, themore capable they will be at their own posts.

Such training should include information on materials and why certain materials are used at particular step in the production process; how inventory is kept and its importance to the over-all operation of the plant; the office routine of every form with which the individual will come in contact, as well as the reason for tha form's existence and what it contributes to the successful operation of the business.

One thing to remember in all such company training program plans is that if the individual understands why he is supposed to do something a certain way, he is much more apt to do it that way consistently. Far too many programs concentrate on steps and procedures and leave the "why" out altogether.

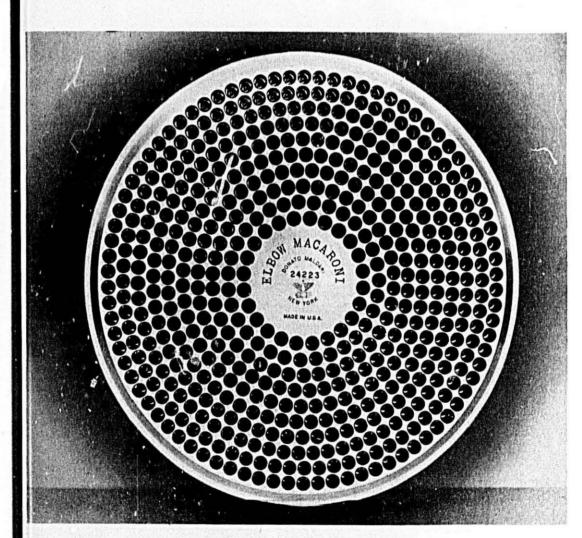
There can never be too much "why" in anyone's training program . . . it's the big secret ingredient that can make even a mediocre training program over into a successful one.

April, 1952

THE MACARONI JOURNAL

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Maldari Dies are known for Quality, Workmanship, Precision—and Maldari is known for Service, Reliability, and Guarantee



# D. Maldari & Sons

178-180 GRAND STREET NEW YORK 13, NEW YORK U.S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

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# The Board

1951-1952

W HAT should be the National Macaroni Manufacturers Association's attitude to price controls?

Why do not more macaroni-noodle manufacturers take a greater personal interest in the general promotion of their industry in the U.S.A.? Is the National Macaroni Institute

doing the job expected of it—and would the supporting manufacturers agree to doubling their small contributions to get infinitely greater benefits

from its promotions?

What about the industry's national convention at Montreal, Canada, June 25-27, 1952? In Colorado Springs in

Can anything more be done to encourage increased production of better amber durum for making the best possible semolina?

Which is the industry's greatest competitor—a certain individual or group within the industry, or factors outside it? How best to combat either or both?

These and many other matters re-

quire the constant and undivided at-tention of the Board of Directors of the National Maçaroni Manufacturers

lems when they met in annual con- ufacturing trade. It then was com-

ference at Miami Beach in January. Many attended at reat personal sacrifice of time and ...oney, not to enjoy the warm Florida sunshine, only, but to fulfill a duty to the industry.

The Board, pictured here, comprises the National Association's current administrators, a group of successful leaders who are willing to give of their time and experience, traveling a total of more than 18,000 miles last January to render unselfish and helpful service

It was in 1904 that the first Board Association, day in and day out.

As a group, they last gave their attention to the many industry probposed of three volunteers, titled "The Executive Committee," obligated to work with the first president in all between-conventions actions for trade betterment.

As the industry prospered and the association's membership enlarged, the Board's personnel increased until it presently consists of leading manufacturers from every important produc-tive center in the United States and

Canado.
Throughout the years since its Throughout the years since its founding in 1904 (its 48th birthday is being celebrated in conjunction with the 33rd anniversary of the founding of its official organ, THE MACARONI JOURNAL) several hundred of the industry's leading manufacturers have unselfishly served as board members, to ponder and to decide matters of in-creasing perplexity and importance.

Perhaps there has never been a per-fect (?) Board in everyone's opinion, but nevertheless all have been and are best intentioned and merit the support of all elements in the industry. Get determinedly behind the Board, be-come a greater sponsor of the industry's institute, and continue your staunch support of THE MACARONI JOURNAL as readers, advertisers and contributors to its editorial columns,



Director A. S. Weiss Cleveland, Ohio



Director A. I. Grass Chicago, Ill.







Director T. A. Cuneo Memphis, Tenn.





Director Paul Bienvenu Montreal, Can.



Director J. H. Diamo





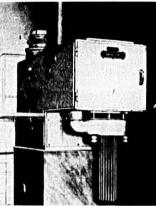
Director C. De Domenico San Francisco, Calif.



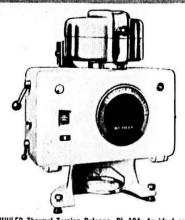
### CAMERA-SHY DIRECTORS

Samuel Arena Norristown, Pa. V. C. Hathaway Chicago, Ill. John Laneri Forth Worth, Tex. Alfred Rossi Auburn, N. Y. Jerry Tujague New Orleans, La. Robert S. William Los Angeles, Calif.

SMALL CONTINUOUS PRODUCTION PRESS . MOISTURE TESTER



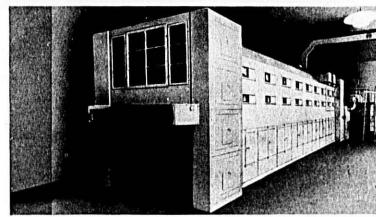
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per



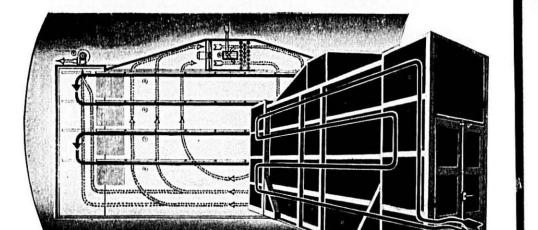
BUHLER Thermal Torsion Balance, BL 104. An ideal com-bination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.

# INEERED 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.



Circulation of Aug.



MODEL IPG Capacity 600 lbs per hour

MODEL TPI, Capacity 1000 lbs per hour

# NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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

BUHLER BROTHERS, INC.
2121 STATE HIGHWAY 44. FORT LEE. NEW JERSEY

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ALTIY appears to be a matter of conjecture in the macaronia probable inference which resolves itself into comparative visual testing, rather than scientific expound ing of basic inherent characteristic properties of macaroni products. Quality is today so closely associated with quantity in our mass production that the die is a cure-all for all ills. economy that it is well nigh impossible to talk about one subject and not tefer to the other for a quality prod tess? Splits? Raggedness? The die? net must be produced in quantity in

# **How Dies Affect Quality**

by C. Daniel Maldari

that we endeavor to control and subsequently eliminate obvious tlaws in appearance which include dough rings. roughness, splits, breakage, collapsing, color, uneven wall thickness, raggedness, and shape. Every one of these undestrable tlaws can be apprehended by visual inspection at the plant. Once the product reaches the cooking pot of the consumer, quality control is pretty well out of our hands, with the exception that the product may not stand up during cooking. It thus behooves us to spot test by cooking and thus make certain the product will pass the final surveillance of the most critical con-

Product flaws are danger signs which demand immediate investigation. Find the source of the difficulty, and we can control and eliminate the flaw. A great many macaroni manufacturers have assumed the mistaken attitude Maybe yes then again, maybe no!

If you are driving your car through order to make a running profit.

When we talk of quality control of your product we mean, specifically, causing an accident, would you attrib-

THE NATIONAL MACARONI INSTITUTE

The Public Relations Affiliate of the Organized Macaroni Industry

ute the cause of the accident to be failure, thereby condenning the bra-

Let us bear in mind, therefore, we are at present limiting oursel to quality control with dies, and to there are a great many outside fact-to be considered in the production

The basic design of the die is variably left to the discretion of manufacturer, who endeavors to men ufacture his die with the greatest nuo ber of outlets possible consistent wall a good, strong, and colorful extraded product. Maximum production from each die is not always desirable, for the results may prove detrimental when undergoing the visual quality test. Some macaroni manufacture are satisfied to have just enough out lets in the die to result in complete coverage of the stick with no overlap Whether or not this practice is commendable depends upon a number of factors, but most manufacturers and understandably so-take the stand that they must have maximum production in order to reap maximum profit.

If the die is designed with too many

(Continued on Page 91)

# EXTRA SALES APPEAL to your Macaroni and Noodle Products

THE MACARONI JOURNAL

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

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

For users of the **BATCH PROCESS** 

OFFER THESE ADVANTAGES

- 1. ACCURACY Each B-E-T-S tablet contains sufficient nutrients to enrich 50
- 2. ECONOMY—No need for measuring — no danger of wasting precious en-richment ingredients.
- 3. EASE Simply disintegrate B-E-T-S when mixing begins.

Stocked for quick delivery: Rensselaer (N. Y.), Chicago, St. Louis, Kansas City (Mo.), Minneapolis, Denver, Los

CONTINUOUS PROCESS



OFFERS THESE ADVANTAGES

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

\*Also available in double strength

land (Ore.), Dallas and Atlanta.

# PUBLICIST



M. J. DONNA



R. M. GREEN



T. R. SILLS

# 28th Annual **Experiment Station Report**

by Victor Sturlaugson, Superintendent North Dakota Station, Langdon

Realizing that the readers of THE aged by rust. Most of the intended fall tillage work was completed prior rested in durum tests, durum crops to freeze-up on October 26, 1951. MACARONI JOURNAL are especially interested in durum tests, durum crops and durum prospects, as are the farmers in the cold triangle, many other equally important matters are not in-cluded in this brief résumé.

The 1951 season was generally favorable for crop production, with two exceptions: the month of July was very dry, combined with a brief heat wave which tended to reduce crop yields materially, particularly so on old land, and secondly, the very unfavorable harvest and combining season which saw frequent rains and son which saw frequent rains and damp weather extending throughout most of August and September, Prevalence of wild oats in many

fields constituted another factor which caused a considerable reduction to general crop yields. Favorable moisture in the fall of 1950 contributed largely toward making production of another good crop possible. Precipitation for the season was slightly below normal.

The 1950-51 winter was about normal from the standpoint of tempera-tures and snowfall. The winter set in abruptly on November 8, 1950, with many roads in the area blocked with snow the following day. A blinding snowstorm continued on November 9. A minimum temperature of 38 degrees below zero marked the low tempera-ture reading for the 1950-51 winter.

The character and the time of the spring break-up was about normal, with favorable soil moisture conditions. The summer was relatively cool, with well-distributed moisture, with which was very dry.

A heavy rain occurred on July 30, and this was followed by plentiful moisture in August and September, Frequent rains during the harvest season rendered harvest operations very difficult and resulted in heavy days. difficult and resulted in heavy damage to grain crops, durum in particular.

Field work and seeding was started in this area on April 25, and with a generally favorable spring, most of the crops were seeded in good season. Rust did little damage to crops this year, although a heavy infestation of 15b rust was noted late in the season, after most crops had passed the stage where they could be materially dam-

### **Durum Varieties**

Stewart and Mindum are still the two leading durum varieties in commercial channels. Stewart maintains a moderate but consistent yield advan-tage over Mindum. Both are suscep-tible to rust 15b. Carleton, another good quality durum, is recommended where strength of straw is of par-ticular significance. The long time average yield of Carleton is about the same as that of Mindum.

The new variety, Nugget, has gained some popularity in the durum area and elsewhere. This is a short-strawed. early maturing durum of excellent quality. Its weaknesses are susceptito lodging and lower average yield than Stewart and Mindum.

Another relatively early maturing durum of acceptable milling quality, which is gaining favor among durum growers, is the Vernum variety. Like Nugget, it has weak straw, and on the average has yielded less than Stew-art and Mindum, although it led the durum yields at the Langdon station

this year (1951).

These two earlier maturing durums, while susceptible to rust 15b have a better chance of escaping rust dam-age than the later maturing kinds. The Ld. 308, which has been questionable as to milling quality, showed more damage than the other durum varieties this year. It still maintains

its characteristic high yield, however. The Ld. 341, a medium early, short, stiff-strawed variety, is among the with well-distributed moisture, with most promising of the selections re-the exception of the month of July, cently introduced into the regular variety plots. It has two years of suitable quality test data in its favor. It outyielded Stewart by a margin of five bushels per acre in 1950, and yielded

about the same as Stewart in 1951, Several of the still more recent crosses and selections show a distinct resistance to the new rust, 15b. Among these are C.I. 3255 and P.I. 94701. Breeding new durum varieties resistant to rust 15b will be greatly accelerated as a result of better facilities, including a new greenhouse at N.D.A.C, and added funds allotted

for that specific purpose.

Farmers in the durum area are by his many friends at such conferagain cautioned against too great a

swing from durum to the bread wheats. Some of the reasons for this caution include the following: consumption of durum products has shown a marked increase in recent years thus insuring future demand for quality durum; no other section in the United States can compete with the durum area in growing quality durum; durum has yielded greater returns than hard wheat, within the durum area, when considered on

Neither one of the two major fac-tors which resulted in penalty to the durum grower in 1950 and 1951 is too liable to occur too frequently, namely the heavy rust damage in 1950, manely the heavy rust damage in 1950, which we believe was caused largely by the lateness of the season, and the heavy damage from weathering in 1951, due to the unusually drastic harvest season. Thus let us think twice before we throw away a crop upon which the durum triangle has a monop-

Where durum and common wheats are grown on the same farm, proper precautions should be taken to prevent admixtures in either. One of the most common causes of admixtures lies in following common wheat with durum, or vice versa. Proper precautions should also be taken in cleaning combines and grain bins in order to avoid harmful admixtures.

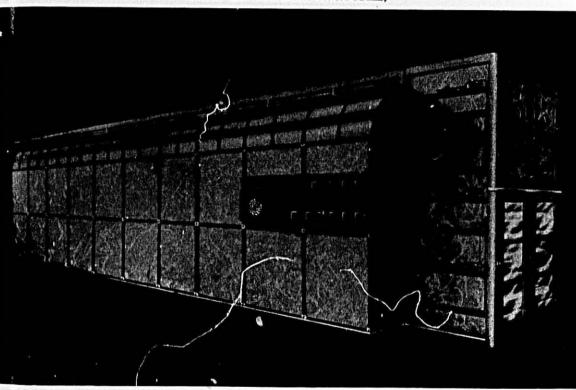
## Death of Frank Eggert

Frank Eggert, 53, long an executive of the Tharinger Macaroni Co., Mil-waukee, died March 9, 1952, after a heart attack. He had apparently recovered from a similar attack last De-cember and had resumed his duties at the plant for a month or six weeks. when he suffered a relapse, necessitating his removal to the hospital where he was given treatment for six weeks. A third attack snuffed out his life.

Mr. Eggert first entered the employ ment of the Tharinger firm at the age of 14 years, and gradually made his way to the top during the 39 years of service. "He really knew the macaroni business," says J. G. Luchring, company president, "and his passing of course, will be a great loss to us." Mr. Eggert frequently represented his firm at industry meetings, sectional

# 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-lashloned bulky, elaborate, lavish control methods.

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

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

an air chamber and a lan chamber to receive top elliciency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides. SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board. CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncompl

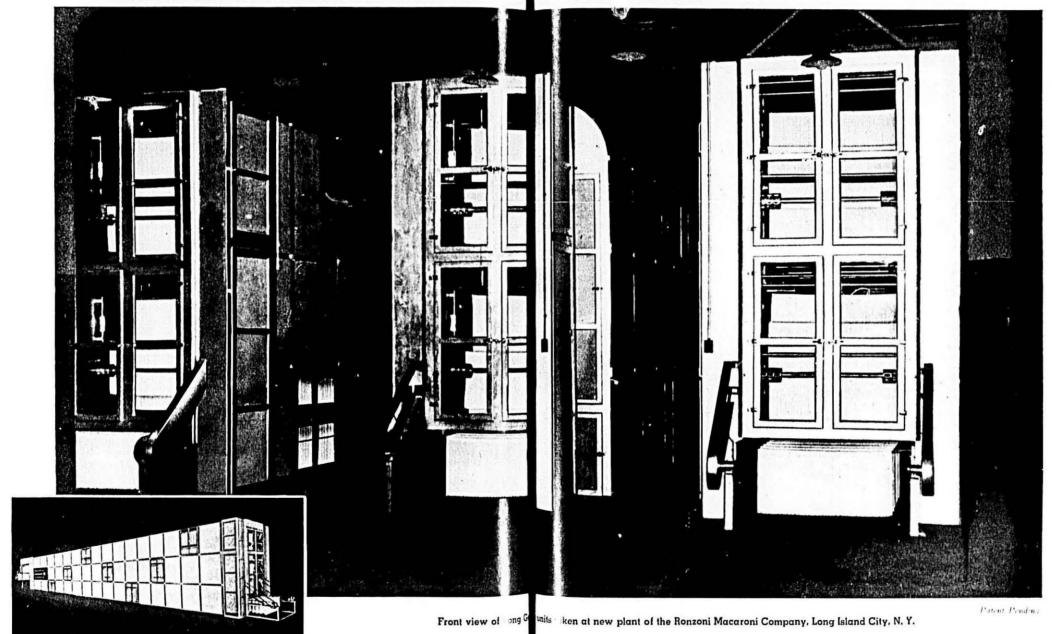
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZ-ING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

lermont Illachine Oompany Inc.

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# Clermont DRYERS - Disting hed Beyond All Others



When the word "DISTINCTION" is used mont dryers have long since stood so in connection with dryers it calls Cler- completely apart in the way they look, mont so quickly to mind that the two words are all but synonymous. Cler-

ers, that macaroni and no facturers have reserved a st for them when they speak And this new year of 1951 to see Clermont's measure of dryer consisting of three units,

designed, like its predecessors, to meet the particular requirements of particular distinguished line of their distinguished line of the complete automatic long are illustrations and details of features.

Clermont Machine Company

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

25× □

Place: Mount Royal Hotel, Montreal. Dates: June 25-26-27

Wednesday, June 25 8:30 a.m. Registration Breakfast Ladies Invited) Greetings from the Canadian Manufacturers Response from President C, F, Mueller

Response from visiting French delegation 10:00 a.m. Convention Opening President C. F. Mueller

> Vice President Maurice L. Ryan conducting The President's Message: C. Frederick Mueller

> Appointment of Committees (Auditing, Nomination, Resolutions)

> Address: "The Free Economy of Canada" (A Distinguished Ca-

> Address: "How the Canadian Wheat Board Operates," George H. McIvor, Chief Commis-

> sioner of the Board Presentation: "How Grain Is Marketed" (A Member of Minne-

apolis Grain Exchange) Address of Welcome-Mayor Camilien Houde of Montreal

12:30 p.m. Reception and Cocktails Host: Robin Hood Divi-Milling Co.

Noon

2:00 p.m. Sight-seeing Tour of Montreal Host: General Hills, Inc. Minneapolis

LUNCHEON

Evening: Traditional Spaghetti Buffet Supper Host: Rossotti Litho-

graph Corp., Bergen, N. J. North

Thursday, June 26 8:00 a.m. Group Breakfast (La-Host:

10:00 a.m. Convention Reconvenes Address: "How to Get Marketing Facts' Dilman Smith, Opinion Research, Princeton,

Address: "Package Design to Meet Today's Super Market Competition"-R. Allan Hickman, Director of Market Research Dobeckmun Co., Cleveland, O.

"Work of the Wheat Flour Institute," Gwen Lam, Editorial Director

"Progress All Along the Line"—C. W. Wolfe and Robert M. Green "How We Tie Our Own Promotional Efforts to the Industry Program

A Representative Panel of Macaroni Manufactur-

"A Look At Things to Come" — Ted Sills, Public Relations Coun-Address:

12:15 p.m. Nominations Committee Report 12:30 p.m. Adjournment for after-

noon recreation 12:30 p.m. Directors Organization Luncheon and Board Meeting

3:00 p.m. Tour of Catelli Food Products Plant Refreshments, Courtesy of Canadian Macaroni

Manufacturers Evening: Open

Address:

8:00 a.m. Group Breakfast-"The Early Birds" (Ladies Invited) Hosts: Durum millers

of U.S.A. 9:45 a.m. Call to Order C. F. Mueller presiding Lloyd E. Skinner con-

10:00 a.m. Final Session Opens Address: "Out of the Mouths of Babes"-Walter A. Dales, Radioscripts. Ltd., Mon-

Panel: "Why Do People Buy or Fail to Buy Macaroni?" Canadian Consumer League and U. S. Press

Panel: "How Can the Macaroni Manufacturers Meet the Challenge?" Extemporaneous Views of Manufacturers. Address: "Selling Your-self and Your Services,"

Briant Sando, Publisher, Orange, Calif. Address: "The Qualifica-

tions and Responsibilities of Present Day Management"—Paul S. Willis, President, Grocery Manufacturers of America

12:30 p.m. Presentation of 1952-53 Association Officers Auditing Committee Report Resolutions Committee

Report 12:30 p.m. Luncheon Recess 2:00 p.m. Closed Session

Discussions of macaroninoodle manufacturers'

(Boat Trip on St. Law-rence River for the la-

Evening: Reception and Cocktail Party Host: Buhler Brothers, Inc., Fort Lee, N. J.

Dinner Party - Host: National Macaroni Manufacturers Associa-

1952 National Macaroni Week—October 16-25

The period from October 16 to 25 has been designated at National Maca-roni Week for 1952, according to an announcement from Robert M. Green secretary of the National Macaron Institute. As in previous years Macaroni Week will cover a 10-day period to provide two shopping week ends for the promotion.

Green called upon producers of other foods which combine well with the various macaroni products to start making plans now to gear their own advertising and merchandising activities for the October 16 to 25 period to the Macaroni Week theme.

He pointed out that macaroni manu facturers in all sections of the country will expand their own advertising and promotional efforts prior to and during the week, with the certain result of increased sales of macaroni, spaghetti

and egg noodles.

In previous Macaroni Weeks in 1950 and 1951, all active participants in the event-both macaroni manufacturers and producers of other food items—enjoyed sales increases ranging from two to as high as 26 per cent prior to and during the promotion

E cerpts from an address by Valentine C. Bremer, Quality C introl Manager, C. F. Mueller Co., before the Packaging Conle ence of the American Management Association, Atlantic C ty, April 1-3.

# **Setting Efficient Standards On Packaging Machinery**

Part II

N setting efficient standards for packaging machinery, we must consider two types of causes which will be working against these standards. These are chance causes and other than chance or assignable causes. Chance causes such as normal variations in materials, machines, manual operations are present to some degree in all operations. It is the unexpected and abnormal variation in product, machine operation, lack of skill or carelessness of the operator which must be detected and eliminated. The use of statistical quality control methods can accomplish this in a thorough, quick and eco-nomical manner. While reducing inspection costs and defects, they also give early warnings of unfavorable trends and aid in economic design. Naturally, the applications to follow are for our machines and products, but undoubtedly many of you will find parallel circumstances.

We base our control techniques for variable weights on variations for individual packages, rather than for averages. In either case, the technique is the same, though the numerical values of the control limits are differ-

The first step in a control program for variable weights is to determine onditions actually existing when filling a specific product on a specific mane or line. For this, we use two ferent forms one for long goods perations and one for short goods erations. Of necessity, long goods cking is a manual operation, since ere are, at present, no satisfactory tomatic p ckaging machines for these

From previous data of all the packis, we have established control limits for this operation. Should a sample be out of these limits, the individual packer is notified immediately by the ispector, since this is an assignable variation. The package is then corrected and returned to the packing line. Sometimes the packer is at fault due to carelessness, but scale defects and other reasons have been found for the excessive weight variation. It must be stated that the statistical control tech-

nique only tells that an assignable cause exists, it does not point out the cause. This must be determined by the packing supervisor or maintenance me-

When this form was inaugurated a little over a year ago, any one packer showed more out of limit defects than the whole packing line now shows for

a given shift. These forms are given to me daily and a record is made of the total "out of limit" for each packer. At the end of the month, the figures are totaled and averaged. This compilation is given to the supervisor who relays the information to the packers, in a group or individually, as the supervisor sees fit. Thus, individual interest is maintained, inter-shift rivalry for a good record is promoted and we have a written record of each packer's per-formance. Normally, these records are kept for a six-month period, in

case of controversy. Here and in our other forms, we use a sampling or spot-check technique. We have found that 100% visual inspection would require four inspectors with reduced packing output and inherent inspection inaccuracies. It may surprise you to know that 100% visual inspection is only about 85% accurate and that about 800% inspection is necessary before accuracy of 99.5% is obtained. This 99.5% accuracy can be obtained by sampling techniques using the statistical approach. Obviously, 800% or even 100% visual inspection can be a costly procedure.

For short goods packaging, a second form is used. On this form, five consecutive packages are sampled from each pocket in numerical order, 30 samples being obtained each hour, a total of 1,440 per shift. Control limits are calculated for each pocket and for the scale as a unit (composite of six pockets) both on an individual package and an average weight These control limits are listed on a master chart which is kept in the quality control office.

Several products may be packed on unit, individual pieces of which range from .01 to .07 ounces. It becomes necessary, therefore, to prepare a mas-ter chart for each product, since the machine cannot handle them all with the same accuracy. Lowered accuracy in overweight control is tolerated since the saving in space capital investment and machine changeover more than compensates for the slight loss.

During packaging operations, the inspector records the weight for each package. Should a particular pocket how three consecutive sets of samples out of limit (1/2 hour run), the maintenance mechanic is notified and pocket adjustment is made by him. reviously, the inspector who was weighing random packages would run back and forth making adjustments every time a package showed what she considered an undue deviation from the one tested previously. As a result, the machine seldom ran evenly and often was shut down, resulting in a packing loss of 90 packages for every idle

The short goods form has an advantage in that we can reasonably pre-dict what will be found in any given case of goods coming from the scale, since all six pockets are represented in a given case of product. Our cases contain 20-16 ounce cartons or 24-8

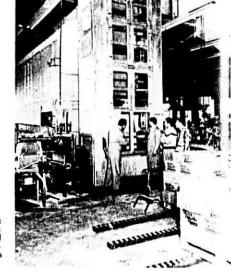
With standards for weighing efficiency of each machine or manual packing line and procedures for correcting machine deviations, it becomes natural to set up procedures for checking inspectors. At least weekly, on different days and different hours, a case of each product is sampled from each packing line, on each shift. These products are weighed right at the line and out of limit defects referred back to the supervisor on manual lines.

Spot-checking at the machine or line, rather than in the laboratory, has a psychological advantage. Workers feel an uplift in morale when no defects are found and they take correction because they know it is based on unbiased, mathematical fact. There are few people who do not want to do a good job, be it a packer or an in-

Packaging usually is the last step in the manufacturing process. Unless standards are set for product variabil-

(Continued on Page 90)

# New Golden Grain Plant In Full Operation



TTS easy to understand why Golden 1 Grain is one of the West's fastest selling macarom products after view ing the company's new million dollar plant in San Leandro, Calif. Climaxing a 1,200 per cent increase in business in the past 11 years, the new plant has tripled the production of the company's previous facilities in San Francisco. The new plant has the distinc-tion of being the largest west of Chicago and is located on a three and one half acre tract of land of which approximately an acre is under roof.

Towering above the main portion of the building are the large storage tanks for the No. I Durum Semolina which is used exclusively in all Golden Grain macaroni products. It's this special type of bard wheat that accounts for natural, golden color, fine flavor

and quick cooking qualities.

The storage tanks have a capacity of 600,000 pounds and are filled from freight cars more than 100 feet below by a system of air pressure conduits. sifting and cleaning process and adding the vitamin enrichment and salt are all done mechanically. During the

GOLDEN GRAIN EXECUTIVES: Pictured above are the boys that make the new San Leandro plant click. Left to right: Vince De Domenico, secretary-treasurer: Tom De Domenico, vice president and sales manager: Don Ferrigno, plant manager, and

GOLDEN GRAIN DRYERS: Golden Grain dryers have a capacity of 40.000 pounds of spaghetti at a time. This dryer is 200 feet long and operates

entire manufacturing process, the flour is never touched by hand. From the silo, the semolina is fed by

direct pipe lines to bins over three spaghetti and macaroni mixing machines. Each bin holds 10,000 pounds and is filled several times a day to meet current production. The mixing machines are so entirely automatic that they require only an occasional check from the foreman to see they are fune tioning properly. This mechanical control is a great asset in mixing the ingre dients to the exact proportions of the formulae. Each batch is always identically the same. This point is of par ticular importance to the housewife, as it guarantees a standard cooking time that never varies from package to package of the particular item of

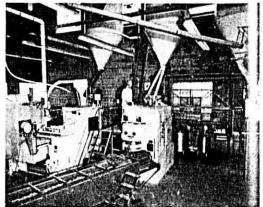
Golden Grain products purchased.

The mixing machines complete the entire manufacturing process and require only a change of dies to make the 34 different varieties of spaghette egg noodle and macaroni productmanufactured by the company. The machine that makes all the cut mach roni products was imported from Switzerland.

A continuous conveyor belt takes the finished macaroni and egg noodle pro-l ucts to enormous drying machine where the elaborate drying and curin process determines the final quali-These machines were manufactured New York and it took the factorepresentatives eight months to inst the units for drying and curing Yards and yards of spaghetti

made and pressed from the mis machine every minute of the day. entire process is mechanical, even cutting the precise length and hang

THREE GIANT MIXERS: These machines require only a change of dies to make the 34 different varieties of spaghettiogg noodles and macaroni products manufactured by Golden Grain.



ril, 1952



STRICT QUALITY CONTROL: A laboratory and test kitchen are maintained for frequent quality checks on all products. Every run of every product is checked to rigid specifications.



PACKAGING LINE: All new machinery has been installed to eack the dried beans and rice lines. Most of the pasta products

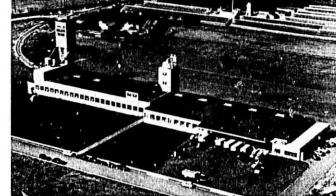
which it makes its 40-hour trip through the drying and curing ma-

Forty thousand pounds of spaghetti are in the dryers at one time. This 200 foot dryer is the giant of the plant and is in operation 24 hours daily. Once the drying and curing process is started, it cannot be interrupted until completed. A master mechanical brain controls the entire operation, keeping an alert check on humidity in the dry ers so that as the spaghetti comes out for cutting and packing, it is dried to exact specifications.

Fresh frozen egg yolks for the egg modles are stored in a special refriger and room at zero degree F. The room a storage capacity of two carloads d is adjacent to a holding room for iits and nuts which are also pack d by the concern. This room has temperature controlled at 40 F l is capable of storing a carload of

The packaging machinery is of the st design, and the packaging procexcept for the more fragile items, entirely automatic. The machines n fabricate the bags from a printed of cellophane. All new machinery been installed to pack the fine of d beans and rice put out by the A crew of trained girls pack the d fruits and glace fruits by hand. beliveries to more than 80 per cent the grocers in northern California to leading wholesalers are made the stock room, where the intory control system moves out all is within a week of manufacture that each shipment is guaranteed sh. A laboratory and test kitchen maintained for frequent quality cks on all products.

The Golden Grain Co. is owned and crated by the same family that started in the macaroni business more than 80 years ago, in Salerno, Italy. In 1912, the De Domenico family established the Gragnano Products Co.



Golden Grain's new million-dollar plant in San Leandro. California. is the largest plant of its kind west of Chicago.

which was the forerunner of the pres-ent Golden Grain setup. The brand-and trade name, Golden Grain, was-originated in 1934. Paskey De Dom enico is president, maintaining his of fice at the Seattle plant. Vince De Domenico is secretary-treasurer and his brother. Tom, is vice president and sales manager. Don Ferrigno is plant manager and Frank Viola is production manager.

In the near future, company officerexpect to have conducted tours through plant for grocers, their familieand other visitors

# Hal M. Ranck Joins Kingan & Co.

Former Field Representative of National Macaroni Manufacturers Association Now a Merchandising-Advertising Executive

dianapolis, has been announced by N Bruce Ashby, vice president in Judge of sales. Ranck heads a new Kingar division.

In the sales and merchandron, slpartment of the Inversary II or by, division of Hearst publications for five years, Hal Kanek has had a total of 20 years of food lookground and experience in selling, advertising and nerchandring the was with theat Atlantic and Pasitic four twith the Xational Macross Many facturers. Association, and to decoats provided to his an ear H by first was with the transport of the cago, as head of sales, merel, indesing and advertising

The work in planning and dissetue, certain outstanding food a supargra-including the use of dextress in cannot fruits and junces, makes him one of the last-known forel men in the coun Appointment of Hal M. Ranck, Chicago, as manager of merchandising and advertising for Kingan & Co., Intry. His acquaintance among treet

ומסוונת בתפוווא

-stands for controlled quality in

stands for uniformity in solids,

color and function through flex-

ible multi-plant procurement-

frozen egg production.

production facilities.

by Henry O. Putnam, Executive Secretary Northwest Crop Improvement Association, Minneapolis

# **Durum A Valuable Crop**

### Durum vs. Bread Wheat

Durum vs. Bread Wheat

Mixtures of bread wheat creep into the durum when they are grown on the same farm, which reduces the value of the durum. Good seed may seem expensive but the added return per acre should more than pay for the cost of seed. The durum area has established a reputation for quality. It is a valuable asset to every durum grower who can ill afford losing it through bread wheat admixtures. Every industry must expect adverse conditions in certain years. The law of averages should bring the durum area a better harvest season in 1952. Durum has proved to be the most profitable crop over the past twenty years and should remain so for many years to come.

### **Durum Outlook**

Durum products have become an established item of diet for a large percentage of our population during the last 50 years. Domestic consumption of macaroni products has doubled in the last 20 years in the United States. We are now using seven pounds of durum products per capita. This requires approximately 24 million bushels of durum. When one considers seed requirements, the United States macaroni products requirements are over 30 million bushels annually. When allowance is made for production of red durum and low grade am-ber durum, the United States can readily use an annual crop of at least 35 million bushels of durum.

The high percentage of sprout damage in much of the 1951 durum crop has severely reduced the germination ability of prospective seed in many lo-calities. Badly sprouted kernels can-not be expected to produce healthy plants. However, kernels with swol-len germs and cracked bran coat over the germ may still produce normal plants.

### **Durum Seed Situation**

Some grain was stored last fall (1951) with too high moisture content. Such grain is subject to germ damage and heat damage. One cause of these damages is lack of oxygen. All sound grain kernels breathe or respire, using oxygen and releasing carbon dioxide gas. Wet grain requires more oxygen than dry grain because of more rapid

Kernels with dead germs are known

as "sick kernels." Such kernels are useless for seed. High quality durum seed may be a scarce item at planting time. All potential seed should be tested for germination as soon as possible. If germination is poor, better seed should be secured if possible. If a grower considers it necessary to use seed of low germination, he must sow enough seed to compensate for per-centage of dead kernels: for example, durum which germinated only 80% would require almost 25% additional seed to provide the desired stands. Money can be saved by locating your seed early. Some elevators may have saved durum for seed and some localities may have harvested a portion of their durum before it became too severely weathered.

### **Durum Varieties**

Kubanka has been grown in the United States for the last 50 years. It produces good macaroni products. It has been largely replaced by Mindum and other newer varieties. Mindum has yielded more per acre, but Kuban-ka is resistant to certain races of stem to that of Mindum and Stewart, Ver-num is resistant to leaf rust and most rust to which Mindum is susceptible.

Mindum has been extensively grown throughout the durum area. It p.oduces excellent macaroni products. It yields more per acre than bread wheats in the principal areas. Min-dum is resistant to leaf rust and to many races of stem rust, but susceptible to some races.

Carleton is a stiff strawed durum released in 1943. It is resistant to common races of leaf rust and most races of stem rust. It produces excellent macaroni products. It is resistant to stem rust races which prevailed before Race 15B made its appearance in 1950. Carleton is especially suitable for growing where lodging is a problem.

Stewart was released in 1943. Like Carleton, it is resistant to leaf rust and to the prevailing stem rust races except 15B. It is the highest yielding variety at the Langdon Substation. Stewart produces excellent macaroni products.

Vernum is about three or four days earlier than Stewart. It produces good macaroni products. However, macaroni color is not considered quite equal common races of stem rust. It was re-

# **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.

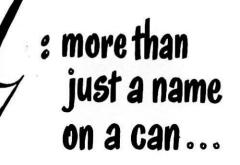
### Production in 100-pound Sacks

Month 195	2 1951	1950	1941	
January	057 870,532	691.006	799 08	
February 864,	909 901,751	829.878	788 58	
March 732,	491 1,002,384	913,197	913, 77	
April	526,488	570,119	589. 13	
May	774,911	574,887	549, 6	
June	666,774	678,792	759, 10	
July	561,915	654.857	587,453	
August	915,988	1.181.294	907,520	
September	827,485	802.647	837,218	
October	1,197,496	776.259	966,11.	
November	882,617	700,865	997,030	
December	827,986	944,099	648,059	

### Crop Year Production

Includes Semolina milled for and sold to United States Government: July 1, 1951, to March 28, 1952. 7,797,944

July 1, 1950, to May 2, 1951. 7,776,317



The lid you see on the Emulsol can of yolks represents important factors—both tangible and intangible—of specific interest to you.



-stands for 25 years of technical 'know-how' in the food processing field.



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leased for growing in the southern durum area, where the slight earliness might be an advantage. Nugget was released for increase in

Nugget was released for increase in 1950. It is an early, short-strawed durum. It usually produces meacaroni products of excellent color. It matures as early as some of our bread wheats and is resistant to leaf rust and most common races of stem rust. Over a five-year period, 1947 to 1951, at Langdon Substation, Nugget was equal to Kubanka in yield per acre. All of our durums and bread wheats are susceptible to race 15B of stem rust.

### **Durum Yields**

Stewart is our leading durum variety, while Mida is the leading bread wheat variety tributary to the durum area. Stewart has averaged 3.8 bushels more per acre than Mida at the Langdon Substation over the last tenyear period (1942-1951). If the average local station price for the ten-year period was \$1.80 per bushel for durum, the durum grower would gross \$6.84 more per acre, plus any durum premium over the cash return of the bread wheat grower in the locality While conditions were adverse for durum in 1950, can the durum grower afford to change to bread wheat when the long time yields show durum the most profitable crop?

## Durum History

The first durum was imported into the United States in 1864. It was Arnautka, which was distributed to several sections of the United States in 1865 but never became established. Arnautka was imported again in 1898 by Russian immigrants, who brought it to North Dakota in 1900. M. A. Carleton, of the USDA, imported quantities of Kubanka and other varieties from southern Russia. These importations, with Arnautka from North Dakota, were grown under contract in South Dakota in 1901. The following year, 200 bushels of the several varieties were distributed to Dakota farmers.

Kubanka was distributed by the Department of Agriculture up to about 1909 and it is still grown by a few farmers in the Dakotas. Mindum was released in 1917. It proved an excellent variety and is still grown on a large acreage. Carleton and Stewart were released in 1943 and Vernum in 1947. These varieties are resistant to more races of stem rust than Mindum and Kubanka. Nugget was released in 1950 as a short-strawed, early, rustresistant variety. Nugget produces macaroni of most desirable color; however, all the above varieties are satisfactory.

### **Durum Milling**

Prior to 1900, the macaroni industry was largely an Italian enterprise. Durum wheat probably began to arrive at the Minneapolis Terminal Market about 1902 or 1903. Durum milling,

in time, became a specialty of certain mills because durum wheat required a somewhat different milling procedure than bread wheat. Milnor Milling Co., Milnor, N. D., probably milled the first durum flour in 1900 for the domestic use of Russian immigrants. The Oakes Milling Co., Oakes, N. D., ground their first durum granulars for export to Finland, Estonia and Sweden in 1901. This mill sold its first domestic durum granulars to the Minnesota Macaroni Co., St. Paul, in 1902.

Durum was first ground in bread wheat mills after necessary adjustments to properly mill durum. The Oakes Milling Co. built a durum mill of 350 barrel capacity which began production of semolina in June, 1906. Crookston Milling Co. and the La-Moure Milling Co. were advertising durum flour in 1905 in the Northwestern Miller. Today there are nine mills which grind durum and depend upon durum wheat to maintain employment of men and supply the nation's demand for macaroni products.

### Macaroni Processing

The first macaroni processor in the United States was A. Zerega & Sons, Brooklyn, N. Y., which began operations in 1849. The macaroni processing is reported to have begun in Minneapolis in 1888, and in St. Paul by the Minnesota Macaroni Co. in 1892. Early processors used hard wheat farina, because durum flour or semolian was not available before 1900. Today there are approximately 215 macaroni processors scattered throughout the United States, with the largest concentration on the east coast because of the greatest demand for mac-

aroni products in that area, togeth r with concentration of population 1 our eastern states.

April, 19.2

### The Industry

The macaroni industry has become permanently established in the last 0 years. It was a minor industry in the sountry prior to World War 1, which a citizens were just beginning to realise macaroni products were a desirable at 1 wholesome food. Previously there had been considerable quantities of macaroni products imported. Consumption has been gradually increasing, from an annual use of 12 million bushels in the late 1920's to 24 million annual consumption by 1950.

Macaroni processors are now using 99 per cent durum products, which has given durum growers a permanent market for quality durum. The peak durum production was reached in 1928, when 6,700,000 acres were grown. Exports practically ceased by 1930 and domestic consumption did not justify a continued large acreage. The 1951 acreage was approximately 2,600,000 acres, an estimated crop of 35,800,000 bushels. These figures include red durum as well as lower grades of amber durum, which are not well suited for making good macaroni products. Such wheat is sold for livestock feed.

Durum prices have covered a wide range this year (1951-52) because of a vast difference in quality, caused by severe weathering, sprout damage and molds. A durum buyer looks for a bright amber color because pure food regulations do not allow use of artificial coloring. Badly bleached, moldy durum will not produce a desirable product and, like badly damaged bread wheat, is sold for livestock feed.



Joe DiMaggio (left), former Yankee baseball star, signs a contract calling for him to conduct Joe DiMaggio's Dugout, a 15-minute television show to be carried over NBC television Sundays, starting April 6. Looking on is Giovanni Buitoni, president of Buitoni Macaroni Corp., which will sponsor the program.

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An Article Reproduced from "Editor and Publisher" of February 16, 1952

The first half of this century saw the rise and fall of the American busisessman as the idol of the world.

He deserved the rise. He deserved

During the first quarter of the century, the businessman reached the peak of public admiration and influence. Management had succeeded proudly, spectacularly, in the fields of engineering, manufacturing, marketing, and finance. This bread-and-butter type of management accomplished wonders in carrying the nation up to an unprecedented level of material well-being.

Then came the crash. Employes and public quickly gained the impression that the businessman was inadequate in the situation, that he didn't deserve either the power or the confidence he had enjoyed.

He was obviously confused as to what had happened, uncertain as to what—if anything—should be done. Too many people got the idea, from his silence and apparent inactivity, that he thought nothing could or should be

### **Central Planning**

A coalition of political and union leaders took over. Big government, big direct taxes, still bigger indirect axes of inflation, and regimentation of the individual in and out of business legan their startling growth.

The incentives and competition of the free market in goods and services apidly gave way to central planning and central management of the comany as though it were just a vast giveway program at home and abroad—ith presumably no one ever coming round to take away.

round to take away.

There are still people—even in high laces—who are right now claiming hat we can not only maintain but raise are level of living of the families of the 65 million members of the work force (obviously just about all of us) last at the time this new annual total of \$85 to \$100 billion worth of our output is being taken away from consumers for defense and other governmental uses not productive of civilian goods or services.

The bankruptey of such ideas—and the contrasting desirability of better arithmetic all around and of more individual incentives and justice—are now becoming evident to many who were formerly misled.

In the process, better informed and more publicly vocal managements are

regaining some of the former recognition of their sound productiveness and their general usefulness.

But management has, so far on the whole, worked its way still only a notch or two back up from the bottom of the public appreciation and approval scale.

### Lack of Respect

Too many of our employes and too many of their friends and representatives—in unions, government, among educators and even among the clergy—in short, too many of business' real bosses among the public, neither respect nor like businessmen.

Too many people don't think that the

Too many people don't think that the jobs we provide are what they ought to be. They don't think that the economic and social consequences of our activities, and the system back of our activities, are what they ought to be for the good of each community and of the nation.

They don't even credit business with good intentions toward them, with being on their side. They doubt our honesty and competence in the broader economic and social field.

Hence our participation is not sought—nor tolerated—in important public affairs. On the contrary, it has become popular, and therefore politically expedient, to heap injustices upon businessmen, and even to limit our carrying out what people want us to do for them.

Thus the public—which is the beneficiary from the goods and other services of business—is continuing to let itself be misled into preventing business from giving as good values to customers, as good jobs to employes, as good orders to vendors, as good taxes back to the public, and as good other economic, moral and social consequences of business operations as would be easily possible if business itself—and the free system back of it—were understood and publicly approved.

But, although bold and imaginative in dealing with any misrepresentations of commercial competitors, business men still too often appear cowardly and remain silent in public when confronted with union and other economic and political doctrines that misrepresent the businessmen's intentions, functions, and contributions to the public good.

Too many businessmen are unthinkingly continuing to devote themselves to the program that has historically failed them: that of concentrating on marketing, engineering, manufacturing, and finance while leaving to others the economic and political explanation and interpretation of business and of the free system of incentives and competition within which business produces its gains for the public

That has got to be changed, and quick.

Else there will be no free businesses where the managements want to—and are permitted to—work in the balanced best interests of free employes, free customers, free vendors, and free savers with an opportunity and incentive to risk their savings on pleasing the public better.

Else, also, there will be no free publishers. The publisher is a business man like the others. But he has one additional hazard in the propensity or necessity of collectivist governments to kill a free press—beginning with the allocation of newsprint on a political basis. The writer was for a time responsible for distribution of the newsprint supply in this country and still shivers at the thought of how such power could be prostituted by a man or a movement reaching for dictatorial power with the aid of a gradual silencing of any press opposition.

### Two Ways to Do Their Duty

How are businessmen to do their duty—their duty to themselves as well as their fellow citizens?

By doing two things: first, getting the intentions of business known. Then, second, getting the facts of business known.

As to our intentions, we must be sure it is a fact—and then that employes, customers, vendors, share owners, and the public know—that we put the human considerations first... and that we do so because of valid promptings from both head and heart.

We are going to be telling them a lot of things to clear up present misinformation and misunderstanding—things too often contrary to beliefs and statements by their leaders outside of business. They have got to believe that we are on their side—are giving them unpleasant or controversial information in their interests—if we are to do any good in what we are trying to

To do this we have got to get into

# Free Enterprise Is Not A Hunting License

by Clarence B. Randall

Clarence B. Randall, who grawated from Harvard in 1912, has been with the Inland Steel Co. since 1945 and since 1949 has been its president. He was invited by Paul Hoffman to be the steel consultant for ECA in its first year. This brought Mr. Randall into close association with the steel masters on the continent and in Britain and has enabled him to speak with more than usual authority for the American system of private enterprise. The paper which follows is to be part of a book Mr. Randall is now writing for the Atlantic.—The Editor.

THESE are very sobering days for the American businessman. The world as we have known it is falling to pieces around us. The relentless and paralyzing creep of socialism day by day draws nearer to the things in which

we most deeply believe.

The other evening I happened to be at the home of a friend of mine in one of our Chicago suburbs which is very remote, and as I sat there in his lovely country home, I said. "What do you do around here when the house catches

He said, "Perfectly simple. We know exactly what to do. We get on the telephone immediately. All the neighbors rush over and watch the house burn." We mustn't be that way

in the business field today.

Or to put another metaphor to you, think of the villagers who live on the side of Vesuvius. Suddenly they see the top of the mountain blow off. The hot lava starts flowing relentlessly down the side of the mountain, burning here a bush and there a tree, and they wonder whose house will be first. They stand idly by with a sense of desperate futility because they don't know what to do about it. That must not be true with us. And in my judgment it need not be true with us. This avalanche can be stopped.

I have searched my mind as to why it is, as businessmen, we seem so para-lyzed with fear these days, and so certain that we are going down the chute. We know that socialism is a failure. If ever the people of the world needed a laboratory experiment to disprove the theories of the Fabian socialists, they have it in the conditions in England. And it is no mere accident that the one nation strong enough to bear the troubles of the whole world is the last citadel of free enterprise.

Across the seas we have seen our Anglo-Saxon cousins try the experi-

have seen them go down close to complete bankruptcy and destruction. I have watched it with my friends in the British steel industry. Because of my service in the Marshall Plan, I have come to have wide acquaintance with men in the steel industry in Europe.

I once talked with an officer of one of the great steel companies of England, and he told be: "I say to you something I have said to no country-man. I don't think I can take it. I think I must stop. All the things that I believed in are gone. I have no incentive to go forward. If I win, nobody will give me credit; if I lose, I will be blamed. I think I must stop."

Now, what can that mean in the economic stagnation of a country? What will it mean if the men who should be the national leaders suddenly feel they can't take it, that they have to stand

That great laboratory experiment in socialization is before the world; and yet, in the face of it, disguised socialization is offered to us day by day in myriad forms, and we know it, are disheartened, but are not certain what to do about it.

I have searched my mind as to what may be the reason why the American businessman today is not making headway against this trend with the same vigor, the same determination, that he ought to have, and I am afraid I am led rather sorrowfully to this conclusion: that in his own natural circle of influence the American businessman today is not looked to as the leader. I say that sadly, but I am airad it is true. Yet if we in our own individual circles of influence are not the natural leaders of the people, we cannot col-lectively form public opinion.

Now, it was not always thus. hundred years ago, when our prairies were being broken into civilization, the businessman was the leader. formed the communities. He built the churches and the schools and established the courts; he participated in the territorial and then the state govern-ment; he went to Washington; when war threatened, he raised the company of volunteers; it was he who formed public opinion, and it was toward him that people looked for guidance and leadership.

That was still true fifty years ago in my boyhood, and I think of a figure in the village I lived in in New York State who typified the things I am talk-ing about. In my little town of less

than 800 people, a farming communit my father kept the general store. We had one industrialist in that town, and he was the blacksmith.

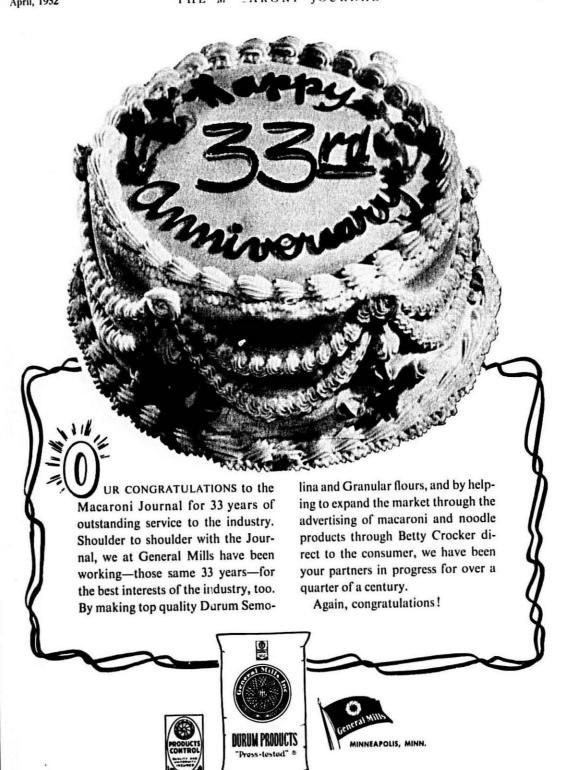
Now, he was the best blacksmith in all those parts. There were other blacksmiths in the villages near by, but whenever there was a tough job, it came to our man. He had a good forge good tools, he was absolutely tops in his craft; but that wasn't why he was the leader in our village. Without that he could not have qualified, but he knew that when he went home at night from the forge, having been a good craftsman all day, his job wasn't done. As his fame spread from our village to the surrounding villages, he came to be widely known in the county, and we sent him to the legislature as the repre-

sentative of all the people, Four things about that old black-smith typify the qualities needed today in business leadership. The men in the steel industry and the forging indus-try are the lineal descendants of that early blacksmith, spiritually speaking. We must be tops in our job. We owe it to American production to let no man excel us in competence in our business jobs, but we have no right to think that in itself establishes us as leaders in our communities, because it doesn't.

Who among us takes the active part in the day-to-day political life of our nation that he should? We shrug that off, assuming that somewhere there a group of wise and able men with b of leisure to perform those tasks. \ cry out for the best of leadership American life, but who among us h run for office, who has gone down Washington, who has left his busine desk to stand at Charles Wilson's si to help bear the burden of gover ment in this crisis?

Those are heart-searching question my friends, but they bear direct upon this problem of business lead ship. I have the feeling that as bu nessmen we worship production to much. That is a strange thing for ne to be saying. I am tremendously pro-1 of the job of production that the steel industry has done. When I look back at what steel capacity was when the other war began, and what it is today. it seems to me unbelievable that, in the state of advancing costs that we have faced, the steel industry has brought about the miracle of increase in production that it has,

All of the steel production of the free world outside of the United States



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is, of course, less than ours; and yet, as I say, I think we can go too far in polishing our own ego by telling ourselves over and over again what great big wonderful men we are in production. After all, production is not an end in life. Production is a tool, God didn't put man on this earth just for industrial production. He put man on this earth to live the good life, the rich, full life, to develop the powers of his mind and the powers of his spirit, to make the world a better place because he has lived in it. We must keep production in its place as we think

The people in your community, frankly, aren't terribly excited just because you have increased your production 50 per cent since 1945. That leaves them just a little cold. They would like to know what is going to happen to the pavement in front of their house; they would like to know how long you are going to stand by and see gambling places open to their high school seniors. They want to know how long the hospital in your town is going to be unable to take in the desperately ill, and so on through the whole gamut of community and civic services which are your job as well as

Only by re-establishing ourselves in leadership in the things that mean something to the people, and not mere-ly in production, will they turn to us for guidance on these social and economic questions with which we think the country is threatened.

Now, when people lose the respect of those about them, several things or-dinarily account for it. One of the first is always the question of integrity. No man can have an important part in forming public opinion if there is the slightest question about his integrity. I don't mean vulgar things like stealing money or juggling accounts, but I think we may well do some heart-searching on various aspects of our business creed on the subject of intellectual honesty. We dislike people in govern-ment who talk out of both sides of their mouths. We must, however, be very careful that we, ourselves, don't talk out of both sides of our mouths.

The first and obvious question is whether we have genuine, vital, honest competition one with the other. The free-enterprise system is not just a hunting license to you to get all that you can get without restraint. The free-enterprise system is a way of life which brings the greatest good to the greatest number, but it must be policed by the free market. The two

We resent price controls. We say that price controls are not required because the operation of natural laws, supply and demand, will themselves adjust prices. The thing we dislike about it is that those natural laws are suspended by government. Now, if

that be true, and if those natural laws are what guarantees to the public the integrity of the free-enterprise sys-tem, we have no right as private individuals to suspend them. We have no right as honest men to tamper with that automatic control mechanism.

My friends of the British steel industry tried it and they got nationalization. They wanted price rigging; they would rather have the guaranteed price than freedom. They took price fixing under government control, and thereby created the handy tool which govern-ment needed and used to nationalize them, and I say we can't have it both ways. We can't have the freedom of free enterprise and not assure to the American people a free market.

The second thing that bears upon our intellectual honesty is our understanding of the sources of capital. The free-enterprise system must perpetuate itself; it must find the capital for expansion in the savings of the people. If we can persuade enough new people to become partners with us in industry, we shall simultaneously find our required new capital and solve our public relations problem. We have no choice but to turn boldly toward the mass savings of the two most powerful political groups in America-the worker and the farmer. That the worker and the farmer have in the aggregate sufficient savings to relieve the capital stress in heavy industry seems to be clear from every authoritative survey. But it is equally clear that, at present, neither of these groups is devoting its savings to the purchase of common

One thing is certain, and that is that there must be no employer pressure. Our job is to explain and to create an atmosphere of understanding, but the action must be voluntary on the part of the worker. He must take the risk because his self-interest is aroused, but he must do it with his eyes open.

I know of no reliable statistics on this subject, but as nearly as I can guess, less than two per cent of the men and women employed in the production of steel own stock in their respective companies. And one of the most revealing figures is the low percentage of officials and supervisors who buy the stocks of their companies They buy new automobiles and television sets, but not common stocks. As their future has become more secure through the operation of pension plans. they have tended to live more and more right up to the limit of their current incomes. They show little understanding of their personal relationship to provides their livelihood.

We have help at hand where selfinterest is very much at stake. The security exchanges and security dealers across the country sense this problem keenly and would welcome support

Some think that the best medium is the open-end investment trust, designed specially for the farmer or the worker. The thing that might be lost there is the sense of ownership and stake in a particular enterprise. The worker and the farmer do pay insurance premiums. and insurance companies lend money to companies, but the process is so diluted that the ultimate investor does not know our successes or fear our

To these and similar questions, I have no specific answers. But, twentyfive years ago, neither did the engineers were struggling with continuous rolling. They saw a job to be done and did it. And because they were determined and resourceful, vast new areas of usefulness to the public were opened up to the steel industry. This new challenge is different. It is abstract. It is intangible. But its possibilities are likewise vast. When we reach every responsible segment of the American public through the time-honored method of joint venture, we shall find our future expansion adequately financed.

We shall have the public with us in stead of against us.

Unless we can bring into industry the mass savings of the workers, we shall not have sufficient capital for further development of industry. We have to teach the American public the profit-and-loss system of risking for gain. And we must not take the easy way out, of asking government for capital. I say integrity is involved when any advocate of the free-enterprise system turns to government for anything, whether it be money or a special law or a special regulation,

We must be tough; we must recognize that if we believe in free enterprise we have to accept its limitations order to get its values.

Now, this takes me straight to this point: the time has come when every American businessman must have his own thoughtful, personal philosophy. He has to know what he believes and why. We sometimes think that we have put in a terrific day because we have worked so many hours or kept so many appointments.

I am a little tired of hearing how hard men work, in terms of the hours they put in and the number of places have rushed to by automobile or airplane. It isn't the number of hours you put in in a day, it is the number of ideas you have in a day, that counts

We are in a conflict of ideas, and the forces of darkness are well equipped with men who understand ideas and how to use them. I know a man in business who has a very responsible job, and thinks he is a great success, who to my knowledge hasn't read a book in twenty-five years. He would-n't know what to do with a book if

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his man is reaching for an idea He is your Shellmar Packaging Counselor . . , and ideas are his stock-in-trade. In his bag are examples of modern packages for macaroni, spaghetti, noodleseach one developed from just an idea into a Successful Package Creation.

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you gave him one. We need time to think: we need time

to reflect and to understand and to do the heart-searching that I have been talking about. We must have opinions on the questions that are perplexing these friends of ours who are in government. We must understand the problems of business. We must also get to the top level and try to understand the implications of the foreign problems of our country. As we ap-proach those difficult questions, we must study, have patience and honest discussion with those who differ from us. We must consciously try to forge a philosophy that is clear in our own minds.

That is all necessary if we are to be restored as leaders in America. Ha ing once formed that philosophy, we must do something about it. We must communicate those ideas to those about us on every conceivable occasion, by every medium at our disposal.

Take the worker. Why should the

worker be barred from knowing what the opinion of the boss is about taxes, about Korea, about politics? If the worker is barred from our leadership, it is by our default.

Now, I would be the first to insist that no management plan intrude upon the proper function of labor leadership in such things as collective bar-gaining. It is right that the worker who is organized should turn to his leaders in the subject matters that deal with employment, but there is no rea-son at all why he should turn to those leaders any more than to you for guidance and for wisdom in the great social, political, and economic questions of the day, And I have a sneaking opinion he would rather know your opinion than he would the other fellow's. He honestly thinks you know more about these things than his labor leaders and you aren't telling him, you aren't doing a thing about it. And in that connection you are certainly over-looking the distaff side. What the woman thinks is awfully important today, and it seems to me not only proper but compelling that the employer have views on these important questions and from time to time, in personal meetings or by letters to the home or any other means of communication, tell the workers and their wives what he

If we honestly believe that the free-enterprise system is God's greatest gift to man, why can't we believe in it so deeply and understand it so clearly that we talk about it everywhere we are, to everybody who comes within the sound of our voice? We have to use the written and the spoken word to expound and develop and promote a clear philosophy, but I don't advise you to start talking until you have begun thinking. It is no good opening the tap if there is nothing in the tank. There are people who do that. You

have to have a head of steam before you release it, and that means you must take time out from the busy, bustling worries of your life and make up your mind what it is you think. Then when you know what you believe, you can convince anybody of it if you elieve it deeply enough. What is the essence of freedom in

business? It is not the right to do as we please. It is not the right to do all that we want to do, for ourselves. We are restrained, but by what? The essence of the American way is not restraint by law, but restraint by con-science. It is the self-imposed restraints that are the essence of the free-enterprise system. We may press our advantage to the full but we must stop short of damaging others, and we are to be the judges of when to stop short. It is the abuse of that freedom that creates law. It is when men do impose the restraint their conscience dictates that we turn to govern ment, and the more we fail in selfrestraint and the more we turn to government, the greater is the likelihood that we will go the socialist way.

We must on the one hand preserve the great drive that comes from freedom. In some forms of society, man is kept to his job by the whip. Under our system, we are kept to our job because we know that our interest parallels that of society, but when the time comes that those lines cross, and we press our advantage to where we are causing damage to the common good, law is necessary. Therefore, the greater our abuse, the more the law and the inevitability of socialization.

The freedom that we enjoy in the free-enterprise system is the last strength of civilized man. It is for us to preserve it and develop it. We do that by understanding it and, with scrupulous integrity, maintaining it.

# Mr. Sponsor—Emanuele Ronzoni, Jr.

Vice President Ronzoni Macaroni Co., Inc., Long Island City, N. Y.

Italian "firsts" range from Columbus' discovery to Marconi's wireless but, strangely enough, don't include macaroni. That was introduced by the Chinese and later brought to Europe by the Germans.

Now macaroni is a fixture on New World menus. Helping to keep it there is Ronzoni, one of the leading regional brands. (In macaroni mer-chandising, national brands are a rarity.) From a 210,000-square foot factory, Ronzoni turns out well over 1,-000,000 pounds of macaroni products weekly. Behind this production is Emanuele Ronzoni's chief sales tactic: consistent, pin-pointed air advertising. Brooklyn-born Emanuele Ronzoni

(Genoese ancestry) reminisces: "My

place. We inaugurated onepound packaging; started a seven-day-a-week schedule on WOV. Our purpose: to win over our customers, pre-dominantly the foreign language folk, to the new package. Effective? We've been in radio ever since,"

Programming is as varied as Ronzoni's 55-product line, runs nowadays

Dad, now 80, started the business in

1918. At that time we sold to grocers

in bulk. This continued until 1931. In

that year, two important innovations



Emanuele Ronzoni, Jr. Director, NMMA

from classical music to transcribed gossip reports from Rome (in Italian), religious dramas, and radio announce ments in some nine eastern cities. There are also children's and homemaker show participations. A recent addition is a TV situation comedy. The budget, increased tenfold in the past seven years, is split up 55% for TV, 35% radio, 10% for other media (through Emil Mogul). Estimated radio-TV expenditure is several hundred

Commercially, Ronzoni stresses quality and taste goodness; comments that it takes three days from mixing to packaging to make a single strand of

spaghetti.
Radio and TV put over this sales message convincingly. For Ronzoni admits that—even with machines going 24 hours daily, six days a week-it's impossible to keep up with cus tomer demand. His brother, Angelo. is in charge of production.

Yet Ronzoni, devoted to his work. doesn't slacken his pace. In 1922, when he started to learn all phases of the business at the old Ronzoni plant. he worked all hours. Now, 30 years later, he does the same, comes in Saturdays, and tunes in all the firm's shows.



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

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



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# LIFE on Pasta

In the February 4, 1952, issue of Life magazine, this popular magazine carried a pre-Lenten story on "Pasta," the Italian name for the group of wheat the Italian name for the group of the group of wheat the Italian name for the group of the group foods of many shapes and sizes com-monly known to Americans as macaroni products. First, there was a full page illustration of many of both the common or popular shapes and of the less known fancy shapes, listing among the latter their Italian names, such as "acini di pepe" (dots); "torroncini" (ridged tubes); "lasagne riccia" (wide (ridged tubes); "lasagne riccia" (wide strips, ridged edge); "cantele" (fat tubes); "tubettini" (little tubes); "mostaccioli" (tubelike little mus-taches); "malfadina" (ridged strips); various spaghetti types including "spa-ghettini," "capellini," Linguine," "la-sagne" (wide strips); "matassa" (skeins); "rigoletti" (twists); "ziti" (short strips) and "maruzze" (ridged sca shells). sea shells).

Heading the article was a picture of Gene Leone, owner and master chef of a popular New York restaurant, performing the 'bite test" to determine whether the boiling spaghetti is properly firm (al dente).

# PASTA How to Get Better Mileage from the Spaghetti Family

Gaily formed bits of flour and water paste come in 200 shapes and, under the family name of pasta, constitute one of the most generally appreciated and most consistently abused foods in the U. S. Pasta is the staple item in America's thousands of snaphetti joints America's thousands of spaghetti joints and Italian restaurants, and the amateur chef's spaghetti dinner has become an institution for Sunday suppers. The average American now downs seven pounds of pasta annually, far below the 60 pounds averaged in Italy, but up 40% over U. S. consumption 10 years ago. This increasing U.S. popularity is doubly remarkable, considering pasta's generally faulty preparation; it is sadly overcooked and is usually served in watery tomato sauce. Actually pasta is an easy food to prepare and it can be varied indefinitely simply by shifting sauces. It provides an inexpensive, fill-ing meal for the night before payday. or it can acquire a party manner and be served to an elastic number of hungry guests.

Pasta is simply a paste mixture of durum wheat, which has been ground to the coarseness of sugar, and water. The paste is pressed into plain or fancy shapes, which determine the name, and then dried. The high gluten con-tent of this amber-colored wheat, grown in the north central states, gives the adhesiveness necessary for shaping. Since gluten is protein, it makes the finished product equal to lean meat in protein content, although pasta is

for preparing pasta products will make a cook out of almost anyone who can boil water.

### How to Cook Spaghetti

How to Cook Spaghetti

There are three fundamental rules which must be followed in cooking spaghetti if it is to taste as good as it should. In general, the rules apply to all pasta. The first is to use plenty of water. Using too little water is the most common error. For 8 ounces of spaghetti (enough to feed 4) use six quarts of water, if a large enough pot is available. Four quarts of water are the minimum requirement for cooking even a handful of spaghetti. Spaghetti cooked in too little water is sticky and cooked in too little water is sticky and has a pasty taste.

The second rule is to bring the water to a furious boil. It must be bubbling and steaming before the spa-ghetti is put in. For 8 ounces of spa-ghetti, add one tablespoon of salt to the water. Then place the spaghetti gently in the boiling water so that it does not break. Stir immediately with a long-handled spoon so that the spa-ghetti will not stick to the bottom or sides of the pot. Spaghetti should be sides of the pot. Spaghetti should be cooked from 8 to 10 minutes, with the lid off so that the water does not boil over on the stove. Taste a few strands after 8 minutes. Italians prefer their spaghetti al dente or firm to the bite.

Those who like it a little softer cook it for the full 10 minutes, but test-tasting is important.

The third rule is to drain the spaghetti in a colander or strainer the very second it is done. Letting spa-ghetti or any pasta stay in the cooking water ruins its taste and consistency. Do not rinse spaghetti in cold water. After draining, put the spaghetti back in the hot pot. Add a little butter. Mix well and cover until ready to serve.

Like spaghetti, all pasta requires lots of salted water that is boiling furiously. All require stirring to keep from sticking and all should be drained as soon as they are done. There are varia-tions in timing for different kinds of pasta, as chart below shows. Ideally, all pasta should be served as soon as it has finished cooking. The sauce should be put on each individual serving and grated parmesan or romano cheese should be provided for diners to sprinkle liberally on top of the pasta. Life magazine, in its excellent article

on "Pasta," gave an interesting story on this food that is becoming increasingly popular among all classes and gave what it chose as the six basic sauces for flavoring any of the many shapes and sizes of macaroni products.

### SIX BASIC SAUCES Meat Sauce

1/4 cup olive oil

1/2 cup butter (Continued on Page 92)



Bite test by Gene Leone, owner and master chef of a popular New York letermines whether boiling spaghetti is properly firm (al dente).

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# **Favorite Dish**

# Italian Linguini with Tomato Sauce

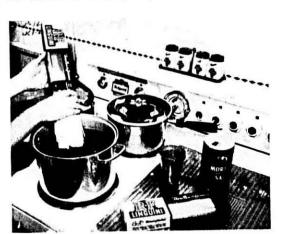
by Francis Dawson, Food Editor St. Louis Post-Dispatch

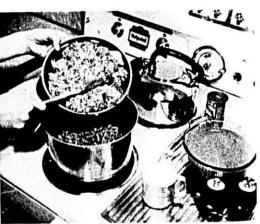
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As a young girl in Italy, Mrs. Joseph Ravarino of St. Louis visited Bologna for the opera season. There she learned how to make a popular Bologna pasta dish, Linguini with Tomato Sauce, preparation of which has since become a family recipe.

Mrs. Ravarino, instructing her niece in the various steps in making the linguini dish, begins by chopping the veg ables. The chopped onions, veg ables. carrots and celery next are placed in sauce pan to simmer in olive oil and butter until tender. Ground round steak is added and stirred until well mixed with vegetableover a low fire, for about ten minute-Milk is added. When milk is almost absorbed into the mixture, canno tomatoes, which have been strained with tomato paste, are added. Mixtur-





Ground lean beef is added to vegetables and the mixture is simmered and stirred for about ten minutes or until the meat changes color. Milk and tomato sauce are then added.

Photos by Edward J. Burkhardt. Picture Staff, St. Louis Post-Dispatch



Linguini are cooked in boiling salted water until tender, about 15 minutes. Soup plate, which contains water, covers simmering sauce in order to prevent evaporation, thereby preventing a layer of grease from forming on surface of sauce.

is then seasoned to taste and allowed added and mixed thoroughly. to simmer for three-quarters of an finished dish is topped with the remaining sauce and cheese. Linguini, a flat macaroni, is boiled for about 15 minutes in salted water.

Ingredients: one-third cup olive oil. one-third stick of butter, one mediumsize onion, three medium pieces celery, eight persons.



Linguini topped with sauce and cheese are served in the Italian manner with a tossed green salad, red wine and bread

two small carrots, one cup milk, one pound ground beef, one small can tomato paste, one number 2)2 can solid-packed tomatoes, one pound box linguini and one cup grated Parmesan cheese. These amounts serve six to

# Italian Macaroni Industry-1951

Ing. Dott. Giovanni Coppa Zuccari Rome Correspondent

The Italian macaroni factories have not wasted their time since the war: the industry as a whole has been modernized and made more efficient m a spectacular manner. Symbolic of the change is the record of the Buitoni factory that celebrates its anniversary

auce and grated Parmesan cheese are

hour over very low heat.

It was exactly 125 years ago that a young widow, Giulia Buitoni, ventured to rent a modest building in San Sepolero at the spectacular charge of one lire a day (about 50 cents a year in American money) to open a primitive macaroni-making establishment. To get the rudimentary equipment neces-sary, the young widow sacrificed her family heirloom. The motive power for the factory was supplied by the vigorous and willing arms of her eldest son, Giovanni. Today this leading firm is one of the largest and most

modern in our country, worthy of the celebration of its 125th anniversary.

Pleasing as it is to note this historical event, we cannot forget that, as a whole, the Italian macaroni industry has hardly lived up to that pace, though production has increased enormously Italian factories now produce two million tons of macaroni products a year. or double that of the national con

sumption. No agreement exists among the pasta makers, with the result that each forces his output to the utmost, think-ing that by so doing he will reduce the per pound cost. Throughout the year 1951, except in cases influenced by in-ternational political factors, the de-mand for pasta was so slack that it filled the managers of most factories with apprehension.

Many plants closed, but this did not

effect a reduction in the total output because others reopened the closed factories, sinking fresh money in produc-tion and pushing competition to the limit in the hope of ellowing others out and grabbing their share of the slack demand. This, of course, has provoked a further slump in the mar

Nor has the situation been any more consoling to flour millers. The present capacity of the Italian flour or semolina mills is about 11 million tons. In 1951, there will be a significant to the constant of Nor has the situation been tons. In 1951, they milled about two million tons of state wheat, utilizing about 23 per cent of their capacity. This was in some cases supplemented by milling for private individuals. The precise figures under this head ing are not as yet available, but they will probably not exceed one million

Insofar as the mills are concerned, the cause is due to the fact that Italy has more mills than is warranted by the limited and state-controlled wheat

trade in this country.

What about the macaroni making and semolina milling business in 1952?
Time only will tell.

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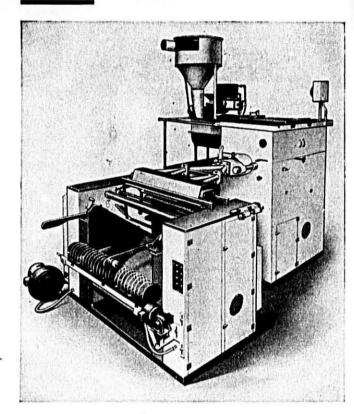
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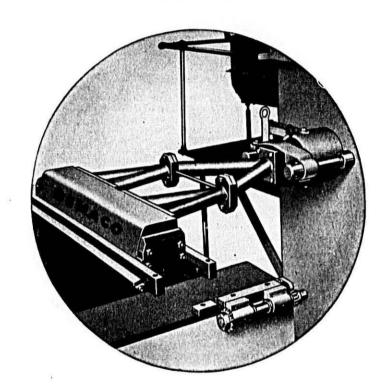
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by Robert H. Bingham Research Economist, GMA, Inc.

# **Restrictions On Distribution**

I N discussing the important question, "Can human freedom survive in a regimented world," we must first realize that we all have a vital stake in conducting ourselves, and our government, in a way to insure that the answer will be "Yes."

To deal specifically with "restrictions on distribution, I will first make

some brief comments on the general problem of restrictions.

In principle, restrictions are inconsistent with the American way: the United States was created as a result of a war against restriction,

However, as a practical matter, we have found that some limitations on individual activities are necessary if freedom itself is to survive. In other words, not all restrictions are bad.

The need for restrictions has increased as the country has grown, and as we have become involved in world affairs, wars and near wars.

But granting this, we have had so many new and complicated restrictions in the last 20 years that our basic freedom is seriously threatened. The government intervenes in production and marketing processes at each step. Ei-ther directly, or as a condition of price support, the farmer may be told how many acres he may plant, how much he may sell, how his product shall be divided among marketing channels. The food manufacturer may be told how little and how much he may pay for farm products, the price at which he can sell the finished merchandise, what he may call the product, what he must disclose in the label, what he may claim in his advertising. He is told the quantity of tin cans he can use in packaging food, how little and how much he may pay his employes. Whole-sale and retail grocers are told the maximum markup which may be added to the cost and, in some cases, the minimum. Everyone is told how much of his income he may keep for his own use and how much he must turn over

to various levels of government.

These are only a few of the many restrictions on food marketing. I do not claim here that any or all of them are necessarily undesirable. But it is true that we have departed a long way from our original concept of a free market. In fact, we have permitted ourselves to be put into a straight-jacket which could be really binding if

someone in authority decided to tighten up on the laces. It is time to re-examine our whole position on government controls.

### Who Makes Restrictions?

If we honestly want a freer marketing system, we need first of all to recognize who makes restrictions. Washington does not impose regulations entirely on its own initiative. Regulations are frequently imposed through urging by some group which would like to have another group controlled. This is scarcely a way to preserve freedom, since the other group may be in a position to retaliate with counter-regulations. Moreover, Washington doesn't make all the rules. Many of the regulations which govern food marketing are state and local laws on sanitary conditions, co-operative marketing, minimum pricing, et cetera. Finally, we should remember that some of the restrictions on marketing are those we impose on each other—buyer against seller, union against employer, et cetera. For example, the co-opera-tive marketing development in agriculture, while perhaps highly desirable, is certainly a restriction on the mar-

### A Checklist on Restrictions

The second thing we need to do if we wish to return to a freer marketing system is to develop a means of evaluating restrictions. In a free society, every restriction-public or privateshould be able to pass a test like the following. If not, it should either be changed or thrown out.

- a. Is the restriction really necessary or can the objective be achieved by self-restraint, persuasion or education? b. Are the restrictions devised in
- the public interest? c. Are they intelligent, simple and
- practical? d. Do they retain as much freedom
- as possible? e. Do the gains offset the loss of freedom involved?
- f. Do the new restrictions create the need or the excuse for even further controls?
- r. Are they set up in a manner to avoid graft, corruption and discrimi-

h. Do the gains outweigh the cost of dministration?

i. Are the various restrictions consistent with each other?

j. Is adequate provision made for the removal of emergency restrictions at the earliest possible date?

k. Are the restrictions flexible enough to meet the needs of changing

Perhaps you would add additional

### **Basic Restrictions on Food** Distribution

From farmer to consumer, food is a highly regulated industry. There are two special reasons for this. The first is the relation of food to the public health. The second is our adoption of parity for farmers as a goal of national policy. Most of the special restrictions on food distribution tie back into one of these factors. Beyond this, of course, food distribution is subject to the restrictions applicable generally to all marketing operations.

### **Raw Farm Products**

Most of you know a great deal about the restrictions on raw farm products. You understand the mysteries and complications of government price supports, acreage allotments, marketing quotas. You understand how marketing agreements work. You know about board of health requirements and how they may affect marketing.

From testimony of farm leaders and our surveys among the GMA Farm Panel of America, we feel confident that farmers, in general, do not wish to continue indefinitely under rigid price supports accompanied by acreage allotments, marketing quotas and pen-

Grocery manufacturers of America recognize the virtue of price supports, particularly as insurance to farmers at a time when government calls for allout production. But, we have also gone on record in favor of flexible vs. rigid supports and have urged removal of detailed production and marketing controls at the earliest moment.

### Processed Foods: Pure Food Law

One very basic restriction under which food processors operate is the Federal Food, Drug and Cosmetic BILL STERN TELLS ANOTHER SPORTS STORY GLITTERS ...

• In his younger days, Stanislaus Zbyszko was a rare 300-pound hunk of bone and muscle . . . a graduate of the University of Vienna, a philosopher, lawyer, poet, master of eleven languages . . . and the best wrestler in Europe! In 1917, when the Russian Revolution broke out, Zbyszko was in Russia, ending a successful wrestling tour. A Russian wrestler named Alex Aberg, jealous of his fame, falsely informed the Revolutionary authorities that Zbyszko had been not only the fa-vorite wrestler of the murdered Czar of Russia, but was also a spy!

Zbyszko was summarily arrested and sentenced to be shot at dawn. The Russian commander, animated by an odd sense of humor, ordered the doomed Zbyszko to wrestle against his accuser, in an area packed with a wild, drunken mob of soldiers, all rooting for Aberg!

In a gruelling match that lasted three hours, Zbyszko pinned his opponent to the mat. The

referee had no choice but to give Zbyszko the traditional bag of gold in token of victory, though the enraged soldiers pressed against the ring, shouting for his life! Zbyszko ripped open the bag, threw the gold pieces into the crowd, and as they madly fought for the gold, slipped out of the ring and escaped across the border. Eventually, he made his way to America where he won the heavyweight wrestling championship of the

"All that glitters is not gold" is true in any business. Profits certainly evidence success, but in our business, profits derive from service . . . service that's based on giant milling and storage plants and the "know-how" of skilled personnel devoted to serving the macaroni industry of America.

There is a Commander-Larabee durum product precision-milled to meet your every need. You'll help your profit record by putting it on your next semolina or durum flour order.



Act. This law, adopted to safeguard consumers against adulterated and misbranded foods, is thoroughly sup-ported by those whom it regulates. Not only is the public protected, but legitimate manufacturers are protected against unscrupulous competitors.

### Truthful Advertising

A restriction similar to the misbranding provisions of the Food & Drug Act is the Wheeler-Lea Amendment to the Federal Trade Commission Act. This authorizes the FTC to prevent false advertisement of food and certain other products.

### **Anti-Trust Laws**

Food distribution practices are subject to the anti-trust laws. From an

operating standpoint, the most important is the Robinson-Patman Act. It and distributors must examine nearly was enacted about 15 years ago to re-strict the ability of large chain dis-tributors to obtain preferential prices from manufacturers. The act limits quantity discounts to those justified by differences in costs, and requires that any service rendered by the seller, or any consideration received by the buyer, be made available to all other competing customers on proportionally equal terms.

In the highly competitive grocery industry, distributor and consumer promotions, co-operative advertising, point of sale merchandising, and store demonstrations are the order of the day. Since all such practices are afevery change in pricing and promotion practices to be certain that it meets Robinson-Patman requirements.

The Robinson-Patman Act is a re striction which substantially limits the freedom of both buyer and seller. lowever, the food processing and dis tribution industries are in general agreement with its provisions. Those against whom it was originally directed are now among its strongest policemen.

### Fair Trade

One restriction on distribution with which the food industry is not greatly concerned is Fair Trade, or "resale (Continued on Page 93)

## Joseph Pellegrino One of the Ten Best Dressed Men

Joseph Pellegrino, president of Prince Macaroni Manufacturing Co., Lowell and Boston, Mass., and a director of the National Macaroni Manufacturers Association, had the honor and distinction of being selected recently as one of the ten best dressed men in the nation by the American Women's Institute. He came in for many congratulations and some kidding by his fellow manufacturers at the winter meeting of the macaroni industry of America at Miami Beach in January. Commenting on the presence of a man of distinction, the Florida Sun, Miami Beach, tells the following story:

"Joseph Pellegrino, who owns a home in Surfside, Fla., recently at-tended the mid-year convention of the macaroni manufacturers of America, of which he is one of the directors, at the Flamingo Hotel, Miami Beach. He spends most of his time traveling around the country. As a matter of fact, it was while en route between Boston and Montreal that he first heard of his selection. He said that he was the most surprised of all the men in the country, having had no previous warning but the turn on a

"Regarding the effect of Florida, its atmosphere and climate upon men's fashions, Pellegrino stressed the casualness and comfort for which Miami-ans are so famous. Although he doesn't go so far as to feel that all of the southern innovations such as loud hirts, ties and light jackets are of the best taste (this must stem from a conservative Boston upbringing) he believes that the lightweight suit is the biggest news item.

"If men would get used to wearing specially designed fabrics conducive to comfort, men's fashion would take its

"This gentleman of expert taste was indeed practicing what he preached." Selected for the warm afternoon was

a biege suit of imported Italian silk, similar in appearance to shantung. Wrinkle-free, it presented an appearance of cool and comfortable smartness.

"Pellegrino puts bow ties . . . especially stripes . . . and fabrics light in color as well as weight, at the top of his preferred list for comfortable wear. This trend, he feels, has spread throughout the country and its acceptability has been greatly due to the in-fluence of Florida on world designers.

"Evening wear, he feels, will always center on formal tuxedos, although their supremacy has diminished in the last few years. Light-weight fabrics will have their influence felt in such

"'Comfort above all is the most important consideration . . . smartness and chieness can accompany this type of casual wear.' And that's according to the expert.

"This well-traveled gentleman would like to spend most of his time in Miami Beach, as he feels that it is 'probably the most beautiful spot in the world.' But until the city grows still more in population, macaroni will have to be shipped from New England. As soon as the size and importance of our city warrants manufacture here. Miami Beach will . . . in all probability . . . claim itself to be the permanent home of one of 1952's 10 Best Dressed Men in America."



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# **New Continuous Automatic** Dryer For Short Macaroni

by Georgio C. Parenzo U. S. Representative M & G Braibanti & Co., Milano, Italy

A LL macaroni manufacturers know very well that with the old drawer type of dryers (a cassetti) or with the big trays type (a grandi telai), the first step of the drying process—technically called "preliminary drying" or incartamento—of the short cut macaroni was made by spraying the product in thin layers on those drawers or trays and moving it con-tinuously by hand.

This system has not changed and continues at the present time in the fully automatic drying installations; indeed, we can find it in the *incarta*mento process with rotating drums, suggested and kept up by the technical people of one of the most important manufacturers of macaroni machinery,
Dott, Ingg, M. G. Braibanti & Co. of
Milano, Italy,
In the rotating drums, the maca-

roni receives a very wide incartamento because the product, divided in very thin layers, is always removed by slow rotation of the drums. In fact, rather than incartamento, we should speak of "half-drying," since the water con-

modern macaroni factories. They are excellent not only for half-drying purposes, but also for complete automatic uniformly spread on travelling trays in thick layers and are removed, from time to time, by the fall from the updrying of pastina and small-size shapes of short cut macaroni.

For final drying of medium size, large size and voluminous size shapes, there was developed an apparatus to be put in operation right after the

half-drying rotating drums.

After a long period of studies and several months of practical operating tests in the experimental macaroni factory in Parma, the firm is today in the position to supply a new continuous dryer, travelling trays type, that solves this problem.

In the old hand-operated drying systems, the product, after preliminary

drying in the drawers type apparatus, was poured for final drying operations into other drawers, on thicker layers, and placed into the drying chambers. From time to time it was removed by hand and the drawers were ro-tated inside the chambers in order to equalize the drying effect of the air. Today, this process of final drying is tent in the macaroni products can be reduced to 17-19%.

The Braibanti rotating drums (Fava Patent) are widely used in all truly

per to the lower range of trays.

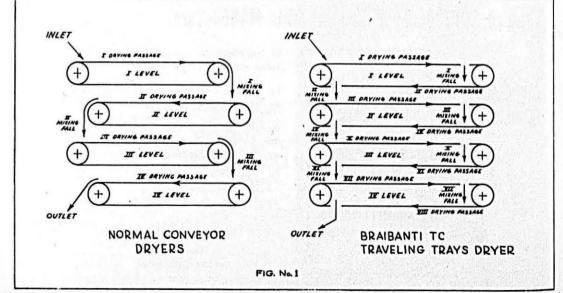
The Braibanti Co.'s dryers result from the following details:

In normal dryers, the product is carried by endless conveyors of metal netting, and falls from the upper to the lower one. Each conveyor is operating only on the upper side.

In the new dryer, the conveyor consists of several metallic frames, each 12 inches wide, to which is attached the metal netting.

With this method, the netting is much less strained by the weight of the products and is not continuously bent at each end of its horizontal movement, so that there is no risk of tearing or breaking the netting.

In addition to this, the new dryer has another outstanding advantage: in the normal endless metallic netting dryers with four operating levels, the macaroni makes only four trips inside the dryer and is mixed only three times; in the new TC type dryer, the return trip of each conveyor is also used for conveying the product to be



Continuous Flow in Dryers



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# Grain Drying on Farms

Durum Growers Studying
Advisability of
Installing Equipment

B ECAUSE of the unfavorable harvesting conditions that prevailed in the durum-growing areas of North Dakota and adjoining states, including the grain-growing provinces of Canada last fall, a larger proportion of the 1952 durum crop was ladened with excess moisture that encouraged sprouting and other kinds of spoilage. So heavy was the loss on durum and other grains stored in ordinary bins on the farms that grainmen throughout the area have been trying every known method of postharvest drying to prevent deterioration in the quality of the wet-harvested durum.

Sceking to dispose of most of their crop before spoilage became too great, growers shipped millions of bushels of wet durum to elevators during the fall, taxing the storage and drying facilities of the elevators. Because of its high moisture content, the wheat graded low and brought the grower unsatisfactory returns. Every possible effort was taken by the elevators with their limited installations to save the crop for milling, but a large portion that had sprouted unduly or was burnt in drying was usable only for feed.

Naturally this loss revived the controversial subject of the advisability and practicability of grain-drying on the farm, as the probable means of retaining the quality of a greater portion of the harvested grain. The problem was seriously considered at the North Dakota State Durum Show in Langdon last November and later at all grain shows and meetings throughout the state and in Canada during

Victor Sturlaugson, superintendent of the North Dakota Experiment Station at Langdon, has taken up the matter with farmers and elevator men everywhere. The practicability of drying small grain before marketing is based on books and articles on the subject published in this country and Canada, where durum growers suffered heavy losses, too.

Why Dry Crops? The Nebraska Crop Drying Handbook, by Arthur H. Schultz, extension agricultural engineer, says:

"Use of crop drying equipment will permit an earlier harvest, thereby reducing the shatter loss during harvesting and lessening the danger of wind, hail, and excessive rain damage It also permits the grain combine to be operated longer hours each day, with the full assurance that high moisture grain can be safely stored.

"The main items of equipment needed for crop drying are (a) power, (b) a blower, and (c) an air distribution system.

"Either unheated or heated air may be used. Favorable weather conditions with low humidity make drying with unheated air practical for the average farmer, If the weather is unfavorable, unheated air will still keep the grain cool, thereby preventing it from spoiling. When unheated air is used, it may take a considerable length of time to dry the grain. In case of a very late fall harvesting, the grain may not be completely dry during the fall operating and the drying process may have to be continued into the next spring. Operating the fan for a few hours each week during the winter months will keep the grain cool and prevent it from spoiling.

"With heated air, the equipment

"With heated air, the equipment costs and operating expenses will be greater than with unheated air. However, heated air produces more rapid drying and increases the effective hours of operation per day. It should be given serious consideration if a large volume of grain is to be dried. Fire hazards may be a serious problem unless equipment is properly installed and operated and unless the equipment has sufficient protective devices on it to prevent overheating. Commercially assembled driers will have adequate protective devices to eliminate fire

Costs of Equipment and Operation
"With unheated air, the electric motor and blower will cost about \$250 to \$300 for a 1,000 bushel capacity fan and from \$500 to \$800 for a 3,000 to 4,000 bushel bin. It will cost approximately 3c to 5c per bushel of capacity to install the air distribution system in the bin.

"With heated air, the cost of heated air equipment will vary from about \$1,200 to \$3,000. The cost of adapting the grain storage will be approximately the same as unheated air unless a batch drier is used or unless a continuous drying system is installed.

"Operating costs, using unheated air for small grains, will run from one-half to two cents per bushel, depending upon the amount of moisture that is removed and the weather conditions during drying. This will be primarily the cost of the electric current for operating the fans. For heated air, the cost of drying will include the labor of moving the grain, electricity for operating the fan, and the oil costs, which will vary from two cents to eight cents a bushel."

The Agriculture Engineering News, realizing the need of educating the grain growers on drying their grain before delivery to elevators, gives this advice:

Summary of Results of Grain Storage Grain Drying Work Done This Past Fall

"During the past fall, the Agricultural Engineering Department had under observation four grain drying installations using unheated air and about 10 or 12 heated air installations. The results obtained from these installations were very satisfactory. The short summary shown below describes

some of the results we obtained from these installations.

"Three of the unheated air installations used a duct assembly described in our mimeographed circular on Grain Drying Recommendations. The fourth installation used a perforated sheet metal floor. It appears to us that there is little reason for going to the added expense of perforated sheet metal floor over the duct system. The duct system is cheaper and easier to install. It is more flexible than the perforated floor. It is also possible to erect the duct system so that it can be lifted from the floor for ease in unloading the bin and cleaning the bin after it has been emptied.

"Three of the installations used high pressure propeller type fans, The fourth one used a forward curved blade centrifugal fan. All four gave good results

"In one installation, we attempted to put small quantities of grain on the dryer and dried the grain rapidly. On the other three installations, grain was piled on the duct assembly with the intent of leaving it there until the grain dried. Our limited experience this fall indicates that the weather conditions are too uncertain to depend on rapid drying of grain without heat and that the installations should be planned so that the grain can be left on the dryer as long as it is necessary to get it dried without any intent of moving it after a short period of time. This will very probably be true regardless of whether two or six per cent of moisture is to be removed. This means that a farmer should plan for sufficient storage space with drying facilities to take care of a major part of the grain that he feels he may need to dry. Some additional capacity can be used on a temporary basis for keeping the grain

cool.

"The cost of electricity for operating the grain dryers was very small. In fact, it was so small as to be insignificant. In one installation, 1,200 bushels of grain were dried from about 20 per cent to 13.5 per cent at a cost of slightly under one-fourth cent per bushel for electricity. On another installation, 400 bushels were dried from approximately 15.5 per cent to 13.5 per cent at a cost of one-quarter cent per bushel. In another installation, 1,000 bushels were dried from 17 per cent to 13.5 per cent at a cost of about one-third cent per bushel. In all cases, the dryer was operated only during those days when drying would be effective. In all three cases, it took from 60 to 100 hours to get the grain dry.

"There was a somewhat greater variation in the results among the heated air dryer installation. In most cases, the heated air dryers were hooked up to a trailer in which was installed a false floor. Approximately 18 inches to 24 inches of wheat was piled on the false floor. The heated air dryer

started and hot air ran through the grain for approximately 45 minutes. The cat was then turned off and the grain was cooled, using unheated air. Most of the drying takes place during the cooling process. The heated air dryers gave capacities ranging from 70 to about 100 bushels per hour. The cost of operation in most cases was under one cent per bushel for elec-tricity and fuel. Where the floor area of the drying bin was adequate, this cost per bushel was somewhat lower. The operators all feel that at least one man must be assigned to the job of taking care of the dryer during the time it is operating. The cost of equipment for drying varied from approximately \$2,000 to \$3,000 per installation. Several of the operators used incline bins installed across a bin in a granary with overhead grain storage so that the wet wheat could be run into an overhead storage and then allowed to run down into the incline bin where it was held until dried and then run off into permanent storage. These installations worked very satisfactorily.

"It appears to us that grain drying is definitely something that we ought to consider very closely. The results we obtained from our very limited experi-ence this year are identical to the results that have been obtained in other states where the practice has been used more extensively than it has in North Dakota. It appears that the cost of the installation itself will be small enough so that it can be justified on practically every farm. It appears that the cost of operation will be so small as to be insignificant in terms of the total cost of producing a crop. The farmers who used these installations this fall definitely feel that this practice will be a permanent and regular part of their farming operations. They feel that the grain dryer will be used to advantage to permit earlier combining, permit combining earlier in the day, permit longer day operation and also to permit the combine to operate after rains on days when it would not be possible to combine otherwise. Farmers used their combines successfully this year for combining grain with as much as 20 to 22 per cent moisture with practically r.o loss. Excellent combining was done when the grain had moisture contents of 16 to 18 per cent. Many of the operators feel that a grain dryer will take the place of an extra combine. This is particularly true on larger farms where the heated air dryer would be feasible.
"We definitely feel that this prac-

"We definitely feel that this practice should be tested by demonstrations in every area so that farmers in every area will have an opportunity to watch an actual installation in operation. Neighbors to the installations we have in operation this year have definitely become interested in the practice."

The grain trade press, sympathiz-

ing with the unfavorable position in which growers, elevator men and millers are placed by the wet grain and heavy spoilage problem, have been cooperating to the fullest extent and are about unanimous that grain drying on the farms is the coming thing. Canadian growers and grain handlers are facing the same excess moisture removal problem. Here's an example of the trade papers' interest in the problem:

Damp Canadian Grain

The first shipments of damp Canadian grain to Duluth for drying and storage were expected to arrive at the Great Lakes port early last February.

A group of seven members of the Canadian grain inspection staff went to Duluth to supervise drying operations at terminal elevators there. Most of the grain moving to Duluth will receive its primary inspection at Winnipeg and the balance at Calgary, according to officials of the Canadian Board of Grain Commissioners.

It was expected that the movement of damp grain to Duluth-Superior would involve from 7 to 10 million bushels. The movement and drying operations will take about two months, it was understood.

After being dried, the western Canadian grain will be stored at the Head of the Lakes, awaiting the opening of

navigation on the lakes.

In addition to the drying facilities at Duluth-Superior, it is expected that some grain will be dried at the Co-op Vegetable Oils plant, Altona, Manitoba, where drying equipment is located for use in processing sunflower seeds.

Meanwhile, it was reported in Winnipeg that additional problems in connection with western Canada's damp grain have arisen for officials employed in handling the crop.

in handling the crop.

In their anxiety to remove the risk of deterioration of damp grain, many western Canada farmers are said to have constructed home-made driers. Some of these are proving satisfactory, while others are dest-cying the gluten content and rendering wheat unsuitable for flour milling, it was reported. Some other drying equipment also was reported unsatisfactory or was not being used properly.

In many instances, it was said, improper use of driers by inexperienced help threatened to reduce at least some of the estimated 60 million bushels of damp wheat, chiefly in Saskatchewan, to feeding grade.

The Canadian Wheat Board has taken action to prevent burned wheat from drying equipment from reaching domestic consumers for export markets. All country elevators have been advised to forward samples of all wheat suspected or known to have been handled by farm driers to the Board of Grain Commissioners Research Laboratory in Winnipeg, for tests.

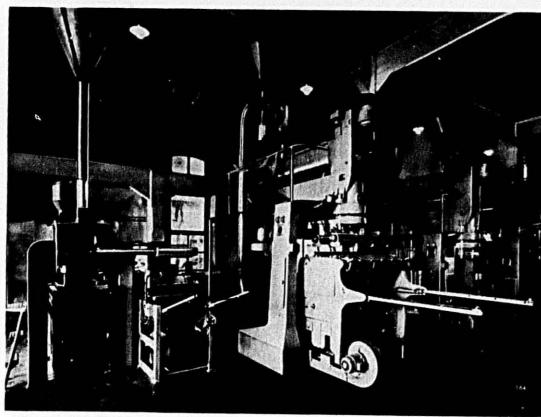
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April, 1952

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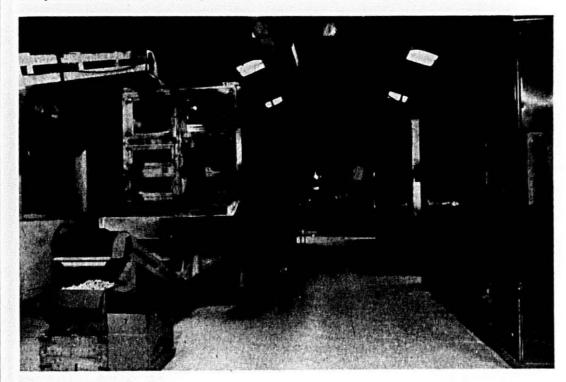
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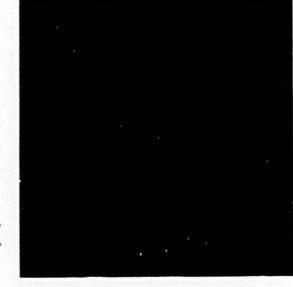
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# **Bulk Transportation And** Handling of Flour and Semolina

THE idea of transporting flour in bulk is quite old. As far back as the early thirties, General American Transportation Corp. was attempting to design a car for this purpose as well as for transporting other food prod-ucts of a similar nature. Unfortunately, these first attempts resulted in failure. It was soon found that any railway car which required such com plicated moving parts as permanent screw conveyors or drag chains was impractical. Freight cars must be as simple as possible and constructed so as to take the terrific impact which occurs during humping. To keep special mechanical equipment in a car in regular railroad operation is not prac-

In July, 1946, General American again set out to solve the problem of bulk transportation of flour. Keeping in mind the lessons learned 15 or more years earlier, a car was designed which had no moving parts. In order to achieve this end, it was decided to use neumatics. In collaboration with the Fuller Co., Catasauqua, Pa., a leading manufacturer of pneumatic equipment. General American designed and built. after extensive laboratory experimentation, its first Trans-Flo car. Throughout the period from the early thirties to date, National Biscuit Co. had expressed keen interest in this development, and, in fact, was the moving spirit in interesting General American in its latest and successful attempt to solve this problem. While General American was conducting its experimentation, the National Piscuit Co. ordered a pneumatic system for their Atlanta bakery and thus provided the facilities for testing the completed car.

There were four principal problems to be solved:

One, unloading the car. It was anticipated that the flour would not come out of a covered hopper car by gravity and that some means would be required to actually draw the flour from the car. After considerable study, it was concluded that the pneumatic method was the most promising possibility.

Two, elimination of condensation. The possibility of having undue condensation had been a hazard in all previous attempts to develop a car for transporting flour. After careful laboratory investigation, we concluded that there would be no condensation if the car were completely filled.

Three, contamination. The solution to this appeared to be an all-welded steel car baving permanently attached A paper presented before the Institute of Food Technologists recently by Paul Talmey, Director, Research and Development, General American Transportation Corp.

oneumatic nozzle assemblies plus suit- of flour. This varies somewhat, de able filters and other details to prevent ation from entering the commodity, either during loading or un-

Four, economics. Elimination of the sack is offset in part by the net rental of the car, Since only one man is needed to unload a Trans-Flo car, respectable savings are achieved in the way of labor. The actual savings must be calculated for the particular conditions, such as car turn-around time between mill and bakery, plant layout, and labor tates. In almost every case that we analyzed, the net savings calculated to be equal to or greater than the commitment for car rental. Even without any savings, the advantages in sanitation and other intangibles would have warranted the use of the car.

Having in mird these four principal problems and their probable soluwe proceeded with the investigation by first setting up a full sized Fuller Airveyor system in our laboratory and a section equivalent to 1/6th of a car. We determined in this laboratory the necessary conditions for unloading the car, for eliminating contamination, and some basic information on the economics of the system. It was impractical to study condensation in the full sized equipment. This problem was investigated with laboratory sized equipment. After these studies were completed, an experi-mental car was built which was first loaded at the National Biscuit Co. mill in Toledo, Ohio. in October of 1948.

We now have 24 cars in operation, the majority for National Biscuit, several for General Mills, and several for Ballard & Ballard Co. Our two demonstration cars are in operation, one transporting semolina and the other transporting dehydrated alfalfa meal. Though the present cars are all stainless steel, the cars which we are now bailding for American Stores will be of Cor-ten steel, which is a low alloy high tensile material, except that the ceiling area will be of stainless as well as all parts above the level of the flour in the car. Essentially, the car consists of two large compartments, each compartment having six hoppers. The car carries approximately 115,000 pounds

pending upon the grade of flour, the weather, and the care in loading. As stated earlier, it is desirable to have the

car as full as possible. We have loaded semolina at Superior, Wis., when the temperature was -39° F. without any difficulty from condensation. The loading rate is entirely dependent upon the rate at which flour can be made available. Unloading takes about three hours, usually newhat less

While we do not advise it, the car can be unloaded and has been unloaded without any difficulty in the rain. All air going in through the hatch during unloading is filtered.

For loading, various means have been used. We have found most satisfactory an air driven spinner which spreads the flour around and gives a very respectable percentage of loading. Flour can be brought to the disperser by any means desired—screw conveyors, pneumatics, or even a gravity chute. The loading equipment can be as little as \$1,000 in value or, where a large number of cars are involved, it can be expanded to a high degree of completeness, costing relatively greater

A vibrator is used in unloading flour This vibrator is portable and drops into a dovetail casting welded to the out-board slope sheet of each hopper. Two vibrators are usually kept on hand, and one transferred while the other is being used in the unloading It takes about 30 seconds to shift from nozzle assembly to nozzle assem

In general, one will rarely find more than ten pounds of flour in the car after unloading, out of the original 115,000 pounds. Intelligent but not highly skilled labor is required.

It is estimated that more than 1,000 000 cwt. of flour has been transported in Trans-Flo cars to this date. We have no record of any major difficulty in either loading or unloading. since the first three experimental run were made early in 1949. Even the dif ficulties experienced during those first few runs were not of a serious nature Principally, the unloading rate was lower than expected and certain modifications had to be made. In short, despite the packing which flour received when transported on the rails, in every case the combination of pneumatics and light vibration was ample to keep the flour moving at a very satisfactory rate. By keeping the car full, conden-sation has never been a problem. At-tention paid to details such as air filtering and proper gasketing of all doors and hatches has eliminated contamination and infestation during transport. Certain experiments were run

April, 1952

C. Dawson at our laboratory in East Chicago, Ind., which showed that some entillation is obtained when flour is handled pneumatically. It is not 100 per cent entillation and is not a subtitute for entillators The test did show, however, that infestation is held down when flour is handled pneumatically. Properly entillated flour, when transported in Trans-Flo cars and un-loaded by airveyors, does not become infested, particularly if routine cleaning of the car is practiced. Approxigenerally required to wipe down the car by hand. To my knowledge, no Trans-Flo carload of flour has ever been found to be infested nor has any car ever been funngated.

The Trans-Flo car is leased on a monthly rental basis; in the case of the Cor-ten car with stainless steel trim, at \$295 per month. Against this rental there is a mileage allowance of 21/4c per mile, loaded or empty, paid by the railroad to the lessor, which allow-ance is then credited to the lessee's account. Thus, if a Trans-Flo car travels 4,500 miles per month, \$101.25 mileage allowance is credited against the \$295, leaving a net rental of \$193.75. Assuming three turn-arounds per month, that leaves a net rental charge per trip of \$64.58. If the net sack cost after resale is taken at 10c, and 1,150 sacks are saved, there is then a net saving, resulting from the elimination of the sacks alone, of \$50.40. In addition assuming 20 man hours to unload 1,150 sacks of flour from a boxcar, plus an additional four man hours to take it from storage to use point, plus an additional 23 hours to dump 1,150 sacks and one hour for disposing of the sacks themselves, it can be seen that to handle 1,150 sacks of flour requires 48 man hours.

To handle 1,150 cwt, of flour in the Trans-Flo car would require about six man hours, or a net saving of 42 man hours per Trans-Flo carload.

Among the other savings there is also the matter of shrinkage. We have never been able to pin down the exact amount of physical loss of flour when handled in paper. We feel certain that it is at least one half of one per cent and probably as high as one per cent. Since the loss in Trans-Flo cars is practically zero, we feel that the mini-

due to elimination of broken bags in the boxcar, broken bags in handling from boxcar to storage and storage to use point, and from dust loss during dumping and perhaps some in the small quantity that is left in each sack after dumping. There are other minor savings, such as saving in freight on the paper sacks themselves. Trans-ported in boxcars 1,150 sacks would require a payment of freight on 860 pounds of paper. The savings which I have given you so far are the savings only at the unloading end. Similar, though smaller savings, are obtained at the mill.

Against these savings, the loading and unloading equipment must be amortized. It is difficult to analyze this, because conditions vary from plant to plant. There is also the matter of bulk storage, the cost of which is particularly hard to evaluate because amount required is primarily a matter of the user's inventory policy. Further bulk storage simply replaces bag storage. In a new installation, these two may well be a stand-off. In an existing installation, the net cost of bulk storage depends upon the value of bag storage freed for other purposes. I would say though, that without credit for bag storage and in the average installation where approximately three turn-arounds per month can be made, the net savings will be in the range of from \$3,000 to \$5,000 per car per year. But I wish to accentuate the point that these savings are in addition to the advantages of sanitation. less unskilled labor required, and no dependency in emergencies on availability of paper or box cars.

With respect to the matter of bulk with respect to the matter of blink storage, we have proposed, but have never actually built, what we believe will prove the simplest type of storage. It consists of an insulated cylindrical steel tank or silo with either a Fuller air slide at the bottom for unloading or the same type of hoppers and nozzles that are used in the car. The tank is to be insulated with styrofoam. and here is the principal point—it is to have a steam heated ceiling which, in effect, will be a radiant heating panel of the same area as the cross-sectional area of the silo. No containing building would be required. These silos would be built in the open, nested to gether to give the minimum amount of exposed area.

Ae we have already noted, condensation occurs only as a result of the air space above the flour. It is our contention, well supported by not only our laboratory work but our experience in transporting flour in uninsulated cars, that if the air space is held to a minimum or if the air space is heated, condensation cannot occur. We feel confident that the combination which we propose will provide a heated mum saving in the way of shrinkage is 5½ cwt, per carload; some of this is occur in such a tank. The advantages occur in such a tank. The advantages

of this type of construction are clear. First, an all welded cylindrical structure will be free from any internal structural members which might hold flour and encourage breeding of insects. The initial cost per cwt. of flour stored would be between five and sev en dollars, depending upon location, size of tanks, and number of tanks installed at one time. Amortized over a period of 20 years, as an example this would amount to approximately 30c per year per cwt. If the throughput is taken as 20 times per year, the amortization charges are reduced to 11/2c per cwt, handled. Maintenance charges on such a tank should prove to be very low. We estimate less than 250 pounds of steam per carload per day would be required as the heat load.

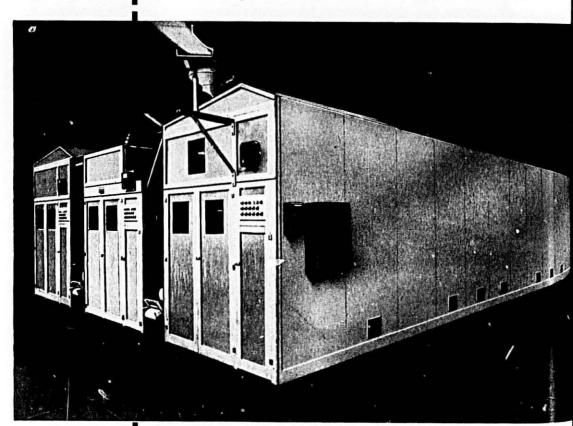
There are other perfectly adequate methods of bulk storage in existence today, such as tanks or silos of light gauge metal erected inside of conven-tionally heated buildings, and double wall concrete structures in which the space between the double walls is heated by air. Either of these two accepted methods are perfectly satisfactory and are available. We do advance this other idea as being something for the future which we feel will prove to be better and more economical than existing methods.

There is one other successful method of handling flour in bulk. This method is the Tote System, The equipment is manufactured by Tote Sy tems, Inc., Beatrice, Neb. It has proved a very successful and adequate system, and is principally adapted to short hauls, where the cost of return of the empty bins is not excessive. It has been used not only for flour but also for sugar. Essentially, the bins are designed to carry approximately 3,000 pounds of flour. These bins are loaded and shaken down for maximum capacity in the mills. They are then scaled, placed upon the trucks and taken to the bakery. At the bakery they are unloaded by means of gravity and vibration right at the use point. The bins themselves can be used as stor age. The emptied bins are generally placed upon the same truck, operating between the bakery and the mill, which carries the loaded bins. The Tote System has certain inherent advantages for short hauls and is being used as such most successfully. I can speak very freely and very complimentary about the Tote System because it cov-ers a field to which the Trans-Flo car is not ideally adapted. The Trans-Flo system is primarily useful for long hauls. It is adapted, however, for short hauls where the quantity to be handled is large; at Ballard and Ballard, for instance, the haul is a matter of less than one-half a mile. Several cars are required, however, to handle the large quantities of flour which are used.

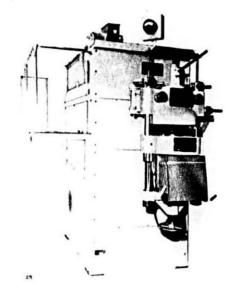
As for maturing of flour, I am not

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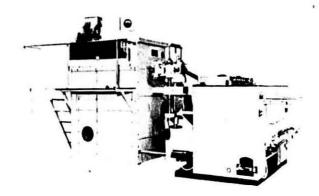
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A gastronomic panorama of Piedmont, with particular attention to Bagna Cauda, Fon Duta, Agnolotti, and other such delights that serve to justify our existence on the face of the earth.

# Dinner Is Served

by Mina Caudana

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A MONG my many experiences as a Piedmontese who roams the wide world with a nostalgic longing for his native dishes, I remember the "bagna cauda" I had in the foggy and aris-tocratic city of London, made with ingredients, conjured, one could almost say, out of thin air.

say, out of thin air.

For twenty days, noon and night,
I had been taking my meals at the
Quo Vadis, a charming little restaurant
on the outskirts of Soho. It was run by a genial and easy-going Italian, Mr. Leoni, who knew how to work very real miracles with the meager pro-visions handed out by the austere Mr. Cripps. With the seven pats of butter, the five eggs that were almost fresh, and the twelve transparent little slices of meat consigned to him daily by His British Majesty's Government he was able to stage a magical per-formance of gastronomic slight-of-hand that left his customers gaping. On a cold and foggy day, Giorgio Sansa, Piero Ottone and I invited a

young and very aristocratic official of the Foreign Office to luncheon. "To-day," we calmly informed him, "you will have bagna cauda." And he, not knowing what it was, agreed with a small, diplomatic smile.

Negotiations with the chef proceeded slowly. Finally after much tedious prevaricating on his part, that person-age brought himself to admit to the jossession of a tin of that "certain oil" that Giorgio Sansa had praised in a speech studded with charming image-The good man further conceded that garlic, anchovies, cardoons and peppers were not so hard to find as his tragic and impassioned words at tragic and impassioned words at the beginning of our trying conversa-tion would have led us to believe.

There was a long wait. We whiled away the time in erudite political dis-cussions during which the exceptional talents of the British official shone respected. The young man smiled gently, as embarrassed as a child-caught in a naughty deed. Then he brilliantly. Talk, however, could not blunt our appetite. And when the bagna cauda made its appearance, Giorgio Sansa, Piero Ottone and I received it with full honors. It was all

At first, the Foreign Office official, busily engaged in making some difficult points, deigned it no more than a passing glance. But almost immediately, seeing us take turns dipping pieces of cardoon and pepper in the piping hot sauce, the aristocratic young man looked at us wide-eyed. Then in a rather agitated voice, he peremptorily demanded an explanation. "Bagna cauda?" he asked suspiciously, his forefinger pointed at the pot. And he shook his well-groomed head, as though we had suggested that he eat a roasted native of High Katanga. No doubt he feared that he was the victim of a terrible joke and, though we repeatedly invited him to take his turn, he was reluctant to pick up a piece of cardoon and dip it in

The moment finally did come when the official of the Foreign Office steeled himself for the ordeal. This was after Giorgio Sansa had vividly described the ritual peculiar to the consumption of bagna cauda in Piedmont. The young man was pale as he dipped the first bit of cardoon in the sauce. He knew that he was being watched, stud-ied, judged. "Bagna cauda?" he kept stammering, for no good reason. And he still hesitated to put the morsel dripping with that certain oil in his mouth. Piero Ottone nodded encouragement, I smiled at him sympathetically, Gi-orgio Sansa watched him closely, waitorgio Sansa watched him closely, waiting for the reaction. And the reaction did come, at long last, "Wonderful," exclaimed the official of the Foreign Office, "extraordinary." And from then on, we could not divert him from the fateful little earthen pot. We were finally forced to remind him that the right of great to be be seen to the control of the seen to be seen to the see

invoked the leniency that all neophytes I saw him again during the following days. Engaged in the performance

right of each to his turn should be

there in one small earthen pot, after the fashion of the old Piedmont inns, and it sent forth a fragrance, the description of which, no matter how painstaking, could only be feeble and ments and turn to me with blithe cordiality, "Bagna cauda?" he would murmur greedily, and to complete his little joke he would pretend to lick his lips.

My thoughts sometimes go back to him. Perhaps after his bold assault on Piedmontese gastronomy he has made an orderly retreat. But surely a sedi-ment of nostalgia must have settled at the bottom of his heart and I should like to help him dissolve it, in the most pleasant way, by piloting him on a tour of the inns of my sweet country.

Should my friend choose to come to Piedmont in the autumn, to overcome his timidity, I would at once persuade him to brave the fragrant mysteries of "bruss." This bizarre concoction is made by knowingly melting and blending together the rinds of several varie-ties of soft cheese. Those who have mastered the art of preparing it claim that a very decisive contribution to its plebeian succulence is made by the oil, the vinegar, the pepper and the salt added to this delicacy during the long

added to this deficacy during the long marinating process.

If your stomach does not run on three cylinders, eat the fiery bruss at dawn, under the grape arbour of one of those inns to be found in the Asti hills and wash it down with several glasses of barbera. This is a plain, honest wine, a favorite with the old alpini, that plays no other tricks save the pardonable one of suggesting a more optimistic interpretation of the world.

(After his daring feat, a true bruss lover always sings some of the old folksongs which, rather confusedly perhaps, speak of little blondes and big blondes. But that is another

story.)
In instructing the untutored foreigner in the ways of our gastronomy, I would not, of course, neglect to take him to the capital of the bagna cauda. A busy city of weavers, situated beyond the hills of Pino, Chieri owes Enrichment is a potent Sales Plus...

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erness of its inn-keepers in preparing this famous little sauce.

Anyone who has once dunked cardoons or peppers in it contracts a disease against which the wisest medical advise cannot prevail. Doctors do, in fact, maintain that when the tra-ditional recipe is faithfully followed, digesting bagna cauda is a difficult and lengthy process. In any case, they add, the dreams of its aficionados are troubled by confused visions in which unhonored drafts and women more tender, and whiter of skin, than the cardoons grown in Chieri, whirl about madly in a country dance. So the prudent doctors would like their pa-tients to omit the garlic—that troublemaker-from their bagna cauda. But we would hardly go so far as to sug-gest that you stoop to such an undig-nified expedient. Deprived of that pungent aroma, the sauce tastes as flat as a cigarette made of straw. So take courage! If of an autumn evening, when the hills of Turin, their outlines softly blurred, assume a pastel-like quality and winter has already injected a warning note into the air, you should suddenly crave a bagna cauda, enjoy the original, uncensored edition,

Use the utmost care in choosing the friends who will gather 'round your table. Beware of the cantankerous, the melancholy, the apprehensive. Their presence alone is enough to spoil, to a great extent, the pleasure that you expect from this dish. Bagna cauda pre-supposes gay and trusting friends who will not make a great to-do about hygiene and similar myths at the fateful moment when each in turn dunks his piece of cardoon in the same relight.

In its lack of concern, this ceremony has much in common with smoking the peace pipe; for, while all puff at the same pipe, no one thinks of mentioning microbes or sickness.

Opinions are divided as to which wine is the best accompaniment to bagna cauda. Two schools lead the field: Paolo Monelli's which advocates the heavy barbera, and mine, which suggests freisa instead. I hope my colleague will not mind my upholding here the postulates of the school to which I have been devoted for so many years.

Actually, I think barbera has too much body to be the right accompaniment to a dish whose indigestibility is no joking matter. To drink barbera with it is to risk aggravating things still further and, frankly, I see no need for doing so. In my opinion, freisa is more appropriate. This is a light wine, that makes no claims to virility but performs its task of inducing a harmless, temporary amnesia as gaily and thoroughly as a gossipy mins. Sparkling and transparent, it will not coat your tongue or aggravate the harmless lesions made on your palate by the boiling hot sauce. With

the patient good-will of a childhood friend, it will genially help prolong the ceremony of dunking.

However, whether you drink freisa or barbera, be careful to avoid all gallantries after the ritual of the bagna cauda. The aroma of garlic added to that of wine, would doom them beyond hope. I know of many men, both wise and brave, who were forsaken by their beloved five minutes after such attempts.

The agnolotti are, in any case, less insidious. Go to Langhe to eat them. And take this delightful trip in the spring.

After the long months of cold and snow, spring does not come to the Langhe with the shyness and difficence of a virgin. It explodes. It would almost seem as though by making a clamorous debut, it would like to retaliate for the humiliation of winter with childish splashes of color. Subtle, rich, in redible, spring's palette drives painters mad. It shimmers with softest pinks, heart-rending blues, singing greens, colors that only the confectioners in small villages and the manufacturers of crèches are able, unwittingly, to recapture with happy effect.

The first hill I chanced upon, while roaming through the Langhe in the springtime, was a hill of agnolotti and I cannot tell you now, in the words such a happy encounter demands, how delightful was the sight that met my eyes, though the thoughts it inspired were not entirely of a romantic nature.

The agnolotti were small in size, but well rounded out with a filling, compounded with skill and imagination, that united in a fraternal bond, rice and cabbage, cheese and beef; and they were embellished with a little border which in its touching simplicity, was reminiscent of the embroidery done by little girls,

To just sit and admire them in silence, without so much as touching one's knife or fork, was already in itself an extraordinary pleasure, but, alas, the purely intellectual joy of contemplation was continually endangered by less noble temptations.

I had just begun to succumb to these, around one o'clock on a singing April day, proving for the nth time how little aptitude I have for sacrifice, when one of those little wrinkled old women, bowed under the weight of many years and many proverbs, such as one usually meets only in 19th century novels, cautiously made her way into the dining room of the Vecchio Cervo.

In a quavering voice she informed me that she was the humble author of the agnolotti and, with my permission, she would like to have the pleasure of observing, at close quarters, their effect on me, "a cultured stranger with a refined palate."

She watched me fixedly. Not one of my gestures was lost on her. She was as anxious as a playright who, on the opening night of his first play, watches from the wings the public's reaction to his lines. Little by little, as I made my way up the hill with increasing greediness, her eyes, dimmed by the years, began to brighten, regaining a youthful sparkle.

The tremulous little old woman was

The tremulous little old woman was not satisfied until in an uncontrolled outburst of sincere enthusiasm I finally gave the verdict, mumbling, with my mouth still stuffed with filling, the word she was waiting to hear: "Delicious."

It seemed to me in that instant that I saw hover over her face the beatific smile that, in cheap prints, illuminates the faces of the saints who protect the humble.

Enough has not been said or written about the soft and tender agnolotti of Piedmont, crammed with surprises that are all wonderful. Too often the foolish ambition of wishing to seem important and above prosaic temptations leads the writers of our regional history to neglect them sadly, in favor of the monuments. Instead, I would like those imposing volumes to dedicate to them the space and the lyrical words of praise they so well deserve so that people living far from Piedmont would have an accurate idea of the super-human delights hidden in their little paunches, each as round as that of a "commendatore."

While eating them at the Vecchio Cervo (and my excursion up the little hill was happily interspersed with sips of a dolcetto that could be worthily celebrated only by a poet of other times with an ever-ready supply of rhymes and tears in his pocket) my thoughts went back, automatically, to the sorry-looking Italian ravioli inflicted on me in the United States, machine-made like the buttons on one's under-drawers and imprisoned in boxes like criminals.

In those unforgettable moments, I knew to the full the intense happiness of being in Italy again, in this adorable, chaotic, mad Italy, where the difficult art of eating is still a respected tradition, the only one, perhaps, to have survived the outrages of present-day customs.

Later, as dusk began to fall, I slowly reached Barolo. I was told that the local wine would help me digest the agnolotti. That was no lie, I sampled it again and again, for Barolo varies from edition to edition and each edition, for one reason or another, deserves to be consulted at length.

Should you chance to make its acquaintance during your stay in Piedmont, don't let yourself be rushed; it is a solenn wine, in the great tradition, that must be drunk in leisurely fashion; it is for the discriminating

(Continued on Page 95)



# Women In Industry

by Mrs. Ione T. Kingsley Director, Publicity and Research The Employers' Association of Chicago

The female figure has planes, angles and curves . . much admired if they are properly distributed and co-ordinated. Obviously, the female mind is also well supplied with planes,

curves and angles.

Since the two world wars, all traditions as to women's work and men's work have been broken down. The mass entry of women into business and industry is such that today more than one-third of all the work is done by women! (37%)

World War II brought the peak of

women employed to 19,980,000 by July, 1944, not counting the 210,000 others in the armed services. This was approximately 36 per cent of all the women in the nation. Currently, 19,-204,000 American women are em-

ployed.
Today, in the Chicago-Calumet area,
36 per cent of the total working force is composed of women-higher than

So, there may be a scramble for the available womanpower. That's one

# Working Fathers vs. Working Mothers

It would seem none too soon to examine a few of the other feminine angles which may need review, where the employment of still more women may be under consideration. Do they need different handling than men? Not in many respects, but perhaps in some, for their problems are different.

For example, you employ fathers . . . but they don't have the responsibility of washing, dressing, feeding and see-ing that the kids get off to school. Working mothers do. You employ fathers . . . but they don't do the shopping, cook the meals and clean the house. Working mothers do. You employ fathers . . . but they don't become pregnant. Working mothers do.

So you see the problems of your women workers in part become your

Take the matter of shifts, for example. Obviously, young, unmarried women prefer the first of three shifts. Women having small children, and who have someone to care for them while they are sleeping, prefer the third shift. Where shifts are rotated, women having children usually are permitted to choose their own shift, but they remain on the shift chosen, not being permitted to change except in urgent cases. Of course in case of an all-out war and

"With the Nation's Defense Preparation in the Making, More Women Must be Employed in Defense Plants . . . and Industry Must Get Ready to Receive Them!"

full employment, the matter of nur-

# A Woman-Wise Employer Is

We recently talked with one who presently employs 5,000 women, or one-third of the whole number em-ployed. During World War II, 50 percent of their work force were women. Among other things he said, "Any company that has never employed many women would better have a woman look over the plant and make recommendations. She will see things that need changing which a man never sees." Further, he said, "You've got to think of things differently when you employ women. For example, they like to clean up before lunch and going home. Men don't care as much. That means better attention to powder and rest rooms, more mirrors, a supply of hand lotion."

Our woman-wise member rattled off a number of things to watch out for, like jewelry, full skirts, goggles, and hats. He particularly dwelt on hats. Said he: "If you don't give them a Lilli Dache' they won't wear them. (Feminine angle of course. Women librated back and the said watch the said wa like to look pretty.) You will perhaps recall that in World War II, Miss Dache' was in the field of designing

factory headgear for women.

Our member said, "Nothing is 100 per cent, but the most satisfactory thing is something light, so the air goes through." Your reporter ventured to ask if something like a Juliet cap might be good. "Now you're over my head," he said. But we got together when it was suggested that a net type of hat might be good. "That's it," he said. They've got to be light, so they won't perspire, and also give a glimpse of their hair." (We expanded on the hat angle, since most employers seem to have their trouble getting gals to wear

## Supervisors-Male or Female?

We asked several employers of women, "Do your women employes prefer men supervisors? We understand that very often women do." One industrial director with 1,200 women on the pay-roll, said that all of their supervisors are women. He stated further that he

believed women would rather take instructions from men, but on the other hand, they were reluctant to tell the men supervisors about their domestic problems. They felt freer to present them to a woman. Other employers confirmed this opinion. Of course a company nurse is helpful when a woman wants to confide. Some companies have women counsellors. Often it depends on your product, of course, whether male or female supervision is preferred.

### More Married Than Single

Now about the maternity cases which need special handling from several angles. They're bound to occur. because very likely you may have more married workers than single among the women. In the USA, the married women workers now outnumber the single. Nearly one-half of the married women of the United States are holdwomen of the United States are noti-ing part or full-time jobs. No reason at all why a pregnant woman can't work. The important thing is to have her tell you early that she is pregnant—so that there will not be any mishaps because of doing work unfitted to early

Those first two or three months are the so-called dangerous period. The middle months are the safest period. The thing to do is to adopt a maternity policy, so that your employes will know what to expect and will not be afraid to tell you of their pregnancy for fear of dismissal. Industrial relations men employing large numbers of women say this is most important.

### The Sky Is the Limit!

If you have never employed women and are thinking of future expansion, you will of course look over your jobs to see which ones might be done by women. The sky is practically the limit. From the record of facts and figures reported by the U.S. Department of Labor during World War II, wom-en acquired skills and special training which qualifies them to fill 1,050 out of a total of 1,500 industrial occupations, with 350 more listed as "partially

That leaves only 100 occupations (Continued on Page 96)

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# the food faddist is heard in the land. As Commissioner C. W. Crawford, of the U. S. Food and Drug Administration, has said: "We in America have the most abundant and nutritious food supply and are enjoying the best health of any nation in history. But the food faddists are spreading the false dectrine that our staple foods are debased and deficient . . . a vigorous campaign of truth about putrition and diet is

Now is the time when the voice of

Factual statements about food fads and their inherent fallacies, sophisms and sophistries are hard to find. A very useful bulletin has recently been issued by the Utah State Agricultural College (their Extension Bulletin No. 226), Facts about Foods and Nutrition, prepared by Elna Miller and Dr. El-friede Frederick Brown at the request of the Utah State Nutrition Council. This 32-page leaflet is required reading for anyone interested in teaching good nutrition at reasonable cost.

As the authors write: "Food fads and fallacies flourish because so many people want them, like them, and blindly follow them. They are in search of nutritional help. They feel that they will benefit from such information. . Possibly one of the reasons why food faddists make such inroads with their misinformation is because the public is conscious of the close relationship between food and health. . . . Food fads flourish because the food faddist, of all quacks, is the most prolific. He makes converts faster than scientific knowledge can be broadcast. . . .

"Most food fads do not have the support of scientific nutrition research. They all add too much cost to the food supply. The promoter of food fads usually makes money. People with big incomes are the only ones who really have enough money to follow these expensive food fads."

The following are some of the more harmful of the current food fads they

1. Diets without milk.

2. Raw milk in the diet. These raw milk advocates recommend that milk not be pasteurized, yet use dried milk which is processed at a temperature about 50°F, higher than that which is used in the pasteurization of milk.

3. Use of small amounts of yogurt

- to replace other forms of milk.
- Diets without meat.
- 5. Diets without eggs. Some of the following food fads are probably harmless from the standpoint of nutrition, but take too much time
- and money.

  1. Grinding wheat at home
- 2. Use of raw sugar and blackstrap
- 3. Use of liquid vegetable diet. 4. Use of brewers' yeast as the main source of thiami
- 5. Use of vitamin concentrates

# Facts About **Food Fads**

## **Courtesy Nutritional** Observatory Volume 13

rather than natural foods for vitamin

6. Rejection of aluminum utensils as safe cooking ware.

7. Use of home grown bean sprouts.

Milk Is an Excellent Food

Milk is an excellent, almost indis-pensable source of calcium, needed both by the very old and very young. A quart of mil's contains as much protein as 1/3 of a pound of beef; this protein is of very high biological value. Milk is an outstanding source of riboflavin, and supplies good amounts of other B vitamins

Yoghurt and Other Fermented Milks Dairy Council Digest No. 6, available from the National Dairy Council, 111 N. Canal St., Chicago 6, Ill., summarizes the known information on nutritive value of fermented milks-buttermilk, acidophilus milk, kefir, and yoghurt. The important thing to remember is that the nutrient contribution of any dairy food depends primarily upon the concentration of milk fat and non-fat milk solids in the product-yoghurt made from concentrated whole milk will have added food value in direct proportion to the degree of concentration, at a price which is out of proportion.

Meat in the Diet

In this, the fifth decade of the twentieth century, protein occupies a more ace in nutrition than ever before. Man's needs for the ten indispensable amino acids, the desirability of an adequate intake of the other, dispensable amino acids, the necessity of simultaneous intake of all the essential amino acids; the importance of adequate protein intake in maintaining or restoring health is recognized as never

Meat is a good and exceedingly palatable source of protein. One can live in health and good nutrition without meat, but it requires very liberal quan-tities of eggs, cheese and milk. Fruit and vegetables alone will not supply adequate protein. Eggs and Cholesterol

Normal diets cannot safely omit eggs, milk and meat. At least four eggs per week for adults is one recommendat Whole eggs contain protein of the highest quality (used as the standard of comparison in assays for protein value), iron, vitamin A and some D, thiamine, and essential fatty acids.

The current emphasis on cholesterol and atherosclerosis has caused some people to omit eggs from their diet. Cholesterol is so readily formed in the body that controlling the food intake of cholesterol may have little or no effect upon the cholesterol metabolism in the body. Dietary restriction of fat must be extreme before any effect can be noted on blood cholesterol. Fats used in excess may have bad effects, but when the needed amounts are left out, fatal results can occur.

Low-cholesterol diets are a very useful tool for the physician in treating certain diseases—but there is no need for the layman to scare himself into nutritional deficiencies by avoiding foods just because they contain choles-

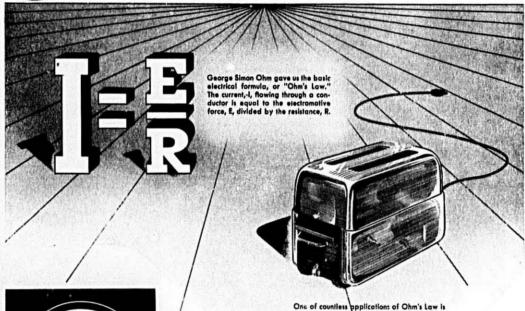
### White vs. Whole Wheat Flours

Both whole wheat and enriched white flour are good foods for man. Eariched white flour has slightly less protein and iron than does whole wheat. Three B-vitamins are added to enrich white flour, giving it twice as much riboflavin and about the same amount of thiamine as whole wheat Whole wheat has about one-

fifth more niacin than enriched flour. Whole wheat flour is somewhat more nutritious than white flour. But, these extra nutrients are lost to those whose digestive organs can't take care of it. Diarrhea caused by the irritating bran in whole wheat would prevent the digestion and absorption of other foods. Patients with ulcers, colitis, or other troubles of the stomach cannot take care of the kind of roughage in whole wheat products. Although whole wheat flour and other whole wheat products do excel in nutritive value, you can

have an excellent diet without them.

A recent fad has been g inding wheat at home. People who say they cannot afford meat for their families find money to buy electric mills (at \$65 and up) to grind their own flour. The loss of vitamin E from whole wheat due to storage or age is practically nil. The destruction of B vitamins in whole wheat during storage is almost too low to be measured during the first 60 days. Commercial whole wheat flours are not subjected to temperatures over 80° in milling, and receive no chemical treatment. They are 100 per cent pure BASIC DISCOVERIES THAT PACED PROGRESS





AN IMPORTANT DISCOVERY in the macaroni industry is that the right kind of wrapper will prevent the product from picking up excess moisture—from acquiring mould—from getting soggy and tasteless-will reduce insect infestation almost to zero.

And can add shelf appeal to increase sales!

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wheat—nothing added, nothing taken away. There is no practical or nutri-tional justification for grinding flour at

### Raw Sugar

Raw sugar is a dry product, selling for about 20c a pound, as compared to 13c for brown sugar and 11c for refined. The little amount of iron you get from raw sugar is not worth the extra cost. The conversion of raw sugar into refined sugar is not at all like the conversion of wheat into white flour. Most of the dark colored compounds found in white sugar have no nutritive value. Some thiamine is lost, but it would take six pounds of raw sugar to supply a day's allowance of thiamine. The minerals, potassium, calcium and magnesium in raw sugar are present in fourfold concentration in brown sugar. Sugar is primarily an energy source, and refined sugar furnishes calories at lowest cost.

### Drink Your Vegetables

There are a number of highly effi-cient contraptions on the market for converting raw vegetables into pulps and juices. The vendors of some of these have made very extravagant therapeutic claims for the juices. We wonder if even they really believe that raw carrot juice dissolves cancer and ul-cers, or that this and other juices cure heart trouble, rheumatism, anemia, diabetes, gall stones, high blood pressure,

varicose veins and other disorders.

Most people do not chew enough crisp raw foods to give the teeth and guns the exercise they need. If we drink our vegetables, we lose one of the values they can offer. Two quarts of carrot juice, from 8 pounds of carrots, is one of the recommendations made for the users of these machines. If we add the cost of the contrivancefrom \$40 up to \$199—to the cost of eight pounds of vegetables every day for every family member, it really in-

creases the family food budget.
One of the points made by the raw juice advocates is the high sodium content of vegetable juices. This is true, but table salt can provide as much so-dium as is needed, and these juices flood the body with vast excesses of

### The Use and Abuse of Vitamir. Concentrates

Normal individuals on adequate diets can expect no results from taking vitamins. Vitamin preparations cannot take the place of food. A haphazard diet, bolstered by vitamin concentrates may be lacking in calories, protein, mineral elements, or in some vitamins or essentials as yet unknown.

Vitamin preparations may well be used to supplement:
1. Unsatisfactory diets, such as

those in war-torn areas.

2. Restricted diets-such as those used during certain illnesses.

3. Infant feeding—where the needs

essarily limited during the first few

4. Diets of those with greatly increased needs-as in hyperthyroidism,

fever, pregnancy, lactation and periods of great physical exertion.

5. Large doses of vitamins are pre-scribed in treatment of vitamin deficiency symptoms and as drugs.

### Summary

Food fads come and go. The foods stressed differ, but the basic approach remains the same. The following statement is reproduced from the Utah bulletin cited above—it should be a useful guide to those faced with local food

"New facts about food and nutrition are being accumulated at intervals by persons who are well qualified to do scientific research in the field of nutrition. These facts are verified by con-trolled experiments, which continue over long periods of time. Many of these controlled experiments are re-peated in different laboratories by other workers who also are well trained in the techniques necessary to conduct such scientific research.

"This type of research in nutrition is done in the research laboratories of our colleges and universities, in indus-tries and in the government research laboratories located in different parts of the United States.
"Persons connected with such or-

ganizations are chosen carefully for their training, their knowledge, and their abilities. Their continued mem-bership depends on their further training, their adherence to the truth, and their usefulness in accumulating and bringing these new truths to light.

"The typical promoter et food fads has little or no formal training in nutrition. He may have impressive let-ters, with no significance, after his natio. The letters may represent a fake degree given by a third rate insti-tution founded for the express purpose of conferring the degree. Some few food faddists of today do have a bom raic degree from a reputable in-stitution whose professional and ethi-cal standards they have long since abandoned. Instead of using the scien-tific method for proof, the self-styled 'food scientists' cite individual testimo-

"Here are Some of the Recognized, Authoritative Sources of Facts about Food and Nutrition. Let Them Help

You with Your Questions.
"Bureau of Human Nutrition and Home Economics, Agricultural Research Administration, U. S. Department of Agriculture, Washington,

"Food and Drug Administration, Washington, D. C. "State Agricultural College Experi-

ment Stations. 'Home Economics Schools and Departments of recognized Colleges and

"Council on Foods and Nutrition of the American Medical Association, 535 North Dearborn Street, Chicago 10,

"Food and Nutrition Board of the National Research Council, 2101 Con-stitution Avenue, Washington 25,

## **Granulation Test of** Semolina Products

by James J. Winston



According to the Standards of Identity, semolina should contain not more than 3.0 per cent flour when subjected to the standard granulation test. The manufacturer of macaroni products is interested in buying a semolina product with a minimum of both flour and coarse flour.

Our laboratory has been reporting the results of the granulation test as

No. 1-Portion which remains on

the 40 mesh sieve. No. 2—Portion which passes through the 40 mesh sieve and remains on the

No. 3-Portion which passes through the 80 mesh and remains on the 100 mesh sieve-coarse flour fraction.

Flour-Portion which passes through the 100 mesh sieve.

Analysis of many samples of semo-

linas and granulars shows that in many cases the coarse flour portion may vary from 5 to 20%, thereby indicating an excessive amount. Analysis of this fraction has in many instances shown it to consist of a clear flour with an ash

content varying from .9% to 1%.
It is therefore important for each manufacturer to make certain that he is getting the required quality of ingre-dient in order to safeguard his finished







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# For Hearty Eating—for Thrift-Macaroni

L. "thel Somers in The American Camily Magazine

Vigorous appetites rejoice in hearty meal-in-one noodle dishes. The greento-gold-and-red gaity of color is mir-rored in one of the many vegetable combinations that spell success for these casserole or skillet dinners.

Thrift-wise homemakers today know that economical noodles are excellent extenders in the same variety of tasty meal-in-one dishes in which macaroni and spaghetti have long been the principal bulk food. Because noodles made from durum wheat cook quickly to a tender firmness while holding their slender shapes, they may be used inter-changeably in macaroni and spaghetti

Budgets balance better when noodles appear frequently on the family table. As a protein-stretcher of meat, poultry, fish, cheese and eggs, noodies extend the flavor of a small amount of these more expensive and concentrated foods to sizable servings, while adding food protein of their own. If they are egg noodles as most noodles are, they are excellent food in themselves, even without extras added. Egg noodles can always be identified by the label.

H. H. Lampman, executive director of the Durum Wheat Institute, composed of the leading durum semo-lina millers of the United States, points with pride to the article in the March. 1952, issue of The American Family magazine with its fine two-page spread, in color, of macaroni food, because the recipes and pictures in that four and two-thirds page editorial feature were supplied on request by Mrs. Ethel Somers, the noted home economist, associate editor of the magazine.

"The basic advertising principle that full-color reproduction, with its tremendous appeal to eye, mind and appetite, sells food. A good example is the beautifully colored, attractive and intriguing article, "A Budget Meal's Salute to Wheat Products Trio -Noodles-Macaroni-Spaghetti.'

The American Family is distributed by independent grocers. It has a cir-culation of about a half-million monthly. If the macaroni industry set out to buy this space, relates Lampman, it would cost almost \$11,000.

The institute recipes were developed primarily for taste, comments the executive director. It is believed that taste and palatability should come first, before consideration of arbitrary standards such as a minimum eight ounces of macaroni in a recipe. In the long run, people consume more macaroni food when dishes taste good. The editor of American Family seems to

"The beauty of the color pictures of two of the recommended dishes must be seen to be fully appreciated, and The American Family article," says the commentator, "is just one small example of the many things accom-plished for macaroni foods through the durum wheat program of the Du-rum Wheat Institute."

# Food Decontrol to Get **OPS Priority**

The Office of Price Stabilization will give prority to the food industry's arguments for decontrol. The egency will also make adjustments in ceiling prices wherever it can be demonstrated that earnings have been impaired.

These assurances are made by Edward F. Phelps, director of the office of price operations, and George L. Mehren, director of the food and restaurant division, whose statements appeared in the N. Y. Journal of Com-

Editors of the business publication met with the OPS chiefs to present a list of the eleven most pressing ques-tions in the minds of food industry

Referring to "soft" markets where certain food items are selling below ceiling prices, Phelps said, "The re-cently appointed Decontrol Committee certainly intends to study all of the proposals and resolutions offered thus far by food industry representatives, with a view to determining whether or not decontrol or suspension is proper, possible or consistent with the future development of the price stabilization program.

As to rumors that OPS plans to reduce ceilings on those foods where market prices are currently below ceilings, Phelps asserted, "This impression is almost entirely fallacious."

## **Durum Index up 3 Cents** a Bushel

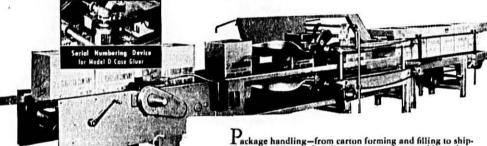
The agricultural statistician of the bureau of agricultural economics, U. S. Department of Agriculture, Fargo, N. D., advises that the grain index rose four points from mid-February to 245 per cent as of March 15, and that durum and other spring wheat were up three cents per bushel each while rye was up 15 cents and corn was up one cent.

The all commodity index of prices received by North Dakota farmers on March 15, 1952, remained the same as a month earlier at 270 per cent of the 1909-14 base period. The index in mid-March was 16 points lower than a year earlier and the lowest since Sep-



COOKING FOR TELEVISION AN UNUSUAL ART: In one of his recent visits to the La Rosa Kitchen at WOR-TV. Vincent S. La Rosa (right) lends his personal experience to preparing a La Rosa tested recipe. Judging from the rapt attention of Carl Russo (left), M.C. of the "La Rosa Movie Matinee" (WOR-TV 3:30 to 4:30 PM daily), and Elise Manning (center), home economist of the show, cooking for television is as scientifically produced as the product itself. Commenting on the extensive precautions taken to insure realistic food presentation, La Rosa said, "We in the macaroni industry feel each communicative medium requires separate and adequate consideration. The demands of television are unique. Color picture balance is probably as important as integrated copy points. However, our TV staff has one important persequisite; 'No matter what is done to the food, each dish must be edible.' Spraying with mineral oil or other artificial chemicals only to make a better picture is forbidden." La Rosa insists that the cast must eat each dish that is prepared, the underlying theme in all La Rosa telecasts being, "the proof is in the eating." His visit was in connection with La Rosa Egg Noodle Week, held in March.





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In addition to a wide range of standard and semi-standard packaging equipment PACKOMATIC is also a dependable source for specialized packaging counsel, design, construction and installation, where unusual carton filling—or shipping case handling—situations present themselves.

Package handling—from carton forming and filling to shipping case gluing and sealing—ceases to be a problem where PACKOMATIC equipment can be adapted to the job at hand. In fact, throughout more than a quarter of a century of efficient packaging machinery design and construction, J. L. Ferguson Company has refused to accept a package handling situation as a problem.

situation as a problem.

With PACKOMATIC designers, your packaging situation is a project to which years of practical experience with some of the world's foremost packaging goods manufacturers is quickly and intelligently applied.

The result may be an automatic top and bottom carton sealer—an automatic telescoping volumetric filler—an auger packer-weigher—or a net weight scale. Again, your particular situation may call for a PACKOMATIC Model D automatic shipping case gluer and sealer, or—if yours happens to be a low speed operation, where total volume is small—a PACK-OMATIC hand glue belt compression sealer may be adequate. Regardless, from your PACKOMATIC packaging consult-

OMATIC hand glue belt compression sealer may be adequate, and you can be assured of suggestions and recommendations that bring the right equipment to the job at hand.

If your own carton forming and filling—your own shipping case gluing and sealing operations—haven't been effectively mechanized, feel free to call on the PACKOMATIC representative nearest you or write Joliet. Consultation involves no cost and no obligation to buy.

Visit the PACKOMATIC display at Booth 408, Packaging Exposition, April . 30, Cleveland Auditorium.



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J. L. Ferguson.

A COMPREHENSIVE and color-ful bid for defense contract and subcontract volume is made by J. L. Ferguson Company, Joliet, Ill., packaging machinery manufacturers.

A six-page, 6x9 brochure, "At Your Service," presents the Ferguson organization and a brief sketch of its manufacturing history. Typical Packomatic packaging machinery is pic-tured. A complete listing of the com-pany's available production facilities, including type, scope and make of lathes, grinders, shapers and presses is made in a manner that permits a contractor's engineering department to allocate jobs intelligently.

A cover picture in full color of the Ferguson's general offices at Joliet lends an impressive note to the informative brochure. Inside are pictures of the official family of the company and of the modern machines manufactured.

We have the men, equipment, knowhow . . . for the production of civilian and armed forces components and machines.
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J. L. Ferguson Plant, Highway 52, Joliet, Ill.

and manufacturing machinery (custom built to handle hundreds of different products), has given us confidence to believe that we are now, more than ever, qualified to serve our country in a crisis and our customers, too.

To customers the nation over, we are known as the makers of Packomatic packaging machinery, but to Uncle Sam we are satisfied to be known as the J. L. Ferguson Company, ready and willing to adapt ourselves to any work which our country may need for

We started the packaging machinery business in 1921 when Mr. J. L. Ferguson, after 20 years service with The Quaker Oats Co., left his position to found the company bearing his name. Our customers are the finest in the

The first machines marketed were package filling and sealing machines from patents of the founder. These machines folded and glued bottoms of

I, L. Ferguson was born in Joliet, Illinois, of Scotch and Irish parentage. He was educated in the public schools of Joliet, and furthered his formal training by attending evening classes at Armour Institute in Chicago. His practical training in engineering came under the tutelage of R. O. Kirn, an engineer on the processing and manufacture of rolled oats. Mr. Ferguson was associated with the Quater Oats Company for more than twenty years in various operating and engineering capacities, and was greatly encouraged in his creative abilities by Prof. A. W. Anderson, inventor of the process of making putfed rice and wheat. Over the years, many patents have been issued to J. L. Ferguson, and he is nominally conceded an outstanding authority in his field.

cartons, placed them in position for filling by weighing or volumetric machines and then glue-sealed and folded the opposite ends, the whole making a sift-proof carton or package for dry products such as cereals, macaroni products, coffee, soap powders, sugar and similar merchandise. It is a ma-

chine which is now basic in the pack-

aging industry.

In 1925, the shipping case sealer was developed and marketed. This machine automatically glue-seals the flaps on corrugated or solid fiber shipping cases.

From these two machines have come endless adaptations and models. For instance, in the carton sealer line are now such machines as automatic carton feeds, telescoping type volumetric fillers, automatic case loaders and others devised to reduce packaging costs, increase production and present a more salable and uniform package. The same progress applies to the case seal-er, with such units as case imprinters, end flap case sealers and serial num-

It was not until 1929 that the trade name, Packomatic, was registered but it has since become synonymous from coast to coast with machines and equipment manufactured by the J. L.

Ferguson Company.
Our experience, know-how and "can-do" is at the disposal of our customers for development, research or engineering, with production and ma-

#### Your Association Invites The Most Successful Industry Organizations Are the Best-Supported Ones

"Why don't all join your industry trade association?" asks Robert M. Green, secretary-treasurer of the Na tional Macaroni Manufacturers Asso ciation, in a general letter to non-members. "Our association would welcome

Charley McCarthy is wooden, yet he co-operates fully with Edgar Bergen, a unity which assures the success of the combination. Closer and fuller co-operation with the National Macaroni Manufacturers Association by the minority still outside its fold would make easier the solution of the many problems common to the industry.

Charley may or may not be an official member of the Southern Lumbermen's Association, but he surely will listen to the editorial invitation by the South-

ern Lumber Journal on the relation of the operator to his industry organization, which seem to apply equally well to the non-co-operators in the macaroni field. It reads:

"Trade association membership is a measure of CHARACTER, because it shows a man's ability to get along well

with others.

Trade association membership is a measure of intelligence in business methods, because it is the most suc-cessful method now known to eliminate the destructive waste of competition.

Trade association membership is a measure of JUDGMENT, because it of fers a choice between unnecessary individualism, now quite out-of-date, and co-operation, as a means of economical business growth.

Trade association membership is a test of sportsmanship. The bad sport drinks always on the other fellow. The good sport pays as he goes. The good sport declines to accept the benefits that come to his business through the co-operation of his fellow businessmen without paying his share.

Trade association membership is a measure of CREDIT, Bankers lend more readily to a businessman who has enough standing in his industry to be entitled to association membership.

Trade association membership is measure of protection. Bankers lend more readily to businessmen who dis-tribute the risk of business judgment.

Trade association membership is business insurance. The free exchange of business information by a group engaged in the same business cuts down credit losses, cuts out waste-ful practices, avoids useless experiments, saves the high cost of using original ideas only.

Trade association membership is a measure of the SOUNDNESS of the IN-DUSTRY AS A WHOLE,"

#### Absenteeism Costs \$56.02

Absenteeism costs employers, on the average, \$56 per employe per year for every employe on the payroll, according to findings of a survey on the cost of absenteeism conducted by Benson Laboratories, Inc., Pittsburgh.

This survey, probably the first of its kind ever made, covered 249 representative companies in all sections of the country. It revealed three significant facts.

1. Less than 25% of the companies surveyed maintain any records whatever of employe absences, this in spite of indisputable knowledge that ab-sentecism disrupts operations, slows down production in both plant and office, and is therefore an expense factor of sizable proportions.

2. Only 8% of the companies surveyed maintain records complete enough to permit their use in determ-

ining the cost of absenteeism.
3. The average cost of absences among companies keeping accurate records is \$56.02 per employe per year. This is the direct cost only wages and salaries paid to employes for time lost and for work not done.

Based on this average, the total cost of absenteeism to American industry, with its 60 million workers, is more than \$3¼ billion dollars per year.

Copies of the report showing the results of this survey are available from Benson Laboratories Inc., Bessemer Bldg., Pittsburgh, Pa.

#### Wm. A. Schnell

William A. Schnell, sales engineer for 40 years with Link Belt Co., is now associated with the sales staff of Consolidated Products Co., Inc., re built machinery dealers.

#### Gair Buys American Coating Mills

Acquisition of the American Coating Mills division of Owens-Illinois Glass Co, has been announced by George E. Dyke, president, Robert Gair Co., Inc. Net sales of the divi-sion in 1951 exceeded \$20,000,000. The business will be carried on by American Coating Mills Corp., a new wholly owned Gair subsidiary, with princi

pal office in Chicago.

This sep follows the affirmative vote of . . . crt Gair Co., Inc., stock-holders at a special meeting held March 24 approving the acquisition.

· CARTONS · CONTAINERS · DISPLAYS · TELEPHONE, GO-8100 5101 PENROSE ST. ST. LOUIS, MO.

# Are You Spread Too Thin?

by Harold J. Ashe

Among the many macaroni manufacturers there are undoubtedly a goodly number of business geniuses. In fact, the industry probably has its share. These are the manufacturers who have made notable successes of their plants. Some of them may have such rare management qualities that the macaroni business cannot possibly oc-cupy all of their time or their creative energies, so they branch out into other beckoning industries, looking for new commercial worlds to conquer.

However, for most macaroni manufacturers with slightly lower business I.Q.'s, say from 110 to 140 which is nothing to be ashamed of, it is a pretty smart idea to stick strictly to one business venture. Most of us have justified contempt for the town handy-man and the neighborhood jack-of-all-trades who strictly don't know from nothing. Yet the same unmistakable marks of the amateur and fumbler and blunderer are all too often on any of us when we step out of our own field of specialized knowledge. Too fre-quently we end up by botching a man-agement job outside our own field of specialized experience just as com-pletely as does the handyman up against a complex piece of machinery for the first time

Sidelines, outside of the macaroni industry, can be made to look extremely attractive to the unwary. And who is not unwary at times? The less a manufacturer knows about another line of endeavor, the more he may be tempted to venture into the unknown. Unconsciously, at least, he may even be working under a compulsion to explore in the realm of business, even though such

ventures can be extremely expensive.

If a manufacturer has pounded hard pavement all of his life, the lure of farm ownership may trick him into a bad real estate investment. Or, with surplus funds burning a hole in his pocket, he may become a silent partner in a farm implement dealership, an automobile agency, theatre, or what not, the practical day-to-day problems of which he is blissfully ignorant. The macaroni manufacturer has

learned the hard way, and in his own business, that he must have know-how and management skills. He knows that competitive conditions will not permit carelessness, or making serious mis-

often forgets this lesson when he ventures far afield to invest his money.

Not infrequently he is so sorely tempted by siren-like appeal of another venture that he starves his own busi-ness for funds so that he can make such outside investments. For those not in the genius class, it is still a pretty good idea to concentrate all energies and all funds in the one business about which the manufacturer has real knowledge: his own macaroni manufacturing business.

#### 10 Safety Rules in Cashing Checks

Proper check-cashing procedure was suggested during the recent National Crime Prevention Week to eliminate at least a portion of the frauds amounting to an estimated \$400,000,000 committed annually, according to George W. Adams, a veteran check detective and chief investigator for the Todd Co., of Rochester, N. Y., manufac-ture of protected, insured checks and equipment. He offers 10 suggestions for foiling passers of phony checks. 1. Don't let a check-passer hurry you while you are examining his check.

Remember, it is your money that will or paid out.

2. Don't cash a check for a stranger unless he has positive identification. Remember that social security cards and auto licenses can be easily forged or stolen—an easy trick for a check

3. Don't cash checks signed with a rubber stamp or written in pencil— or checks that show any sign of alteration-of date, payee name, amount, or anything else. If you cash a raised check, the only amount you can possibly recover is that for which it was originally written. The difference is

4. Don't cash a check out of business hours or on Sunday without rigid investigation, and beware of out-oftown checks, unless you are certain of the presenter's identity and the check's validity.

5. Don't cash bank counter checks

unless you are positive as to the identity and character of the presenter. And, although a check appears to be a bank cashier's or certified check, be carelessness, or making serious mistakes very often. Nevertheless, he too you would about personal checks.

6. Don't cash checks for juveniles. They are not legally responsible and often they are runners for gangs of

7. If a check is presented with an endorsement already written, request the presenter to re-endorse it in your

8. If you are a merchant, be extremely cautious about cashing a check for considerably more than the amount of the purchase,

9. Be sure the check is the check of

an existing concern, and that the bank

shown is an actual bank.

10. Don't accept a bankbook as identification. Phone the bank!

#### Liquid, Frozen and Dried Egg Production February 1952

Liquid egg production during February totaled 46,451,000 pounds, compared with 34,688,000 pounds during February last year and the 1946-50 average of 59,575,000 pounds, the Bureau of Agricultural Economics reports, The quantity frozen was relatively larger than last year and accounts for most of the increase in total

counts for most of the increase in total production over a year ago.

Dried egg production during February totaled 1,681,000 pounds, compared with 1,846,000 pounds in February last year and the average of 7,228,000 pounds. Production consisted of 149,000 pounds of whole egg, 589,000 pounds of dried albumen and 943,000 pounds of dried volk. Production during the second production of the second production of the second production of dried volk. pounds of dried yolk. Production dur-ing February last year consisted of 1,313,000 pounds of dried whole, 370,-000 pounds of dried albumen and 163,-000 pounds of dried yolk.

000 pounds of dried yolk.

The quantity of frozen egg produced during February totaled 38,-117,000 pounds, compared with 25,-582,000 pounds during February last year and 34,139,000 pounds the 1946-50 average. Frozen egg stocks increased seven million pounds during February, compared with an increase of two million pounds during February. of two million pounds during Febru-ary last year and the average Februdecrease of one half

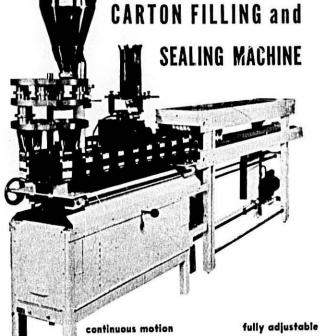
#### \$500,000 "Hot" Checks Losses

Rare is the business that accepts checks in the course of daily business that does not experience some loss through "hot" checks. Quite familiar to most retailing businesses are the let-ters "NSF" on checks that are not

honored by banks. From Los Angeles comes the report that check-cashing costs one unnamed firm there a loss of more than a half million dollars, despite the utmost care. It is estimated that the loss to hot-check artists' activities ranges from 1/20 to 1/2 of 1 per cent of gross sales.

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\*This machine can also be supplied to package Long macaroni and Spaghetti semi-automatically.

1-Automatically feeds the carton from magazine.

2-Automatically glues bottom flaps.

3-Automatically fills carton. 4—Automatically glues top flaps. 5—Readily changed from one size carton

6-Low maintenance cost.

low maintenance

7-Uses little floor space.

CLYBOURN MACHINE CORPORATION 6479 N. AVONDALE AVENUE **CHICAGO 31, ILLINOIS** 

easy filler adjustment

25× □

#### **CARE Enlists Public Aid** for UN's Global Fight on Disease

For Americans who want to know what they can do personally to promote the universal well-being so es-sential to peace, the new CARE world health program offers an opportunity to join a global fight against disease, the enemy that needlessly kills and cripples and incapacitates millions of the world's people in underdeveloped

Launched at the request of the United Nations' World Health Organization (WHO), the program will serve as a channel for meeting acute medical needs in critical health areas, through specific CARE packages or projects for which the public will be asked to subscribe funds.

Now underway as the initial project is a \$60,000 campaign to establish an Iron Lung Bank in Asia. The funds will cover CARE's purchase and delivery costs for 30 respirators, at \$2,-

Ten respirators will be deposited in each of three hospital centers in Tok-yo, Bangkok and probably Cairo (or some other Middle Eastern city). These centers will serve all of Japan. Thailand, Egypt, Afghanistan, Bur-ma, Ceylon, India, Parkistan, Nepal, Indonesia, French Indo-China, and other nearby countries. At the call of WHO representatives, iron lungs and trained personnel to operate them will be sent from the nearest center into any area stricken by a polio epidemic.

Contributions in any amount to the Iron Lung Bank, CARE, 20 Broad St., New York 5, N. Y., or any local CARE address, will help provide the respirators as A gift from the American people. Should an organization or individual donate the complete cost of a respirator, delivery will be made in the name of the donor.

#### Guinea Pig Testing Trial Balloons Precede Actual Promotions

The wise businessman will feel out his markets before launching an expensive advertising program, observes columnist Elmer Roessner, marketing and advertising expert, in a recent

treatise on the guinea pig testing idea. You may be a guinea pig without knowing it. That is true whether you

are a consumer or a merchant.

Few new products with long-term possibilities and few national advertising themes are introduced these days without tests that make the residents and businessmen of a few communities

Conceivably, a new product could be introduced for very little money; a new advertising theme could break, full blown, from coast to coast. But to introduce a new product on a broad

scale and to get it into most of the stores that might reasonably handle it can cost up into hundreds of thousands. An advertising campaign with an offer that doesn't click can waste a million dollars. Therefore testing has become an important form of insur-

The product is placed in stores and advertised and the results noted. Some-times the product is withdrawn or repriced, or the advertising is revised. But when sales hum, the manufacturer knows he can go ahead with national distribution and advertising. If the test has been properly run, he can tell how much he will sell and what profits will be, and how retailers respond to his deal.

Selection of a test market depends much on the product. Key West is regarded as a pretty poor spot to test snow shovels and New York is no good for testing cow vaccine. But in general, manufacturers like compact markets; they also like markets that give them a cross section of their

An Australian cough syrup is being market-tested in Minneapolis and Yankton, S. D. Yankton and New York are being used to test a head-ache remedy. Another remedy is being tested in Rockford, Ill., and Madison, Wis. A new hair coloring preparation is being tested in Binghamton, N. Y., Peoria and Columbus. A new maca-roni is being tested in Waco, Tex., Greensboro, N. C., and Waterloo, Iowa. Other new products may be under test right now in your own

Advertising campaigns for old prod-ucts are being tested the same way. Some large companies subscribe to advertising clipping services just to keep tabs on advertising themes competitors are trying on consumers. Almost no direct mail campaign is ever launched now without test mailings of a few thousand. Sometimes dozens of tests are made until the best combination of persuasion and price is arrived

Even national contests are tested, In planning a million-dollar give-away, a company will put on a very similar campaign in a few test areas. This shows them how much the big contest will do and also gives an idea of how much work is involved in handling entries, deciding ties and so on.

#### Of Rats and Men

It is estimated that ravenous rats take about 200 million bushels of wheat a year out of the country's bins. At times this rodent thievery may tie in with the farm price support program by draining off surpluses, but the trouble is that the rats are at it whether there is surplus or shortage. Now it appears that there is another

species of creatures raiding our grain supply-at least that in government storage. It begins to develop that some of the grain on the books of the Commodity Credit Corporation "just

ain't there" in the bins or the elevators.
Just how much is missing and where
it went and who got it hasn't been
clearly established, but there is a
mouldy smell to the whole business.
"No fraud—just bad mismanagement," says Secretary Brannan (mismanage ment is always bad, we would think), who estimated that such grain losses might run upwards of \$5 million.

The Senate Committee hearing charges of mismanagement in CCC operations was interested in finding out more about it, voted to ask the Senate for \$50,000 for a full scale investigation. With the chain of scan-dal spreading from the RFC to the Treasurury Department to the CCC, it is regrettable that so much of the time of our legislators must be occupied with investigating shenanigans in the administrative branch. Management of a business concern is supposed to be able to detect skullduggery in the organization and root it out. The heads of government agencies should accept and discharge that responsibility. There are too many indications that they are remiss in discovering such practices and then in exposing and punishing them. There are too many implications that they are more concerned with covering up such deficiencies and letting the culprits off. So comments a recent issue of Wholc-

#### New Shapes of Macaroni

St. Louis Concern Turns to the Animal Kingdom to Keep up with Modern Marketing

by Clementine Paddleford, Feature Writer, New York Herald Tribune

Italians, down the centuries, have been artists with the pasta. While Michelangelo and Leonardo da Vinci were painting their masterpieces, humble noodle makers in the very shadow of the Vatican were performing their little miracles on the dough boards. Clever fingers could model masses of dough into delicate statuary, exquisite in detail as a collection of carved ivories. The pasta was pressed into fantastic shapes, delicate shells, minia-ture bows, tubes big as steam pipes there were long twirls of fine rope. stars that might have been beaded together to make a queen's necklace. Prizes were awarded annually for the macaroni bender who could twist dough into the most unusual or amusing of shapes.

#### Macaroni Zoo

Macaroni makers in America have matched old Italy if not surpassed

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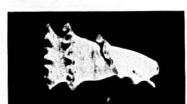
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To Meet the Needs of The Fast Growing Industry

> With High Precision Dies For Finest Performance



GUIDO TANZI · 3252-54 W. 5th Ave., Chicago 24, III.

her in the art of the pasta. Here every variety of shape is made as of old, and pressed out by machine. But few of the designs are new. Almost without exception, the shapes repeat on those from the past. Now a first-generation, American-born Italian family, the Viviano's, of St. Louis, nationally known macaroni makers, have turned out a fresh idea—the animal kingdom. They have produced a zoo in a box, ten different animals, Zoo-Mac the name. It was three years ago the zoo was suggested, then developed. No more difficult to do animals, the Vivianos reasoned, than to make alphabet noodles. Mothers cheered; children were delighted to find a circus in the soup bowl. These little critters can be made into ring molds to hold a creamed dish; use them any way you would the regular macaroni or noodles.

The forms show distinctly—no guess work for junior. You know this is a bear, that one an elephant; here is a lion. What a fine sitting rabbit! Today, animal noodles sell in 38 states and are just being introduced into New York.

#### A Family Affair

A visit to Viviano Brothers plant in St. Louis is like a visit with the family. It's a family-run operation. Two sisters lend a hand. Vita is secretary-treasurer; Sasa helps in developing recipes; brother Peter is vice president and general sales manager; oldest brother Frank is the dignified president. And there's mother; the children have named her honorary vice president—"she keeps us all under thumb," is their claim.

Five Viviano brothers came out of Italy in the latter part of the nineteenth century, bringing along a vast knowledge of wheat and macaroni products. Peter and Vito, two of the five, started a bakery, making Italian bread and fresh noodles for day-byday use. Immediately the noodles outsold the bread by a mile and the brothers decided to concentrate on pasta products. They were among the first to interest millers here in producing semolina, a product made of durum wheat grown only in the northern part of the United States. This semolina the Vivianos had known at home in old Italy, Semolina differs considerably from flour; white flour is white, semolina is golden, and it is granular in shape. It is milled from the heart of the durum wheat and contains less than three per cent flour and, therefore, is classified as a cereal. It is almost starch-free, easily digestible and

It was in 1900 that the present Viviano company was established by the two brothers and it has continued under family management in all its 52 years. Brother Peter died when he was 37, leaving his wife with six small children. Brother Vito, who had no

family, took over his brother's flock to raise. Now Uncle Vito is gone and it's Peter's children who run the St. Louis firm. Now the company is four companies, the St. Louis branch, managed by Peter's family; with other Vivianos in charge of Vimco Company, Carnegie, N. Y.; Vivisom, Detroit; Delmonico Foods, Louisville, Ky.

President Frank Viviano took us

touring through the plant, showing off its automatic equipment, which was installed in 1948. We asked him to describe the looks of a good macaroni product. He picked up a handful of elbows. "See," he said, "the color should be translucent like this." To us it looked bright amber. "A smooth finish," he said, rubbing a piece between thumb and forefinger. "But the real test," he admitted, "comes by cooking. Macaroni pieces must all cook alike, all be done at the same moment, a uniform product."

#### Dinner at Home

The Viviano family lives in a St. Louis mansion, 22 rooms and not a room too many. Three of Peter's six live at home with Mama. The three married ones are close neighbors, running in and out, bringing the grandchildren. There is a slender fragile Mama who moves like an angel among her energetic, home-loving tribe. And Angel they call her, a pet name of years. Angel paints china, has a kiln in the basement. Every dish in the house wears gold bands or a flora decoration. Mother loves cooking the dishes of old Italy and the family loves eating. A remarkable family; it has its own orchestra; each member plays one or two instruments. The family loves dogs and these join the evening circle around the piano. Dinner with Vivianos is an unforgettable experience and one unforgettable dish, a meatless spaghetti lentil dish you might like making in Lent.

#### Safe Delivery Begins at the Home Terminal

#### by P. L. Schuler, Personnel Director Theo. Humm Brewing Co., St. Paul, Minn.

Motor vehicle safety must start at the home terminal. The fleet superintendent must assume the responsibilities for safety, proper maintenance and operation of all motor vehicles. He must not be the kind of person who will attempt to save effort, time or money by neglecting minor repairs. When new equipment is purchased, serious consideration should be given to driver safety and driver comfort.

It is extremely important that all motor vehicles are properly housed. With this in mind, the Theo. Hamm Brewing Co. built and equipped one of the finest garages in this part of the

country. Everything possible was done to make it a pleasant place for mechanics and garage attendants to work. A good lighting system was installed; the ventilating and exhaust systems were the best obtainable. Even heating temperatures, good tooling equipment, modern motor vehicle lubrication and washing facilities, power doors that operate by electric eyes, modern locker and wash rooms were provided. The interior of the building was cheerfully painted and provisions for good housekeeping were made.

The working conditions for garage personnel were greatly improved and their work showed a marked improvement. Conditions that heretofore had gone unroticed were repaired without notification. This in itself paid dividends. Road failures became fewer each month. The few that do occur today are not due to the neglect of our repair department, but are usually caused by a mechanical defect or mental fatigue.

tal fatigue.

One of the most important factors of safety in the transportation system is that of proper driver selection. The employment manager should select men who are physically fit, men who are tactful, alert, and have the skill to drive. The prospective driver's attitude should be that of one who wants to drive and is willing to operate his truck in accordance with the state highway laws and the instructions given him by the plant safety engineer. The net result will be fewer injuries to the driver, longer life of the vehicle and good public relations.

It is needless to add, of course, that driver selection and instruction is not the only solution to the problem of accident prevention. Mechanical equipment must be kept in perfect order. Vehicles must be inspected and checked. Maintenance on each unit must be kept as efficient and as safe as reliable mechanics can make them.

A program of safe and efficient transportation cannot run itself. There must be constant supervision, repeated emphasis on carefulness and intelligent operation, and above all, close personal contact with the employes. Informal interviews may sometimes be necessary. A few questions and answers are usually sufficient to convince the men that the company is interested equally in the safe operation of the vehicles and in the avoidance of all kinds of accidents. If the drivers are once assured that the prevention of accidents and the preservation of life are more important than anything else. they will not only co-operate willingly, but relationship between them and the firm will be greatly improved.

It is management's responsibility to provide physical examinations for all driver applicants. At the time of examination, particular attention should be given to eyesight, blood pressure, heart condition. It should be estab-

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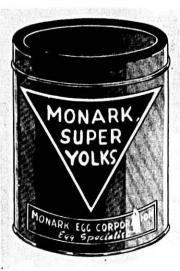
These rich, dark hen yolks will give your noodles that golden color and taste appeal. Our hourly color and solids tests made as the eggs are packed assure you of uniformity in every can.



# Dark Uniform Color High Solids Content Superior Quality in Every Way

Let us tell you about our convenient delivery arrangements and LOW prices before you buy. If you have used MONARK EGGS, you know.

If you have not used them, you owe it to yourself to try these SUPER YOLKS.



# **Monark Egg Corporation**

601-11 East Third Street

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Kansas City, Missouri

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32× 🗆

lished that the applicant does not have a history of epilepsy. A driver must have good vision so that he sees what is to the front and either side of him. His heart must be good, to rule out the possibility of his succumbing to a heart attack while doing his regular work. His blood pressure should be normal to eliminate the chances of his having a dizzy spell or suffering a stroke while operating a truck, All operators of motor vehicles should be given a medical examination at least once a year.

At the Theo, Hamm Brewing Co., the applicant who has passed a medical examination and is successful in passing a satisfactory road test, then makes student trips with a seasoned driver. If the test driver's report shows that the prospective driver operates a truck properly and drives safely, he then stays on that truck in the capacity of a truck helper and remains on that job until he has completed a training course in advanced first aid. I am convinced that the most satisfactory approach of teaching safety to a driver is through the medium of first aid. This training makes him more vigilant and prepares him for the emergencies which often occur on the streets and highways.

The majority of drivers realize their responsibilities while driving. They want to play the game safely and are desirous of having an accident-free record. But what about management at the home terminal? What is it doing to stimulate safety in the minds of drivers? What kind of equipment has it furnished them so that they can drive safely? Good equipment, personal contact, safety literature, safety posters, meetings, contests, No Accident Award pins, or cash bonusesany one of these items will help. The use of all of them spells a successful safety program in any transportation

Finally, the safely driven and neat appearing motor vehicle represents the company to the public and the trade. It must be remembered that macaroninoodle truck drivers are handling a food product, and any product that is transported in a clean and safely driven vehicle is perhaps more in demand than a competitor's sold from a dirty, dilapitated and unsafely driven vehicle.

Food Safety-National Safety Council

#### "Quiz 'Em," \$2.00

Tom Henry, *This Week*, 420 Lexington Ave., New York City, paid two dollars to Mrs. W.H.Y., North Scituate, R. I., for submitting the following quiz and answer based on current

Question: What food is taking preference in Boston, Mass., over the traditional baked beans?

Answer: Macaroni - 37,500 tons of macaroni are eaten annually and only 12,500 tons of beans.

#### America Is Great BECAUSE . . .

#### A General Mills, Inc. Americanism **Promotion Contest**

A contest that will encourage coungsters to think about reasons why America has attained the position of world leadership has been announced by General Mills, nation-wide cereal manufacturer.

The contest is unusual in that it

requires no box tops or other types of merchandise to enter. It asks the youth of America to tell in his own words why the American form of government has brought the highest standard of living to the greatest number of people.

Top prize is a \$4,000 scholarship to any recognized college or university in United States. There are 24 other first prizes which will include a flight to the shrines and cities which have played an important part in American

nistory. The idea originated when appeals were made to the company to use its cereal boxes to encourage discussion of the American way of life. As breakfast often serves as an occasion for family discussion, it was felt that panels in simple language telling about America's freedom and economic development would create a curiosity

among youngsters.

To further the interest, a contest was originated which invites children to write in 50 words or less reasons why they think America is great. Judging will be done by three members of the University of Minnesota

In addition to the 25 first prizes,

there are 100 second prizes of Brownie movie cameras and kodascope projectors. For third prize there will be 1,000 view-master stereoscopes plus 42 full color Kodachrome pictures with

Schools encouraged General Mills to develop panels. Before the mechanics were worked out, educators were consulted on whether such panels would be helpful in classroom dis-cussions of America's heritage.

To obtain materials for the panels on the cereal boxes, research was conducted and historians were consulted. An expert on child literature was brought in and the copy simplified to appeal to 11 and 12-year-old young-sters. The panels were then placed on Cheerios boxes.

Before the contest started, the boxes were on display in grocery stores for several months. Unsolicited response from the public was enthusiastic Many people wrote that family break-fast discussions are now along the theme of the American Bill of Rights or the privilege of a child to pick his own career in this country.

The contest opened March 24 and closes April 21. It is supported by an extensive advertising program.
Teachers have asked for panels to use in classroom discussions. There is no mention of product on the panels which go to the schools.

The tour for the winners will take place in August aboard an American Airlines DC-6 flagship. Such cities as Boston, Los Angeles, New York, Washington, Detroit and Chicago will be visited. Each of the 25 first place winners will be permitted to take along a parent, his teacher and grocer.



Ray Brang, General Mills vice president, discusses unique contest sponsored by company to encourage youngsters to think about principles of faith, freedom and equality which have helped to build America. Children are (from left) Ginger Markham, Janet Helland, Billy Svensson and Jimmy Seed.

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#### Seek Tariffs on Tuna

With the macaroni-noodle industry collectively, and many manufacturers individually, featuring macaroni products with tuna in their Lenten prometions and for year-around serving, there is much interest in the recent application to the U.S. Tariff Commission by the California Fish Canners Association and others calling for increased tariffs to protect the domestic tuna fisheries. Hearings are being held on the application to determine a more protective tariff policy

on imports of canned tuna and bonita. The complaint is that, at the low 15 per cent ad valorem tariff, large quantities are being imported. Tariffs have been reduced in recent years under the reciprocal trade agreements program. Tuna fishermen are supporting the proposal and are also seeking protection from imports of fresh and frozen tuna, on which there is no tariff at

#### Macaroni Contract

The Lusco-American Macaroni Manufacturing Co., Inc., Fall River, Mass., has been awarded a govern-ment contract to provide 260,000 pounds of macaroni, a Mobilization Associated Industries of Massachusetts bulletin disclosed. The contract for the macaroni is for \$29,900.

#### **Gunther Joins Schmidt** Noodles as Sales Manager

A business change of special interest to the Michigan grocery trade was an-nounced recently when Fred K. Gunther joined the Schmidt Noodle Co. of Detroit, as sales manager .

Gunther, for the past nine years, has been a key salesman for Lipton teas. He is putting his wide merchandising experience back of another quality line, in making this change.

#### Sterwin Chemicals Names Chicago District Manager

John A. Reyord has been named to fill the newly created post of district manager of the Chicago office of Sterwin Chemicals. Inc., it was announced by P. Val Kolb, president.

Revord has been associated with the company since 1943 as a sales representative covering the midwestern states. In his new capacity, he will supervise sales activities on behalf of Sterwin's products in North and South Dakota, Minnesota, Wisconsin, Michigan and parts of Indiana, Ohio, Illinois, Iowa, and Nebraska. Service calls by Revord and his staff will be made on the baking, milling, confectionery, meat packing, flavor and pharmaceuti cal industries

Revord's office is in the Chicago headquarters building of Sterling Drug, Inc., of which Sterwin is a subsidiary, at 445 Lake Shore Drive.

April, 1952

#### Shellmar Predicts Record Sales in 1952

New high records were set in boti net sales and net earnings before taxes it was revealed in a preliminary state ment of 1951 results recently issued by Shellmar Products Corp., Mount Vernon, Ohio, converters and fabri cators of flexible packaging materials Net sales for the year were \$43,067,017, an increase of 27 per cent over the 1950 sales record of \$34,

039,990. Net earnings before provision for federal income and excess profits taxes rose to \$5,986,280. This is 20 per cent above the previous high of \$4,971,046 reached in 1950.

Because of the new corporate tax rates which became effective last year. however, provision for federal taxes increased 62 per cent over the 1950 figure, from \$2,408,334 to \$3,918,885. Because of this increase of more than \$1,500,000 in anticipated federal taxes, net earnings available for dividends were \$2,067,395, a decline of 19 per cent from the \$2,562,712 in 1950 net

earnings.

After providing for dividends on the

preferred stock, earnings were equal to \$4,37 per share on the 447,515 outstan Fig. shares of common stock. This compares with earnings of \$5.72 per share on the 433,000 shares of

common outstanding in 1950.

Officers of the Shellmar corporation expressed the opinion that net sales and earnings can be expected to reach somewhat the same levels during 1952, although slow demand at the consumer level now affecting several industries using the corporation's products will probably be reflected in results during the first half of the year. This would be offset, it was said, by the fact that a free supply of films now available would permit exploitation of markets closed since before the war by short-

#### U.S. Cheese Production in 1951

#### Use in Macaroni and Spaghetti Dishes Increasing

Though cheese is a companion of macaroni-noodle products in an almost endless variety of macaroni food rec ipes that are popular favorites among Americans, no estimate has been made of the approximate quantity that goes into consumption annually with macaroni, spaghetti and noodles. It is safe however, that increasing quantities of cheese go into macaroni prod-

ucts dishes each year. Casserole dishes of macaroni and cheese account for the biggest portion of cheese consumed with these wheat foods.

According to the records of the Bureau of Agricultural Economics, production of cheese of various types in 1951 constituted an important part of the days business. The total cheese production in 1951 was estimated at 1.15 560.000 pounds, the fourth highest of rec. 51, down three per cent from 1950, but up one per cent from the 1945-49 average. By months, total theese output was lower than a year earlier for the first six months of the year, also in November and December, almost unchanged in July, but higher in August, September and October. The total of American cheese in

1951 was 862,340,000 pounds, the lowest since 1948, three per cent lower than a year earlier and two per cent ower than the 1945-49 average. Wis consin, which makes about half of the entire domestic output, had a gain of between two and three per cent and was the only state having a higher production in 1951 than in 1950. The combined production of all the remain ing states declined nine per cent. Production for the entire country was low er in all months, except August, September and October.

The 1951 United States production of both Swiss cheese and plain condensed whole milk (bulk goods) were

highest on record, but the output of Blue Mold cheese was the lowest on record. During 1951, less butter. American cheese, Brick and Munster cheese and miscellaneous varieties of cheese were produced than in the preceding year. Products showing gainfrom 1950 to 1951 were Swiss cheese Limburger cheese, cream cheese and

Swiss cheese production in 1951 of 100,020,000 pounds reached a new record high. Output was one per cent higher than in 1950 and 52 per cent above the 1945-1949 average. The combined production of Brick and Munster cheese for 1951 totaled 27, 430,000 pounds, the lowest since 1948 nine per cent smaller than the preced ing year, but 18 per cent larger than the five year average.

Limburger cheese totaled 0,460,000 pounds, up eight per cent from a year earlier but down 20 per cent from the live-year average.

Cream cheese production was estimated at 66,380,000 pounds, the second largest on record, exceeded only 1946. Compared with 1950, the 1951 production was up one per cent, and, compared with the 1945-1949 as erage output, was up 11 per cent.

Neufchatel cheese production gained 10 per cent from 1950 to 1951, but at 3,930,000 pounds was 28 per cent less than the 5-year average.

Output of Italian cheese, many va-



Exterior View-Lazzaro Drying Room for ECONOMICAL SPEED DRYING

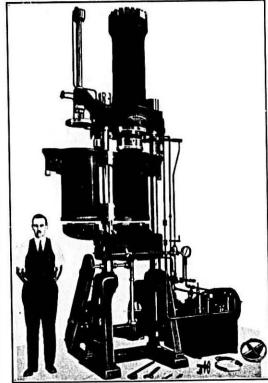
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rieties of which are used in preparing dishes of macaroni and spaghetti dishes, totaled 61,960,000 pounds, highest on record except for 1946, only fractionally more than in 1950 but 12 per cent more than the 5-year average. With an output of 5,170,000 pounds,

Blue Mold cheese production was the smallest in nine years of record, 32 per cent smaller than 1950 and 49 per cent smaller than the 1945-49 average.

#### Pasta for Thrifty Eating

Here are some ways to use the many varieties of macaroni

> By Harriet Jean Anderson New York Herald-Tribune

Take a tip from the Italians and explore the excitement and mysteries of their grocery stores. Bundles of sausages, stacks of cheeses, shelves of oils and herbs and a veritable mountain of "pasta," or macaroni products, greet the eyes of the shopper along Ninth Avenue 'round 37th Street.

It is the protein-high macaroni that we are featuring today in quick, sim-ple dishes for you to serve for family or company eating. Literally, there are a thousand varieties of the pasta in our Italian stores—take your pick for variety and follow the basic rule of

Corrugated Boxes-

Solid Fibre Boxes-

Folding Cartons—

Kraft Paper Bags-

Wrapping Paper-

seasoned with 1 tablespoon of salt per 8 ounces of spaghetti, macaroni or egg

Cook uncovered, stirring occasion-ally to prevent sticking. An Italian trick is to add a drop or two of olive oil to keep macaroni separated. Test for doneness by pressing a strand against the edge of the pan with a spoon. If it cars analy, it's ready. Cook just to an easy analy, it's ready. cooked spaghetti become. ..., shape-

#### Suggested Recipes

Umido di Carne (meat stew) with buttered modeles, including ½ cup Burgundy wine. Noodles with Clam Sauce. Apple-Topped Sausage Pie, Tomato Macaroni with Cheese,

#### Food Distributors' Dinner Party

Annual Convention in Chicago Neri August

Following the unid-year meeting of its board of directors, the National Food Distributors Association played host to several hundred store door service distributors-members, manufacturers, brokers and suppliers at a buffet dinner on January 20 at the Strand Hotel, Atlantic City. using 3 quarts of rapidly boiling water, guests were directors and members of

the Mayonnaise and Salad Dressing Manufacturers Association, which held its own directors' meeting on January 21.

Manufacturers and brokers attending the canners convention indicated intention of re-appraising their selling efforts in the store door service field. with a view to increasing distribution themes is "Better Distribution Through Better Understanding of Store Door Service.

The directors of both associations voted to hold the next convention at Hotel Sherman, Chicago, in Argust, simultaneously with the silver jubilee convention of the National Food Distributors Association, whose store door service members are important distributors of mayonnaise and related products. At the N.F.D.A. conven-tion, a special exhibit section will be devoted to the products of members of the Mayonnaise and Salad Dressing Manufacturers Association.

April, 1952

of their products through better under-standing of the method. Recognizing that the system has been overlooked, or improperly cultivated in many in-stances, manufacturers and brokers of packaged specialties and perishables believe that factual investigation of the inherent advantages of the system will enable them to expand their market coverage. The N.F.D.A. is celebrating its silve jubilee convention next August, and one of its convention

# Choice of Industry's Leaders

GAYLORD CONTAINER CORPORATION General Offices: SAINT LOUIS

#### Fabers Enjoyed Bermuda Vacation

George L. Faber, Chicago district representative of King Midas Flour Mills, locally known as the Semolina King, and his wife have returned from their winter vacation in Bermuda. They made the trip by air and stayed at the Belmont Manor. The weather was ideal and their stay was most enjoyable in every way.

#### Wesson Appointed Milprint Controller

Appointment of Arthur Wesson as controller of Milprint, Inc., Milwaukee packaging concern, is announced by Roland Ewens, president of Mil-

Wesson resigned from the position of treasurer and director of Nu-Enam-el Corp. to join Milprint. He will be responsible for general accounting, works accounting, internal auditing, budgeting and office management in the Milprint organization, which recently completed its new headquarters

A graduate of New York University and a Certified Public Accountant, Wesson brings to Milprint twenty years of experience in tax and general accounting control. He has been



associated as financial executive with Johns-Manville, Atlas Powder Co. and the New York World's Fair.

#### Sperry Division's 100th Anniversary "Queen" to Spearhead Celebration

Tribute will be paid during 1952 to one of the first west coast flour

millers when General Mills' Sperry division observes its 100th anniversary.

The year-long celebration started last month when Marilyn Graffis of Stockton, Calif., was selected as Miss Sperry, to reign over a long list of festivities planned to honor the memory of Austin Sperry, who built his first flour mill at Stockton in 1852. Miss Graffis, 20, is a student at College of the Pacific and a native of

In January, she visited the capitals of California, Washington, Oregon, Idaho, Nevada, Arizona and Utah and presented the governors of these states with a Fiesta Anniversary Cake.

Fiesta Cake was developed as a Sperry Drifted Snow flour recipe by Martha Meade, Sperry home service director.

Plans call for a special event at Stockton on May 16, anniversary date, a contest and gala birthday party for Sperry employes, and many other pro-

A special anniversary emblem is being carried during 1952 on all Sperry packages, bags, letterheads, invoices. and other printed materials. Radio, television, and printed word advertis-

ing will use anniversary themes.

Grocery products salesmen in Sperry division will don cowboy hats and shirts for special store sales. All display material will carry the 100th anni-

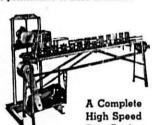
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Up
By Veronica Volpe
Pittsburgh, Pa., Post-Gazette
Food Editor

Historically, and primarily from the consumer's angle and education The "Laff in the Dark" at Kennywood has nothing on the factory of the Vimco Macaroni Products Com-

pany in Carnegie, Pa. Through the consumer's eye, one look inside, and we think the macaron manufacturing plant is the closest thing to a "nut house" outside of an amusement park. To further confound the image are a great many trappings of a walloping battlewagon with its busy complement geared to a ship un-derway and full speed ahead. On the first floor of the factory,

a little man empties 100-pound sacks of golden-flecked semolina, the mid-dlings of durum wheat, into a hole in the wall. And almost the next time you see anything of the semolina, or what has happened to it, it comes out, four floors above, in a variety of forms of the macaroni, of which there are

hundreds of shapes.

Mostly the actual process of macaroni making is a purely mechanical one which goes on in huge machines in vast rooms. The raw materials are exposed only at the beginning of the process and at one interval, before 10,000 pounds, enough semolina for

they come out of the presses as a fin-ished product ready for moving into drying rooms, where temperature and ventilation are controlled.

An endless chain conveyor lifts the semolina, at the rate of 10,000 pounds an hour, up to a mixing room on the fourth floor, passing the middlings through a "sifting" machine en route.

cut through the mix.

From there on, it's every strand or shape for itself as the dough passes onto the presses, and under a pressure of three to four thousand pounds per square inch, is forced through the selected die to form any one of the hun-dreds of forms of the nutritious macaroni on which middle and southern Europeans have subsisted for genera-

tions.

The art of making macaroni is so old that the date of its origin is lost

"M' caroni," when served the dish, is credited with naming the food.

roni, spaghetti and egg noodles in an astonishin; number of shapes and

semolina flour and eggs.

Semolina is the purified middlings of durum wheat, the hardest wheat

grown, which the United States Dean eight-hour run. And from these tanks, the semolina flows down through partment of Agriculture imported to this country from Russia in 1898. The deep golden or amber color is the natural color of the wheat.

April, 1952

Ninety per cent of the 1950 crop, 36 million bushels, of durum wheat

was grown in nine counties in the northeast corner of North Dakota

Today's durum is of a higher gr de and finer quality than the 1898 im-

port variety. A seed certification pro-gram, established and maintained by USDA at the experimental station of

North Dakota Agricultural College,

provides the best possible seeds for

There are hundreds of varieties of

the wheat. And improvement of seeds is based on a hybridization program of the various seeds, for each carries

some desirable characteristic. The goal

of the improvement program at the experimental station is to produce a

high quality variety resistant to disease

and insect infestation, and one which will give a good yield.

Dough made from durum has the

special plastic property for making macaroni. It holds its shape without shattering. And part of the improve-ment goal is to produce a wheat that

more resistant to shattering than

long chutes into mixing troughs. In the troughs, if you are still with us, jets of water, with the speed of flow controlled and heated to a temperature of 100 degrees, fall in a thin stream into the semolina to form the

dough, as revolving blades chop and

in the annals of history.

A thirteenth century king, who cried,

The generic term "macaroni," or "macaroni producis," includes maca-

Best quality macaroni is made from a mixture of semolina and water. Noodles are made from a mixture of

the present form.

It is because of the high quality protein of the gluten of durum wheat that macaroni products have nutritive value.

**Taxes Now Cost More** Than Food

In an interview with Senator Harry F. Byrd (D., Va.), Paul S. Willis, president of the Grocery Manufacturers of America, Inc., said that our best safeguard for world peace is a sound, healthy economy at home. He asked the Senator whether, in view of the already huge national debt of 260 billion dollars and continually higher taxes, we are not reaching the point where the soundness of our economy would be endangered and, if so, what can be done about it?

Said Willis: "For the first time short of all out war, taxes are costing us more than the food we eat."

"In 1951, we paid 18 billion dollars more in federal, state and local taxes than we spent for food. The tax col-lector took one dollar for hidden taxes out of every five spent for groceries."

Senator Byrd stated that present fiscal policies can only lead to eco-nomic chaos, and that in the next year government spending would put us in the red by nearly 15 billion dollars while we are staggering under the high-est tax rates and the highest tax collections in our history. He estimated that, two years from now, the federal debt would be 300 billion dollars, an increase of 40 billion dollars above the present high level.

"There is only one way to reduce public taxes, without increasing public debt," said Senator Byrd, "and that is to reduce public spending.

After carefully analyzing every functional item, every payment program and every payroll in almost 1,700 pages of the budget of 85.4 billion dollars submitted by President Truman last January, Senator Byrd is convinced government spending can be re-duced by 9 to 10 billion dollars without impairing a single essential function of government—military or civilian. This analysis by Senator Byrd has been submitted to the Senate and is now part of the Congressional Record and the Senator hopes that his proposed reductions will be carefully considered when the various appropriation bills come before Con-

Senator Pyrd expressed the opin-ion that, with our form of government being responsive to the will of the people, public expenditure and taxes will be reduced only when the public will is forcefully impressed upon the executive leadership and the legislative representation.

An overwhelming majority of motor vehicles involved in accidents last year were reported in apparently good con-



Salvatore Viviano President, Vimco Macaroni Products Co.

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#### Italian Foods Invading New York Tables

#### Prepared Pasta Fagioli Is Ready— Pizza Sauce for Home Use Is On Its Way

By Clementine Paddleford in New York Herald-Tribune

New York is becoming more Roman than Rome. The Italian population in greater New York outnumbers that of the Papal City. Restaurants here are more Italian than French and plain American food, a hunt to find. The pizza shops in this town are shoulder o shoulder in popularity with our hamburger barns. Pizzas are being home made, a jiffy job—canned to-mato purees combined with cheese or anchovy, with a toasted muffin the base. And coming any day now a pizza sauce ready made, done to the last leaf of bay, perfected by Flotill Products. It's a sauce that for several years Italian restaurants have been buying by gallons to save kitchen time. Tillie Lewis, the Brooklyn-born president of Flotill, decided housewives would love the stuff and is canning it for retail; long cooked, basil flavored, thick and delicious.

Every day an increasing number of Italian foods make their appearance on grocery shelves. Many are imported, but the vast majority are made here at home. Better made, their Italian-American makers claim, than the same thing turned out in old Italy.

#### Pasta Fagioli

Shades of Mayor La Guardia, here's pasta fagioli-to tip from a tin. Not to be outdone by Tillie and her pizza sauce, Betty Victoria Ossola, head of the J. Ossola Company, is right on the trigger with this newest readymade Italian product. You might remember that the late Fiorello H. La Guardia frequently recommended this to New York's housewives in his Sunday radio talks. The late mayor's hobby was ribsticking foods. "Down with food snobbery," he used to shout, "Buy what's cheap and abundant. Eat what's available. You can't buy rib roast? Then serve the oxtail. If you can't afford asparagus, make cabbage king; you can't find a piece of stew meat? Remember the power of beans to jack up short protein." Speak of beans and a greedy glint lit the eye of the mayor. thinking of pasta fagioli, a dish of baritone flavors he had loved as a boy. It's an old Italian dish, its ingredients worthy substitutes for scarce meat and potatoes. Beans and noodles or macaroni play the lead roles with just enough meat to give the mix-

In Italy, rich men, poor men eat of the homely pasta fagioli; it's made in one or another of a half-hundred variations. A dish richly seasoned in long years of argument about its best prep-

aration. Some insist the beans must be cooked with a ham bone laden with generous slivers of the meat. Others favor salt pork or a square of int bacon. It's a nice job turned out with escarole, but spinach, almost any green, can pinch-hit. The Ossola recipe uses a specially made macaroni with a reduced caloric content and white beans, tomato paste, onions, imported Torino olive oil, creamery butter, Parmesan grated cheese and a subtle blending of spices. The product comes ready to serve after ordinary heating. Use it as a soup, a vegetable or a main dish. Pasta fazool, that's one nickname, is to be available soon this week in chains and independent grocers throughout greater New York, the one-pound four-ounce tin around 27 cents.

#### Macaroni Fashions

New styles in macaroni, new macaroni recipes were presented at a Lenten style show given Monday by the makers of La Rosa Maraconi products at Patio Bruno, 24 W. 55th St. A style-show luncheon with every course starring a pasta product. Two of these were new and every recipe served had been especially developed by Andre Bruno for the occasion.

Add together all the shapes of pasta known in Italy, and it will count out more than 150 styles, V. La Rosa & Sons, largest manufacturers of macaroni products in America, make more than 100 kinds. The Bohack chain has carried the full line now for a year. It was in 1949 that their store managers noted a buying trend to the unusual pasta shapes. American women were beginning to take interest for the first time in the pasta novelties. Bohack's decided to stock some of the odd numbers of the La Rosa firm just to test the idea. Within two months they were offering La Rosa's full line. Sales went soaring as women learned how to use shells, ribbons and bow knots, styles which formerly sold only in Italian groceries.

#### Non-Stick Ribbon

It was a very special ribbed lasagne that made a party premiere. This is a two-and-one-eighth inch wide ribbon with fluted edges, guaranteed nonstick because of its middle ribbing. Vincent S, La Rosa, party host, explained that the chief difficulty American women have had in the preparation of this traditional Italian baked dish is that the strips tend to stick if not expertly handled. For two years the La Rosa test kitchens have worked on the problem and finally came up with this non-stick variety; the ribbed surface or corrugations reduce the horizontal surface plane and so pre-

The fluted edges are beautiful, but they have a practical reason as well in that the sauce, the flavors, steam

and aroma can circulate around the ribbon during the baking. The result is a dish of lasagne that tastes better than any we ever tasted before. The credit goes partly to Patio Bruno' kitchen, located in the shadow of the towers of Rockefeller Center where Italian food is served in the upper class manner. No boredom here for the palate.

Still another little masterpiece is La Rosa Rigoletti No. 88, a short, broad macaroni made in the shape of a corkscrew, the built-in curl having unusual tender springiness that gives Rigoletti a taste quite its own. Mr. La Rosa explained that, although all La Rosa macaroni shapes and sizes are made exclusively from the same raw material—the finest semolina obtainable—each shape has a distinctly different taste.

Thicker pieces are more chewy, those extremely thin are light and tender. One shape may have a special springiness to surprise. Certain styles are built as a trap for rich sauce.

#### FDA Condemns "Toxic" Wrap Used to Pack Process Cheese

The Food and Drug Administration has thrown the cheese industry into something of a dither by cracking down on use of a newly developed wrapper containing dehydroacetic acid, which FDA contends is poisonous so reports the Food Field Report, March 10, 1952:

FDA has seized three large shipments of process cheese using the new wrapper, and this has brought the National Cheese Institute into the picture with a request that FDA review its position that the dehydroacetic acidcontaminates products wrapped in packaging paper containing the chemical.

According to Associate Commissioner Malcolm A. Stephens, FDA made extensive tests before it ordered the seizures. The agency is willing to look over any evidence the industry can present tending to show that products are not contaminated by using the new wrants he said.

new wraps, he said.

Mr. Stephens told Food Field Reporter the wraps so far have been used primarily for process cheese. The dehydroacetic acid functions as a mold inhibitor, he said.

It is impregnated in the paper, but transfers from the paper to the cheese. It is readily absorbed in the cheese, Mr. Stephens said, until it is evenly distributed throughout the product.

In its seizure cases FDA is alleging that the products contain an added poisonous or deleterious substance (dehydroacetic acid) and that this substance is not actually required by good manufacturing practice.

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# Rossotti Pictorial

The Rossotti Lithograph Corp., North Bergen, N. J., has distributed an illustrated four-page brochure showing the activities at the spaghetti buffet supper at the Flamingo Hotel, Minni Bench in connection with the Miami Beach, in connection with the winter meeting of the National Maca-roni Manufacturers Association in that city, January 24-25, 1952.

city, January 24-25, 1952.

The "Rossotti Reporter" features the 4th Miami Spaghetti Buffet, by this firm that regularly sponsors such appreciated affairs at national and regional meetings. It reports that the Miami Beach affair last January was "madeined." "acclaimed as a smash hit by conventioners." The memorable affair was held in the Flamingo Room the

was held in the Flamingo Room the evening of January 24.

Assisting Charles C. Rossotti, executive vice president of the host firm, were Thomas F. Sanicola and John Tobia. President C. Frederick Mueller of the C. F. Mueller Co., Jersey City, N. J., and of the National Macaroni Manufacturers Association, was master of ceremonies. master of ceremonies.

The brochure's front page shows a large picture of the Flamingo Hotel, facing Biscayne Bay, and 27 smaller pictures of groups of guests on the inside and back pages. In attractive



headlines appear the words, "Good Friends, Good Fellowship and Good Food—Gaiety Reigned Supreme." Notes on this outstanding social affair appear on the two inside pages under the title—"Flamingoings-On." Cut-lines give names of guests pictured. Copies were sent to manufacturers June 25 26, 27, 1952.

and suppliers. Additional copies are available from the Rossotti Company. It was also announced that the firm would be host to a similar affair in connection with the annual convention of the macaroni-noodle industry at Mount Royal Hotel, Montreal, Canada,

# LANZIT CORRUGATED BOX CO.

2445 SOUTH ROCKWELL STREET CHICAGO 8, ILLINOIS

Chicago's Oldest Manufacturer of Corrugated Boxes

# **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.

## BALING PRESSES

Hydraulic Baling Presses for Baling all Classes of Materials

# HYDRAULIC **EXTRUSION PRESSES**

Over Forty Years Experience in the Designing and Manufacture of all Types
of Hydraulic Equipment

#### N. J. CAVAGNARO & SONS MACHINE CORP.

400 Third Avenue Brooklyn 15, N. Y., U.S.A.

# **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 As-
- 2—Egg Solids and Color Score in Eggs. Yolks and Egg Noodles.
- 3-Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investiga-tions. Microscopic Analyses
- 5—Sanitary Plant Inspections

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

# PRATER MACARONI MILL

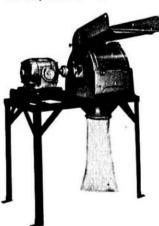
- UNIFORM, FINE GRANULAR GRIND
- . NO COLOR CHANGE in grind
- LOW COST

What is it you want most in a new Macaroni Mill? Dependability? . . . simple, trouble-free design? . . . economy? . . . cleanliness? You'll find them all in a Prater Macaroni Mill-that and much more!

For example: The Prater Macaroni Mill is clean, dust-tight. effectively sealed against any leakage. Of the three screens furnished; two produce a granular product most similar to Semolina, the other may be fine for producing flour. One man quickly, easily, dumps broken macaroni, sacks grind. The Prater Mill is economical-30c per 100 pounds should cover labor and power.

On any basis, from any angle . . . Prater is the mill that gives you the most! A Macaroni Mill with a future built-in from a past that goes back 24 experienced years.

But the only way to really convince yourself is to get all the facts. You can do that by simply mailing the coupon below, today. Do it now.



Proter Mill requires only 8 sq. ft. floor space. Unit is complete, ready for service. 5 H.P. motor produces 400-500 lbs. per hr. 71/2 H.P. delivers 700 lbs.

PRATER PULVERIZER CO.
1504 South 55th Court, Chicago 50, Ill.
Gentlemen: Please send complete details about the Prater Macaroni Mill,
Name
Firm Name
Address
City Zone State

Start Durum Planting

**About April 15** 

tion of the country's best durum area in North Dakota are surveying their

fields as to the probable planting time

OURNAL representative in that area,

who has more than a half century of

experience in the durum state, writes

that, "as of April 3, the weather and

soil conditions throughout the durum

area indicates that seeding will be un-

much seeding done earlier than that.

"Over the durum area, the snow is

practically gone and, as the fall was light during the entire winter, no

B. E. Groom

floods are expected. Last week I talked to men at Langdon who were

setting poles for Otter Tail Power Co. lines and they told me that where the lines crossed fields or bare ground,

the frost was about five feet deep.

That's a good thing for our crops, as

it provides the required moisture for growing crops when thawing out.

"On account of the excessive weath

er damage to the durum crop in 1951,

there is a great deal of anxiety regard-

ing the germination of seed stocks. Practically all are having their seed tested for germination. Reports are that many find it to be only around 60

per cent, so many are changing their seed. There are no general reports of

a seed shortage, but this low germination of durum will be a factor in cutting durum acreage, probably around 10 per cent. With good growing

weather this summer and normal har-vesting weather next fall, there should

Uneasy lies the head that ignores a

be a good durum crop in 1952."

telephone call late at night.

Mr. Green

Lenten business has not been up to last year's level, but the grocery trade, just as in other fields of distribution, is working on low inven-tories. The demand should continue to be steady during the next few months, rather than the usual spurts about this time followed by sharp de-

**GREEN BAY** 

**BOX COMPANY** 

Manufacturers of

• CORRUGATED SHIPPING

CONTAINERS

• FOLDING CARTONS

• LINER BOARD

CORRUGATING BOARD

• SEMI-CHEMICAL PULP

GREEN BAY, WISCONSIN

#### **GREEN LIGHTS**

By Robert M. Green

R. L. Ely, contracting officer, and Colonel Wall in the Food and Container Institute and the officers' training school.

Colonel Ely pointed out that, while all export business is handled through the Chicago QMD, purchases for domestic use are being made locally by the various armed forces camps. This saves freight costs and warehousing, and distributes the business more widely to local manufacturers. Ob-viously, it makes a greater problem of

Macaroni specifications are clear and explicit, requiring No. 1 semolina; in-spection before purchase, during man-ufacture and after completion of contract. Research work is being done in the Food and Container Institute to see if color standards can be estab-lished which will give proof that No. 1 Semolina is used in macaroni for the armed forces.

At the Chicago Quartermaster Depot, I recently talked with Estelle Andrulis, macaroni buyer, Colonel at the lowest fair price. As macaroni

manufacturers, we want to give the men in service the best food possible. Poor quality for the sake of price loses repeat business customers and gives the industr; a black eye.

Noodle freight rates are being studied by the Ohio Motor Carriers Association, which objects to rates on noodles in LTL lots on intrastate shipments. New rate changes were effective March 29, with noodles getting first class classification. There are no exceptions on noodles shipping in-trastate under the fourth class heading of Macaroni Products. The association is protesting this discrimina-

Hearings to consider a proposal to cancel all Less-than-Carload and Any-Quantity-Exemptions-Ratings, including intrastate classifications, were held in Chicago, March 18-19; in New York, March 25-26, and in Atlanta, April 1-2. It is felt that a uniform classification rating will result in dif-ferent rates for a lot of manufacturers,

with an individually designed package, with or without windows, that does a full-time selling job—that's easy to stack on store- or pantry-shelf!

with a sturdy BRADLEY & GILBERT

The Bradley & Gilbert Company

package that really protects the maca-roni product it contains!

# SAVE ON FILLING and PACKING!

with a carton that is designed for high speed machine or manual filling.

WE design and manufacture packages that fulfill these requirements. Send us your packaging prob-lem . . . our counsel is yours without obligation.

#### Kroger Co. Named "Brand Name Retailer of the Year" in the Food Field Durum growers in the favored sec-

Cincinnati, Ohio, Firm Receives Plaque, Four Other Stores Awarded and making up their minds on how much durum wheat they will plant this spring. B. E. Groom, The Macaroni Certificates of Distinction Before 1,500 Executives Attending Brand Names Day Dinner on April 16 at

The Kroger Co., Cincinnati, is the Brand Name Retailer of the Year in the food field.

This was announced in a telegram der way by April 15, and that is plenty to Joseph B. Hall, president of that early for durum. Seldom do we get

#### Full Line of Dehydrated Vegetables

Spinach Onion

Celery Tomato

And All Other SOUP MIXES

ISRIN-OLIVER CO

169 Spring Street, New York 12, N. Y.

# OF AMERICA'S LEADING PRODUCTS CARRY THIS FAMOUS IMPRINT-

# Specialized Packaging for the Macaroni Industry

Unsurpassed versatility of equipment is one reason why so many important factors in the macaroni industry rely on Sutherland for their packaging needs. Long, short, tall, squat, square, round-whatever type package you want-this completely integrated packaging center has the facilities to produce it.

An experienced staff of creative artists is ready to help you develop new salesmaking designs. The finest of package printing craftsmen will add new sparkle and brilliance to your consumer products.



SUTHERLAND PAPER CO., Kalamazoo, Mich.

# SELL MORE MACARONI!

## PROTECT YOUR PRODUCT!

650 South Seventh Street . Louisville, Kentucky

25× □

32×

company, from Henry E. Abt, president of Brand Names Foundation, Inc. The award was made in recognition of outstanding presentation of manufacturers' brand names to the public during 1951.

Names of the winners in the food stores section of the fourth annual competition sponsored by BNF were also announced. They are: Stein-berg's Limited, Montreal, Que., winner of the second place Certificate of Distinction: National Tea Co., Chicago, named third place Certificate of Distinction winner; and Food Fair Stores, Inc., Philadelphia, and the Grand Union Co., East Paterson, N. L. awarded Certificates of Distinction. Three of the stores honored this year are second-time certificate winners. Food Fair Stores, Inc., National Tea Co. and Steinberg's, Ltd., were also named last year. Selection of the winners was the

result of two judging meetings held in Chicago and New York City. Judges included the 18 Brand Name Retailers of the Year honored at last year's Brand Names Day.

This year's competition saw the foundation's staff almost snowed under by entries from more than 6,000 retailers, triple the total of last year's entries. The size and weight of the presentations submitted by the 345 ments to all employes. Federal taxes finalists necessitated construction of an on operating income were 34 per cent

extra storeroom in the BNF's offices. Presentations ranged from an essay to a 300-pound book. Before shipping the presentations to Chicago for the second judging session at the Black-stone Hotel, the foundation insured them for \$20,000.

#### Du Pont—Increased Sales -Higher Taxes

With the highest production and sales in its 150-year history, but also with unprecedented federal taxes on income, Du Pont's net earnings in were \$87 million less than in 1950, a drop of 28 per cent, the company's annual report disclosed today.

Sales of \$1,531 million, 18 per cent higher than the previous record year of 1950, and a new record in earnings from Du Pont sources before taxes and renegotiation were reported.

At the same time, the company's 1951 estimate of federal taxes on income and amounts payable under the Renegotiation Act was \$371 million. Crawford H. Greenewalt, president of Du Pont, said in his report to the company's 138,000 stockholders that this is more than twice the total dividends paid to stockholders for the year and almost equal to salary and wage pay-

higher than they would have been at 1950 rates and 77 per cent higher than at 1949 rates.

"While it is recognized that taxe must be high during the period of arming for national defense," M Greenewalt said, "it seems timely to inform the stockholders of the effect of high taxes on the company's opera-

"For many years," the report continued, "expansion of the company: productive capacity has been financed with funds derived largely from earn-ings retained in the business, and from increases in reserves. The enlarged de mand for the company's products can-not be ignored and new productive fa-cilities must be provided to the extent possible. However, the excess profits tax bears heavily upon earnings available for financing new facilities.

"The excess profits tax imposes a specific penalty on growth and effi-ciency by taking away most of the earnings from new operations and from technological improvements. This tax also invites inefficiency, since tax savings are offered that in effect subsidize wasteful spending. Relaxation of cost consciousness is contrary to sound business principles at any time, but is particularly serious in time of national emergency, when maximum efficiency and productivity are at a

Other highlights of the company's BUSINESS INTENTIONS annual report:

April, 1952

Shortage of technically trained college graduates is of increasing concern. Despite intensification of the college recruitment program, it is unlikely that the company will obtain the technical personnel needed during 1952.

Recognizing the need to encourage oostgraduate work in areas of science in which the company has an interest, and to increase the store of scientific knowledge, Du Pont during the academic year 1952-53 will award 75 fellowships, representing a maximum total expenditure of \$275,000, to 47 universities for support of graduate students seeking doctorates, and will make grants-in-aid of fundamental chemical research, totaling \$200,000, to 15 uni-

The company's safety record for the year showed a frequency rate for lost-time and disabling injuries of 0.67 per million man-hours worked, the lowest in company history. This is substantially less than the latest available rate of 5.82 for the chemical industry and 9.30 for all industry.

At year-end there were 138,168 owners of the company's stock, an increase of 12,664 during the year. Of the to-tal, 85 per cent were individuals, the remainder, groups such as estates, trusts, insurance companies, investment funds, churches, schools, and the like,

(Continued from Page 25)

actual two-way communication on a genuine man-to-man basis with our emoloyes, customers, vendors, share owners, neighbors, and general public. The mainstay of this is personal contact, of course. But we need to pave the way for the personal contact, we need to put down on paper what is going to be said and done during the individual contact, and we need to confirm and remind as to what was said

In no other field of selling do we depend on the salesman alone. We sup-plement and multiply the salesman's work by advertising. This selling of the economic, moral and social consequences of business-and the good intentions of business—is a mass marketing job. Publishers, advertising agencies and the industrial and public relations counsellors should be out urging their clients to use the same methods in management selling as they do in product selling.

As to getting the facts of business known, we have an even greater obligation to use all the methods, including advertising, which we have used in getting the facts of products known. The writer doesn't believe that good

pay, good prices, good conduct as to the humanities, and being a good neighbor and taxpayer will of themselves alone solve the employe and community relations problem of busi-ness. Employes and public must also be able to know rehat is right—through their own education and information about our business system in generalif they are to be convinced they are being treated fairly by a given business or by the business system as a

A constantly expanding education in economics at all levels is needed.

Economics will help our employes and neighbors know where jobs come from, how to keep them steady, how to earn more money that is real money, and how to get security for old age.

This economic education-of management as well as of employes and neighbors-needs to be carried on in discussion groups in and out of busi-ness and professional offices and factories-and especially where citizens come together to try to do a better job of being good citizens.

But national—and especially local advertising has an important and far too little utilized place in economic education about given businesses and about the business system in general, Publishers, advertising agencies, and industrial and public relations counsellors can be serving the interests of both duty and profit by urging and helping



# **GOLD BOND**

# Fresh Frozen Egg Yolks

Dark colored yolks especially desirable for macaroni-noodle manufacturers, prepared under the most sanitary plant conditions and quickly frozen.

Packed At Fort Scott, Kansas

EDWARD AARON, INC. KANSAS CITY, MO.

# Frozen Egg Yolks

Also Sugar Yolks, Whites, and Whole Eggs

Top Quality and Color

Your inquiries solicited

# Producers Produce Co.

Springfield, Missouri

#### CONGRATULATIONS

TO THE

#### MACARONI JOURNAL

ON YOUR

#### 33rd ANNIVERSARY!

American Coating Mills Corporation



beidiary of Robert Gair Company peral Offices—Board of Trade Bldg..

their customers and clients multiply their economic messages and related good citizenship education through the dvertising pages of the press.

#### Sterling 1951 Sales Set Record

Net Profits Down Because of Higher Taxes

New records in sales and earnings before taxes were achieved by Sterling Drug, Inc. (Sterwin Chemicals—man-ufacturers of "A.B.C. Enrichment"), in 1951, but substantially higher taxes on income brought net profit below that realized in 1950, according to the annual report signed by James Hill, Jr., chairman and president.

The annual report supplements its accounting for 1951 with a review of the past ten years. It notes that sales during the decade aggregated almost \$1,100,000,000; while 1951 sales volume exceeded that of 1941 by \$105 - 500,000.

During the last 10 years, but primarily since the end of World War II, the company spent approximately \$35,000,000 on a program of plant construction and improvement. The re-port lists nine new plants and three warehouses erected in various parts of the world, some of which are still

#### **BULK TRANSPORTATION**

(Continued from Page 49)

a biochemist and cannot speak with any authority on this subject in general. I can, however, tell you a few things which we have learned, some by our own experience and some from what we have heard from others.

First, when flour is handled in bulk. the temperature stays relatively con-stant. Flour loaded into a Trans-Flo car at, say 80° F., and transported at an average ambient temperature in the an average ambient temperature in the neighborhood of freezing, will arrive at its destination several days later with a temperature drop of less than two or three degrees. Flour stored in bulk under the conditions described, will probably not change in temperawill probably not change in temperature appreciably. Hence, no tempering period is required to bring cold flour up to bakery temperatures. This is a factor which I understand is of considerable importance in cutting down required storage time.

Further, in every handling in bulk by means of either pneumatics or by dispersers, or spinners as they are sometimes called, there is extensive aeration. Each aeration reduces required storage time appreciably. Exactly how much I cannot say. Since the temperature is maintained throughout

the entire transportation period, the transportation period can be included in the aging time.

It is our belief, based on the infor-mation which we have gained, that considerable storage time can be eliminated, with consequent saving in bulk storage and inventory requirements. The saving in bulk storage is primarily a saving in capital invest-ment. The saving in inventory is a saving in interest charges, as well as capital investment. If, say, two weeks can be saved and if each Trans-Flo carload of flour is worth \$7,000, then at three per cent there is a saving in interest alone of \$8 per carload, which is a very worthwhile saving.

- In summary, certain advantages of bulk flour handling are stressed:
- 1. It is sanitary.
- It provides transportation equipment which is under the control of the user and is available for his use only.
- 3. It provides very sizable savings in both material and labor costs.

Each of these points is of great importance Bulk handling is a proved development. There will be continu-ing modifications, to be sure, but these will be along the lines of engineering development, rather than functional development. They will not materially change the present realized advantages. In short, bulk handling is here for

#### Food Dollar Competition

Food producers have a fight on their hands for the food dollar that means extra hours of real planning and real merchandising, Bert Hefter, vice presi-dent and general sales manager of Mil-print, Inc., told a group of food manufacturers at their recent Chicago con-

"Ten years ago, supermarkets were a novelty," the printing and packaging executive reminded the manufacturers. People drove miles to shop in them. Today they are right next door to each other, and competition between them is so tough, some of them are open seven days a week and some open 24 hours

"This means we have to keep think-ing of merchandising ideas day in and day out," Hefter continued. He warned food producers that they must think of the other fellow's profit as well as their own. Retailers must have help from manufacturers in increasing sales, he said. Hefter urged them to plan packaging for its display effect, to make promotional give-aways, and to think in terms of point-of-purchase

In today's economic situation, a manufacturer's competition does not come entirely from others making the same product, Hefter pointed out.
Many other items of wide variety are may not get a second chance.

fighting hard for every dollar spent on

THE MACARONI JOURNAL

"The first thing we must remember is that we are getting more and more of a supermarket and self-serve situation. Once that housewife has passed your display or your rack, you are through. We have to stop her."

After giving manufacturers that challenge, Hefter urged that they establish close contact with the retail store and the consumer. "You can't be an arm-chair general and build today," he said.

"Do not ignore small stores in spite of the supermarket trend. I remember that when I was calling on retail grocers 30 years ago, my company would not allow their salesmen to use automopiles, nor would they furnish them automobiles in those days. They made the salesman carry his heavy pack. The theory was that in an automobile a salesman would drive past the store while he was thinking whether or not it was big enough to stop at. They knew would stop often to get a rest from carrying that heavy bag. Today every-body uses automobiles, but there is still a lot of psychology in the original thought.

Hefter stressed the importance of attractive packaging. "We must have appetite appeal," he said, "something to catch the housewife's eye quickly. You

# **Crystal Tube** Corporation

6625 West Diversey Avenue Chicago 35, Illinois

"Crystal Clear" packaging in printed

Bags, Wrappers, Roll Stock Converters of

Cellophane, Polyethylene, Pliofilm, and other transparent packaging materials.

RAVIOLI . NOODLE **SPAGHETTI** 

#### MACHINERY and CHEESE GRATERS

For the Industry, Institutions, Etc.

**Aurelio Tanzi Corporation** 430 Jefferson St. Brooklyn 37, N. Y.

# The MENGEL COMPANY INCORPORATED

# Corrugated Shipping Containers

**Factories** Louisville, Ky.

Winston-Salem, N. C. Fulton, N. Y.

and Subsidiary Nashville Corrugated Box Co., Nashville, Tenn.



CORRUGATED FIBRE BOXES

GEN'L OFFICES FORT WAYNE 1, INDIANA BOX PLANTS: HARTFORD CITY, IND. ROCHESTER, N. Y.

PITTSBURGH

CHICAGO

FORT WAYNE CORRUGATED PAPER COMPANY

ON THE COLD WINTER NIGHTS, THE FRIENDLY SHADE SCREENING YOU FROM THE SUMMER SUN, AND MY FRUITS ARE REFRESHING DRAUGHTS QUENCHING YOUR THIRST AS YOU JOURNEY ON. AM THE BEAM THAT HOLDS YOUR HOUSE, THE BEAM THAT HOLDS TOOK HOUSE, THE BOARD OF YOUR TABLE, THE BED ON WHICH YOU LIE, AND THE TIMBER THAT BUILDS YOUR BOAT. I AM THE HANDLE OF YOUR HOE, THE DOOR OF YOUR HOMESTEAD, THE WOOD OF YOUR CRADLE, AND THE SHELL OF YOUR COFFIN. I AM THE GIFT OF GOD. I AM THE FRIEND OF MAN. YE WHO PASS BY, LISTEN TO

FRIEND OF MAN

THE TREE SPEAKS

YE WHO PASS BY AND WOULD

RAISE YOUR HAND AGAINST ME HEARKEN ERE YOU HARM ME. I AM THE HEAT OF YOUR HEARTH

HARM ME NOT.

Specializing In

# **DARK EGG YOLKS**

We Have Served The **Noodle Trade** For Thirty-Eight Years

# S. K. PRODUCE CO.

565 Fulton St. Franklin 2-8234 Chicago 6, Ill.

25× □

32× 🔲

#### Children Today Can Expect Longer Life

Children born today have a far better chance than you or your parents had of surviving the disease hazards of childhood and living to a ripe old age, according to evidence gathered by scient'sts at Lederle Laboratories.

Many factors have contributed to the longevity of today's population and the increase in life expectancy for the adult of tomorrow. The majority of women today consult the family physician or obstetrician within the first two months of pregnancy, and return to his office at regular intervals for checkups. Earlier and more regular prenatal care permits detection of conditions which might endanger the life of the mother or the unborn infant, and measures are taken to overcome such conditions long before they have opportunity to wreak irreparable damage.

Other important factors are the use of sulfonamides, aureomycin and other antibiotic therapy for control of infections; widespread use of whole blood plasma in the wake of hemorrhage and shock; better economic conditions; better co-operation with the doctor; more attention to nutritional, vitamin and mineral needs of the mother,

The dramatic achievements of the past few decades in controlling diseases among children and reducing the death rate constitute one of the brightest chapters in the history of medicine. The death rate from the principal communicable diseases—scarlet fever, measles, whooping cough and diphtheria—declined well over 90 per cent among white children in the five-year average 1946-1950, as compared with 1911-1915.

Scarlet fever, which has been decreasing in severity for a number of years, has become one of the mildest of the acute communicable diseases of childhood. Complications previously dreaded from this disease are largely controlled by the antibiotic drugs.

Pneumonia and influenza, which together still cause more deaths at ages I to 14 than any other disease, have declined in mortality to only one-sixth of the rate prevailing 35 years ago. Aureomycin has proved highly effective against all types of pneumonia, and especially against "virus" pneumonia, a common variety.

Perhaps the best single index that can satisfactorily measure medical progress over the past 100 years is the increase in the expectation of life at birth. In 1850, conditions were such that the expectation of life at birth in the United States was only about 40 years. By 1947, according to the National Office of Vital Statistics, this figure had risen to 66.8 years. In other words, in four generations the expec-

tation of life had risen about 27 years, or by two-thirds.

These figures gain significance when stacked against statistics on births. The nation's baby crop hit an all-time high in the six years since World War II, while the death rate reached an all-time low in 1950, and the 1951 rate may be even lower. A report showed that 22,400,000 babies were born during the period 1946-1951. At the same time, the infant mortality rate, in relation to population, showed a sharp drop from 67 per cent from all causes in 1940, to about 29 per cent in 1951.

Burial inscriptions of ancient Rome indicate that the average life expectancy of that time was from 20 to 30 years. Today it is more than twice that. Every branch of medicine has made contributions toward making life longer and happier for today's babies.

#### **NEW DRYER**

(Continued from Page 42)

dried, so that it makes eight trips in a dryer with four operating levels and it is mixed seven times, in comparison with the normal dryers, this results in better and more uniform drying of the product.

In the fully automatic line for production and drying of short macaroni, the products fall immediately into a preliminary shaking dryer, under the press, which gives them a thorough pre-drying that reduces the time of subsequent drying operations and renders them strong enough to retain the original shape of the products without any change.

A shaking conveyor takes the macaroni coming out from the preliminary shaking dryer to the drying line.

This line consists of one rotating, two-way, drying drum and a TC type dryer, which assures perfect drying of all shapes of goods and avoids all danger of polishing and damaging the surface of the macaroni and the consequent flour dust.

The products, leaving the TC type dryer by means of a conveyor, are then sent to collecting bins in a stabilization chamber or directly into a packing room.

With this new improvement in automatic and continuous drying, a production of 24,000 pounds of dryed macaroni per 24 hours can be attained. The amount of space required is very small; one unit for producing 11,000 pounds per 24 hours requires a space of 31'2" x 34'6." One unit with a production capacity of 24,000 pounds per 24 hours requires a space of 31'2" x 50'6." One operator can easily superintend one or more production lines at the same time.

#### EFFICIENT STANDARDS

April, 1952

(Continued from Page 9)

ity, difficulty will be encountered in packing a product which varies considerably in length, over-all diameter or unit weight and thickness.

With a set of machine and product variability controls in effect, a third source of variability is encountered in packaging cartons and cases. Our program for setting standards for this item is not yet complete, but data on incoming defects and operational difficulties is being collected and analyzed.

In this program, incompletely sealed or open side-seams, missing cellophane windows, warped cartons and excessive board weight variations are considered major defects. When bulged cartons, or defective side-seams occur in a carton on the packaging line, the carton jams up in the forming unit, and by the time the safety trip shuts off the machine, three additional cartons are ruined and machine shutdown time encountered. During a recent 30-minute run, 20% of defective cartons caused a 50% loss in machine operating time. This is an intolerable situation.

Naturally, we expect a percentage of defective cartons, but this must be kept within limits, for obvious reasons. Consequently, we have placed a counter on the carton forming machine. At the end of each shift, the carton input and the output as reflected by the case tabulator are recorded on the packaging report. The type of major carton defect and the manufacturer's name are also included. In case of excessive defects, the data can be reported back to the supplier.

Most suppliers are willing to work with the purchaser regarding excessive defects, but there must be an interchange of factual data and specifications of a practical nature.

Setting efficiency standards for packaging or other type machinery is usually assigned to one or more staff members. However, without active coperation in practical application of these standards by supervisory foremen, maintenance mechanics, and the operators themselves, the best standards in the world aren't worth the paper they are written on. Consultation with them during preliminary phases and actual operation of the program and explanation of the whys and wherefores in simple language is very effective.

Terms such as standard deviation, sigma, correlation coefficients may sound impressive, but they usually convey absolutely nothing to workers. Since these individuals are usually closest to the operation, they often have helpful suggestions in the way of form changes or machine setups or feed flow.

#### Large Addition to Monark's Plant

Completion of a large new addition to its Kansas City plant was announced by Monark Egg Corp., 601 East 3rd St., Kansas City, Mo. Especially designed and built for

Especially designed and built for steamlined egg processing, the new addition will house the breaking and processing departments.

The most modern equipment available has been installed, together with a complex system of automatic conveyors to speed processing. Special conveyor belts bring the eggs in from the candling room to the breaking room. A new, modern egg washer and dryer is combined into this production line to assure maximum sanitation at all stages of processing.

all stages of processing.

Other conveyors within the breaking room speed the egg liquids in special stainless steel buckets to the new processing room where the eggs are packed into cans for quick freezing. A screwtype conveyor takes the shells out of the breaking room and dumps them into a hopper for disposal.

The entire plant is completely air conditioned, to guarantee that eggs will stay in top condition during the entire period of processing.

This modern addition to their Kansas City plant now brings it up to a production level equal to the company's other plants in the egg-rich mid-America region.

mid-America region.

Another new innovation included in the enlarged Monark plant is an improved laboratory. The laboratory operates in conjunction with the processing plant to maintain a constant check on quality control and assure absolute uniformity of all products.

This, and other improvements currently under way, are all designed to give better service to users of frozen eggs, according to Vice President M. E. (Mel) Krigel. He says, "These new additions are all made with an eye to greater efficiency, better service and more rapid processing of eggs. We have now reduced the time element from the instant the egg is broken until it is placed in the freezer to merely a matter of minutes."

#### Carton Manufacturer Urges Large Windows in Cartons

Philip Papin, sales manager for Rossotti California Lithograph Corp., in an address before west coast macaroni manufacturers, recommended the use of "good, hefty windows—as large as can be made within limitations imposed by requirements of machine packing." This recommendation was made while Papin compared cartons made 20 years ago to package macaroni with those produced today. Papin said he was reluctant to show examples

of first macaroni cartons because they would surely prove embarrassing to the macaroni company whose name was on them." He explained that they were made of poor coarse gray board, colors lacked the depth and brightness of today's litho and printing inks, there were no windows and designs were a conglomeration of Italian flags, medals and buxom ladies. Papin did, however, display a macaroni carton used today. He pointed out the promi-nence given the brand name and trade mark which, he said, could be identified from a distance of 50 feet. feature of this "handsome" carton, he further pointed out, was its aroundthe-corner window. He advised his audience that this type window gives the product visibility plus a three-dimension effect. Another important aspect of the modern carton, he suggested, is the tremendous emphasis placed on appetite appeal, which is made possible through use of color

Box Board Container, Chicago

#### Successful 3-Way Lenten Campaign

vignettes.

What was one of the largest threeway tie-in Lenten campaigns in advertising history was the Chicken of the Sea Brand Tuna, Wesson Oil and Gold Medal Flour 1952 Lenten campaign.

The campaign was promoted nationally in magazines, Sunday supplements, newspapers, radio, television and point-of-sale.

Full-color, full-page advertisements

were run in Better Homes & Gardens, Ladies' Home Journal, Woman's Home Companion, Better Living, Everywoman's Magazine, Family Circle, Western Family and Woman's Day, and in full-page, four colors in American Weekly, Parade, This Week, The First Three Markets Group, and leading independent Sunday supplement sections. Fourteen farm publications carried two-color, one-half-page ads. 504, 800, and 900-line black and white ads were scheduled for 141 newspapers throughout the country.

pers throughout the country.

The promotion was further exploited with 8,691 commercials on 622 radio stations and 87 television stations carrying 428 commercials.

All three products were given equal prominence in Sunday supplements and certain black and white newspaper advertisements, supplemented by the individual schedules of the participants featuring their own product, with their tie-in partners illustrated secondarily. The entire schedule of the three firms features the Tuna Roll-Up Lenten dish developed by Betty Crocker's staff at General Mills, as the keynote of the campaign.

Point-of-sale material and complete merchandising kits were furnished the three sales forces for use in retail food stores throughout the country. Sales forces of the three firms coordinated their calls on the grocery trade in all major markets. Each of the four advertising agencies involved conducted meetings throughout the country with the combined sales forces to insure complete coverage and to avoid duplication of effort.



AS DONE IN NEW ENGLAND—A joint bean, tuna and macaroni promotion for the Lenten season was undertaken in the New England area with assistance of Can Manufacturers Institute for offering an inexpensive Winner Dinner. Promotion meeting was held in Sheraton-Plaza, Boston, for New England food jobbers. Prince Macaroni Co. Joined the three-way promotion for the New England area. Prince Macaroni officers discussing details, left to right, are Ray Whitley, sales manager; Gregory Venturo, advertising; Oreste Castraberti, sales; George Carney, sales; and Don Callahan, merchandising consultant for the Can Institute.

C

25× □

32× 🔲

#### I.G.A. President Grimes Resigns

Frank Grimes, president of the Independent Grocers Alliance since its formation in 1926, has resigned and is succeeded by his son, Don R, Grimes, 46, who for the last 23 years has served as assistant to his father. He is pledged to continue his predecessor's policy of lowest possible costs to consumers.

Gerard M. Engaro remains as vice president and L. G. Groebe stays in as secretary-treasurer.

#### "LIFE" ON PASTA

(Continued from Page 32)

1 cup onion, finely chopped lb. beef, ground

4 strips raw bacon, finely chopped

4 cloves garlic, finely chopped 3 tablespoons parsley, finely chopped

teaspoon salt Freshly ground black pepper

1/2 teaspoon dry crushed red pepper oz. red wine

cup canned tomatoes or cup tomato juice

cup tomato purée 2 tablespoons tomato paste or

4 cup additional tomato purée stalks celery, finely chopped 1 small carrot, finely chopped

Warm olive oil in a saucepan over low heat; add butter and simmer until melted. Add onion, sauté until golden brown. Add ground beef and bacon, sauté until brown, stirring occasionally Add garlic and parsley, salt, black pepper and red pepper. Cook over low heat for 10 minutes. Add wine, cover and steam for 2 minutes. Add tomatoes, tomato purée and tomato paste. Bring to boiling point, add celery and carrot. Cover and cook over low heat hour, stirring occasionally. Serves 4.

#### **Tomato Sauce**

1/4 cup olive oil 2 tablespoons butter

1 cup onion, finely chopped 1 lb. beef stew (in one piece) 4 oz. Italian salami, finely chopped

marrow bone (beef, yeal, ham) cloves garlic, minced

tablespoons parsley, finely chopped 1 teaspoon oregano Pinch dry crushed red pepper

teaspoon salt

Freshly ground black pepper 2 medium-sized tomatoes, diced

1 cup tomato juice cups tomato purée

1/2 cup tomato paste

Warm olive oil in saucepan; add butter and simmer until melted. Add onion, sauté until golden brown. Add stew meat, salami, marrow bone and cook over low heat for 10 minutes. Add garlic, parsley, oregano, red pepper,

salt and black pepper; bring to boiling point. Add tomatoes, tomato juice, tomato purée and tomato paste. Mix thoroughly. Bring to boiling point again and continue cooking over low heat 11/2 hours, stirring occasionally. Remove meat and bone and serve. Use meat for another dinner, Serves 4,

#### Chicken Liver Sauce

1/4 cup olive oil 2 tablespoons butter

cup onion, finely chopped small green pepper, finely chopped 2 chicken (or 1 turkey) gizzards, finely chopped

6 chicken livers, finely chopped 4 strips raw bacon, finely chopped 4 cloves garlic, finely chopped 3 tablespoons parsley, finely chopped

1/2 teaspoon salt Freshly ground black pepper 4 small fresh tomatoes, diced Pinch dry crushed red pepper

Warm olive oil in a saucepan; add butter and simmer until melted Add onion, green pepper; sauté until al-Put gizzards in pot; cook slowly 20 minutes. Add chicken livers, bacon, garlic, parsley, salt, black and red pepper. Cook over low heat for 10 minutes. Put in tomatoes and bring to boiling point. Cover and cook over low heat 20 minutes, stirring occasionally. Serves 4.

#### Clam Sauce

1/4 cup olive oil 1/2 cup butter cloves garlic, finely chopped 4 cup parsley, finely chopped tablespoon basillico (sweet basil)

3 tablespoons parmesan cheese, grated Pinch dry crushed red pepper Freshly ground black pepper 10-12 large cherrystone clams,

chopped coarsley Warm olive oil in a saucepan; add butter and simmer until melted. Add garlic, parsley, basillico, parmesan cheese, red and black pepper. Bring to boiling point. Add clams with their natural liquid and again bring to boiling point. Serve over spaghetti or noodles. (Note: to make red clam sauce, add 1 cup tomato sauce when adding clams.) Serves 4.

#### Anchovy Sauce

1/3 cup olive oil
Oil remaining in one 2-oz, can of
anchovy fillets 2 tablespoons butter 4 cloves garlic, minced

1/2 cup parsley, finely chopped 2-oz, can anchovy fillets Pinch basil Freshly ground black pepper

Serves 4.

Warm olive oil and anchovy oil in a saucepan; add butter and simmer until melted. Add garlic and parsley, sauté 4 minutes over low heat. Add anchovy fillets, basil and ground pepper; continue cooking until sauce is thoroughl heated and the anchovies have blended into the sauce. Stir occasionally

#### Mushroom Sauce

1/4 cup olive oil 1/4 cup butter clove garlic, minced lb. mushrooms, sliced thin teaspoon salt

4 teaspoon oregand Freshly ground black pepper

Warm olive oil in a saucepan; add butter and simmer until melted. Add garlic, mushrooms and salt and cook until mushrooms are tender (about 12 minutes), stirring constantly. Add oregano and pepper; mix thoroughly

While sauces require long cooking and long simmering to get the best flavor out of the ingredients, the various types of pasta, or macaroni products, because of their respective texture, thickness and other factors, require different cooking schedules. Life recommends:

#### TYPE COOKING TIME GENERAL DIRECTIONS Macaroni Elbow macaron 7-10 minutes 8 ounces of pasta serves 4 Long macaroni For 8 ounces add 1 table spoon salt to 4 to 6 quart 9-12 minutes 9-12 minutes boiling water. Gradually Spaghetti Thin spaghetti add macaroni, spaghetti oi 6 minutes noodles so that water con-tinues to boil. When ten-Regular spaghetti 8-10 minutes Egg Noodles der, drain immediately in Fine egg noodles 6-8 minutes Regular egg noodles 8-10 minutes Wide egg noodles 10-12 minutes Variety Shapes 6- 8 minutes Farfalli (bow ties) 9-12 minutes Mostaccioli 7-12 minutes Pastina 5- 7 minutes Rigatoni 9-12 minutes Sea shells 7-10 minutes Rinse under cold running Lasagna water, then put back in hot

6-10 minutes

#### RESTRICTIONS

(Continued from Page 40)

price maintenance."

It has been fortunate for both the food industry and consumers that most grocery manufacturers passed up the opportunity to fair trade their products. The efficient mass marketing of grocery products through self-service stores has made food distribution the lowest cost distribution business in the country. In the last 25 years, the combined wholesale-retail margin has been cut from 35-40% of the shelf price to somewhere between 15 and 20% today. I'll ask you if you think this growth of self-service could have occurred if grocery manufacturers had decided back in the 1930's to peg resale markups at the old high level.

#### Some Current Issues

Most of the above restrictions have been accepted by the food industry as necessary and desirable. Now we come to some restrictions and proposed re strictions where the value is highly debatable. The most important of these is government price ceilings.

#### **Price Controls**

There have been a lot of headlines in the newspapers about what has happened to food prices since Korea, Let's examine the record. Between June, 1950, and the price freeze in January, 1951, retail food prices rose 11 per cent. From the freeze through September, retail prices were almost sta-

During this later period, government officials tended to claim credit for the price stability. Likewise, they pre-dicted that the Capehart Amendment to the Defense Production Act would bring sharp food price advances-5 or 10 per cent according to one highly placed official.

Yet it is likely that government action itself must share the blame for the price increases prior to the freeze. It is also likely that basic supply and demand conditions explained the later stabilization. Certainly the dire forecasts about the price raising effects of the Capehart Amendment have not been borne out by the handful of food processors who have applied for ad-

#### Adequate Food Supply

Increases in food prices before the freeze did not occur because of any scarcity of food. There was an adequate total supply of food all along. The price increases were mainly the result of scare buying and scare pricing. Contributing to both was the repeated warning out of Washington that controls would be imposed. Remembering their OPA experience of red tape, shortages and rationing coupons, consumers this time tried to look out for themselves by stocking up

heavily on groceries. Remembering their unfortunate OPA experiences, management this time sought to protect their companies against the inequi ties of a surprise freeze.

#### Prices Below Ceiling

So much for the past. What about the present? Since September, the average of retail food prices has moved up another 3 per cent. Is this a true upsurge in food prices? Not really. increase was caused almost en tirely by a 30 per cent rise of fresh fruit and vegetable prices. Prices of other food groups were either about the same or lower. On January 1 prices of meat, eggs, canned, dried and frozen fruits and vegetables, bever-ages, fats and oils, sugar and sweets were all below September. In fact, a January survey by OPS itself showed retail food prices averaging 4 per cent below ceiling.

The government might have reacted to these facts by developing plans to suspend ceilings on foodstuffs. Instead, however, OPS has developed a plan for rolling ceilings back toward the actual market price, where this price is below present ceilings. This policy can do more to prevent than encourage price reductions

#### A Real Restriction

Even though many food prices are below ceiling, price controls represent a real restriction on food distribution. The present plight of large food re-tailers is an example, Here OPS established a set of maximum markups for each class of food commodity. These markups were thought to yield a fair over-all return-provided all foods were sold at ceiling. But with realized markups on some commodities cut by a soft market, and only ceiling markups available on others, many large food retailers are in a serious financial squeeze. By the third quarter of 1951, profits after taxes of a representative group of chain grocers had dropped almost to the vanishing point -only 4/10 cent per dollar of sales,

While this is perhaps the major example of hardship, the food industry is affected in many other ways. Records must be kept, prices filed and detailed calculations made. Manufacturers' special promotions, display and advertising allowances must be kept within the limits which are recognized by the distributor regulations. Where financial squeezes occur, a long process must be followed to obtain price

Under present circumstances, it is legitimate to ask whether food price controls are actually serving a useful purpose. The present price control authority runs only until next June 30. If food supplies continue adequate and prices soft, Congress should take a long, hard look at continuing food price controls beyond that date.

#### A Better Answer

Even if rising food prices continue to be a problem, the answer is not necessarily more and more price control. In a tight market, direct controls are almost certain to result in shortages, rationing, black markets and a too slow adjustment of the delicate price relationships which affect the flow of agricultural production. Moreover, ceilings deal only with the symptoms of inflation. Inflation can be controlled effectively only by attacking it at the source-by limiting government spending, restricting credit and increasing onsumer saving.

#### Chemicals in Food

I would like to mention one other important restriction which has been proposed. This is the bill, now before ongress, to give government the power to prohibit addition of chemicals to food until they have been tested and approved by the Food and Drug Administration. Under the present law, many chemicals have been added to food-salt, colorings, flavorings, vitamins, et cetera. The compliance record of the industry has been good. Many feel the present law adequately pro-tects the public. They fear that the proposed law might stifle both the use of chemicals in protecting food and in developing new products. Before granting the government these broad new powers, all of us have an obligation to study the issues carefully.

#### Can Human Freedom Be Preserved?

We now come back to your basic question, "Can human freedom be preerved in a regimented world?"

The answer is "yes," if:
If we all see that the restrictions we create, support, or seek to have imposed measure up to the standards in the checklist, mentioned earlier.

If we use all our personal and organizational facilities to make government regulations conform to the same

If we take our case properly to the American public, not by simply oppos-ing regulation, but by offering altersolutions more consistent with freedom.

We in the life line of Americafarmer, manufacturer, wholesaler, retailer-have perhaps a bigger stake in freedom than any other industry. Because of our importance, we are most frequently singled out for regulation. But because of our size and diversity, we are less subject to efficient and even-handled control. We also have a better opportunity to work in the cause of freedom because we are closer to the people and because the various segments recognize more clearly their common purpose and interdependence.

If we are indeed to have new restrictions in America, let's work together to insure that these will be mainly restrictions against restriction itself

#### Appointments by Gair

The following appointments became effective April 1, 1952, according to W. T. May, Jr., vice president in charge of operations at Robert Gair Co., Inc., New York.

Hubert A. Downing, new division manager of Gair's Fort Niagara cor-rugated box division at North Tonawanda, N. Y. He joined their Thames River, Conn., plant in 1923 as a ma-chine helper, later joined the planning department. In 1938, he went to Gair's newly opened Cleveland plant, later became sales manager, and division manager in 1943. Downing succeeds the late Edward V. Patrician, who died suddenly on February 29.

Frank E. Newton has been made division manager at Gair's Ohio corrugated box division in Cleveland. He ned the sales department of their Boston corrugated box division in 1930 as an order clerk, later became a salesman. He has been sales manager at Boston since 1943.

John D. Mullins, appointed sales manager at the Boston corrugated box division, Cambridge, Mass. He joined the company in 1929, became a salesman in 1938. After three and one half years in the U. S. Army, he left service with the rank of captain.

#### Med-O-Milk ... Cow to Can

Canned whole milk that stays freshtasting for months will start rolling off production lines soon at a new processing plant in Ridgeland, Wis. The new plant, third of its kind in the world, will can from 100,000 to 150,-000 pounds of fresh whole milk daily.

The new dairy, first in the midwest. is owned and operated by International Milk Processors, Inc., of Chicago, first to perfect and introduce canned whole milk. Their product will be called Med-O-Milk.

Another International Milk Processors franchise plant is under construction at Visalia, Calif., and it is expected that milk production will begin there early this spring.

Canned fresh milk tastes just like

bottled milk and is the result of several years of research and experimentation. The father of the new process is Dr. Roy R. Graves, dairy husbandry expert who retired from the U. S. Department of Agriculture in 1946 after 25 years' service. Dr. Graves' cow-to-can process takes

the milk directly from the cow, through the homogenizing, pasteurizing and sterilizing equipment, and into the can -without ever coming in contact with air. This process reduces the bacteria count to a neglible factor, and consequently the milk stays fresh for months

without refrigeration.

Canned whole milk assumes great

importance when troops overseas are sidered, says the company. Fresh milk is one of the things that soldiers abroad really miss. Our west coast franchise plant at West Stanwood, Wash., has been supplying Med-O-Milk to the Army and Navy for several months. In areas of the world where pure, fresh milk is not readily available, canned whole milk can be brought in easily, and at a cost much less than bottled milk. Our product is now being sold in Canada, Alaska, Hawaii, Japan, Guatemala, Venezuela and the Philippines.

#### Mueller's Scores With Short Cuts

Just added to the Mueller's macaroni line is the brand-new product, Ready-Cut Macaroni.

Developed in response to public demand as revealed by consumer surveys,



the new product is ready-cut in short lengths to eliminate the need for breaking the macaroni, and to provide pleasing uniformity on the linner plate. Ready-Cut is also slightly larger in diameter than Mueller's Long Macaroni, another preference ir dicated in the surveys.

Mueller's new Ready-Cut comes in pound and half-pound, window-front packages, and is to be featured in Mueller's powerful, year 'round advertising and merchandising programs.

#### Pliofilm Salesmen

Expansion of the Pliofilm sales force by the films and flooring division of the Goodyear Tire & Rubber Co. was announced in Akron with the appointment of field representatives at Chicago, Atlanta and Charlotte, N. C.

Daniel J. Jette has been assigned to the Chicago offices, reporting to G. W. Cummins, district manager; Thomas D. Hailey, Jr., to Atlanta and Frank A. Owens to Charlotte, both reporting to L. C. Parker, district manager at

#### New White Pearl Carton Has Shelf Appeal

As an aid to the retailer's merchanising efforts, the Tharinger Macaroni Co. recently introduced an attractive new seven-ounce package for six White Pearl products: Tasty Bends, Elbow Spaghetti, Regular Long Spaghetti, Long Thin Spaghetti, Long Ma-caroni and Macaroni Shells.

This lighter carton will appeal particularly to small families who can prepare an entire one-dish meal from the seven-ounce contents.

Carrying out the familiar color scheme—yellow and blue—of White Pearl products, this new package has been designed for shelf appeal. Its colorful pattern includes a full color photo of the package product used in a pical menu, plus the tested recipe for his dish printed on the back. Another feature is the wide cellophane window giving full view of the product to the

#### DIES & QUALITY

(Continued from Page 16)

outlets, we may be faced with the following possibilities:

1. The die may be too weak, reach its yield point, and bend under pres-

2. The dough may not have the opportunity to properly amalgamate prior to extrusion, which may result in a weak product.

3. The press operator may feel that the extrusion rate is too great and make his mixture a little too hard, with subsequent damage to the die,

4. We may get too much overlap on our sticks and consequently encounter difficulty in drying.

If the die is designed with too few outlets, the press may take too much pressure, resulting in possible damage to the die or press. In addition, production volume will be sharply curtailed.

The subject of dough rings has gained nationwide attention the last few years, for these clingers or riders are unsightly and quite detrimental to sales promotion. Dough rings may or may not be the responsibility of the die, although it is possible that they may be caused by die wear. Production men today still do not agree completely on the cause of rings. This statement is substantiated by a survey conducted by the Hoskins organization last year, which reported a 38.5 per cent consensus of opinion favoring die wear as the cause of rings. One manufacturer elaborated his opinion by writing, "no rings were encountered when the dies were new. After approximately eight to ten months of constant

use, the rings appeared gradually first on the spaghetti die, and some month later in the same way on the macaroni die. The spaghetti die was used for at least 100 hours per week, whereas the macaroni die a mere ten hours per week. For this reason, the dies were sent for overhauling, and showed defi-nite improvement afterwards."

April, 1952

Splits, commonly associated with hin-walled products, may be the result of grit in the semolina or improper amalgamation of the dough prior to extrusion. In isolated cases, improper drying has also caused splits. Tests made by the Hoskins organization proved that all semolina contains foreign grit. The problem of these particles may be solved by the use of a fine screen or filter over the die. If the wall thickness of the product is less than the granulation of the semolina, or less than the mesh of screen, there is apt to be trouble. In one instance, as much as 1/4" of sand and grit was accumulated in a 24-hour The disadvantage of using a filter is that it increases the pressure on the press and cuts down production. The grit, if large enough, may be instrumental in throwing the pin off-center, thereby causing additional difficulties. Pieces of hard dough lodged in the die will also result in extrusion of split products.

An improperly formed die chamber will also cause splits. This condition becomes pronounced when the dough mixture is not properly amalgamated immediately prior to extrusion, thereby resulting in a product which is weak and faulty in texture, making it susceptible to splitting in the drying process.

Roughness or raggedness may be the result of die wear, die corrosion, hard dough, or improperly cleaning the die. Among the factors contributing to this roughness is the action of chemicals on the die outlet during storage. When a die is not thoroughly cleaned, a thin film of dough residue may coat the outlets. This residue will react chemically with the metal and deteriorate the smooth gaging surface. Such a reaction is usually invisible to the naked eye, but manifests itself in the form of pitted outlets, which result in rough extrusions. If the die is thorcleaned and all traces of dough removed, the difficulties inherently associated with die storage should

When this film of dough residue is not removed, it impairs the smooth and uninter:upted flow of dough, resulting in a rough or ragged product.

In conclusion then, the quality of your product may be but a reflection of maintenance of your dies. The care you give your dies will be a determin-ing factor in your quality control program.

#### **DINNER IS SERVED**

(Continued from Page 54)

who first rinse their mouths with it and then smack their lips in jubila-

It is a joy not only to the palate but to the eye as well. Hold it up to the light, after filling your glass; its rich red of old damask, takes your thoughts back to times more serene than ours. It is an honest wine, that does not know what a treacherous attack means. It does not crowd your brain with confused visions or sap the customary vigor of your legs. Do not be afraid to drink as much of it as you want; the sleep that you will fall into later on will be long and sweet, untroubled by the terrifying Tartar warriors who erupt violently into the dreams of those who drink dishonest wines.

Go up to Barolo, one of these days You will, happily, forget the world you left behind, in the valley. And should you, by chance, mention the name of Sartre or of Miller, the name of one of those modern geniuses who succeed in making an art of their neuroses, the people, who are happy and serene here, will look at you won-deringly, not understanding.

Go up to Barolo and spend several hours there. Seen from that height, the landscape will remind you of the sea, an old and rather shabby sea, held together with patches of yellow, red and green that loving craftsmen have stuck on it to hold it together.

But is this landscape truly undulating, as the compilers of guide-books swear? Or isn't it probable that its undulating motion is a complete illusion and the direct consequence of the amount of wine imbibed before looking at it?

As a matter of fact, when I first looked at it, it seemed to be completely flat; no waves of yellow, green or red moved until I started on my eighteenth glass. But the time has come to put an end to this long drinking-bout and to return to the dishes that the Piedmontese prefer to all others.

I should like to speak to you of the Piedmontese truffles with all the re-spect and love they deserve. Of the white truffles of course, the ones that come from Alba and not of the black truffles of Perigord, gloomy-looking and stingy with their perfume. The ible the real truffles to the same modest extent that a love-song resembles love; to the citizens of Alba, who look down on them with smiles of withering irony, they are laughable as truffles and inexplicably expensive.

Your acquaintance with the subtle delights of the white truffle should progress with thoughtful slowness. Start off in a minor key; a little salad of the thin, precious shavings and sliced egg mushrooms. Be sure that

the dressing is made with the very best oil and that there is not too much lemon juice in it. After the first mouthful, pause in meditation. It will not be a waste of time; charming thoughts will fill your mind and you will be quite happy.

Having taken the first step in the fragrant direction of the white truffles use one to cover a plate of taglicrini or agnolotti with perfumed petals. But stop, do not at once plunge your fork into that fragrant little mountain. Shut your eyes, and with your head bent over it, let the aroma reach your heart through your nostrils. At the end of your silent prayer, when you begin to eat the taglierini or agnolotti, you will already feel that you are in a better

. To complete your initiation, if your digestive apparatus has not acted up in the meantime, intrepidly attack the famous fonduta. And, on this fateful occasion, do not let the bad faith of hosts who are untroubled by scruples fool you, for they would pretend to make it with cheese of uncertain ori-

To be authentic, a fonduta must be made with the renowned fontina of the Valle d'Aosta, a cheese that is as soft and tender as butter and that becomes sweeter and more languid after soaking in milk.

The recipe can be found in almost any cook book. But make no mistake about it; it is a difficult dish to prepare. New brides know this for they always try to make it during the first months of marriage to captivate their young husbands and obtain results that only charity could define as pitiful,

So eat it at inns where cooks bent under the heavy knapsack of experience are at work and peremptorily mand that the layer of truffles that hides its golden splendor be not as frothy as a veil but as thick as a

Do not put too much effort in choosing a wine to accompany it: Grig-nolino, Brachetto, Barbaresco, Chiaretto, Nebiolo, any of them will do very well. And do not be too frightened by the Horsemen of the Apocalypse who habitually gallop through your

dreams the night after you eat fonduta.

If, after such an experience you should long for simpler and more easily digestible fare, bolliti misti are your

There is not a menu in Italy that does not include bolliti misti among its offerings; as a matter of cold fact it is, however, a promise that will be fulfilled only in a few instances. The real, the authentic bolliti misti, the ones that are made with the entire assortment of things called for by the strict laws of tradition, are to be found only in Piedmont. Eat them at Bra, or at Carru' or at Benevagienna. It is quite improbable that you will be able to for-

# get their deliciousness; they are more difficult to forget than one's first love.

Opulent and full of surprises, this dish is a composite of many dishes. It is, usually brought to the table by a host with a broad and beaming face

whose too casual manners would meet with the severe disapproval of the manager of the Ritz.

Romantically veiled by a white cloud of steam, it offers a most inspiring view: beef broth lean and fat, capons with a patina of gold, shiny and fra-grant cotechini. Without being aware of it, lost in admiration, you will be impelled to murmur: "little slice, a

small piece, a little bit, a smidgin . . Finally, after having come to the end of a long and hypocritical series of little slices, small pieces, little bits and smidgins, you will find before you a little hill of meat still to be scaled.

As a rule, bolliti misti are the choice of good-natured men who dislike the too violent taste-thrills of the black carbonata of the Val d'Aosta and of the mysterious mocetta made of smoked antelope, and who want to eat whole-some food and while eating like to speak of simple and soothing things. It is impossible to discuss the hydrogen bomb in the vicinity of bollití mis-They are conducive instead to calm and lengthy discussions on the im-mortality of the soul, the squaring of the circle and the rebuilding of the Regio Theatre.

Before the time comes when, sated and satisfied, you must leave the table, I should like to give you a few more words of advice. What would you say to topping off your luncheon or din-ner with a bit of Castelmagno cheese? If it is included among the wonders on your menu don't miss it. But it is not likely that you will come across it. Only a very small quantity, at the most a hundred forms a year, are pro-duced and its illustrious authors live in Valgrana, not far from Cunco. When you question them concerning their secret, they answer that it is all in the grass the cows eat in the pasture and in the air the dear creatures breathe

And now what would you say to a half dozen marrons glaces? They are the delectable delicacy of the bad sea-son in Piedmont. When autumn ends and some people, as the fog thickens, begin to doubt the existence of the Mole Antonina, the imminent approach of winter in Piedmont is heralded not so much by an epidemic of colds as by the marrons glaces.

The real ones, the famous brand ones, are made with the chestnuts of Chiusa Pesio, exclusively. Before leaving Turin, have a box of them sent to your beloved; they are a superior substitute for sonnets and they melt in the mouth more sweetly than any words of love.

#### WOMEN IN INDUSTRY

(Continued from Page 56)

which were considered unfitted for women, and these, in the main, required brute strength. Even that has been supplied by the use of electric hoists, trolleys and similar mechanical devices so that women have been and can be employed on heavy work such as the operation of large radial drills, milling machines and forge work.

#### **Dual Responsibilities**

It would appear that one of the most important things to bear in mind is that many women employes may have dual responsibilities. The employer, of course, does not have to set up a program of special privileges for them. He can expect them to do their work well and earn their money.

However, he will have to take into consideration that he may have a larger percentage of absenteeism and turnover among women who may have no one to look after Junior when he gets the measles, falls out of a tree and breaks a leg, or any one of the unexpected things which come up. You

know all about them if you are a fam-

#### Boning up on Women in Industry

Have you any books in your office library, or in that desk drawer where you tuck things that should be in the files, about women in industry? Book-lets covering a variety of subjects, all helpful, are available from the wom-en's bureau, U. S. Dept. of Labor, Washington, D. C.

In conclusion, when you hire women,

think of these angles:

(a) Sell the idea of women workers to present employe staff—the foremen and men workers.

(b) Survey jobs to decide which are most suitable for women. (c) Make adaptations of jobs to fit

smaller frames and less muscular strength of women.

(d) Check your safety devices.

Some might need correction for smaller hands, for example.

(e) Provide service facilities in the

plant to accommodate anticipated num-

ber of women.

(f) You may wish to appoint a woman personnel director to organize and head a woman-counselor system. (g) Select women carefully for spe-

(h) Develop a program for the induction and training of women.



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# The MACARONI JOURNAL P. O. Drawer No. 1. Braidwood, 111.

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Ollie the Owl

The birds in Birdland today are of sturdy stock. If we must build a nest, we build it; if we must construct a flyway, we do the work ourselves; if we have crops to plant and harvest, we do the job and store away the seed in winter granaries. We dig cold storage plants underground to deep-freeze our bugs and worms for winter sustenance, and we always manage to feather our nests, fly high and fill the woodlands with joyous song. We have a Stand-on-your-own-feet form of government here.

But it wasn't always so. Years ago, the birds elected a Town Council whose slogan was, "We'll do it for you better than you can do it yourselves." The birds figured that this would take a lot of work off their wings and give them more time to make merry. Soon, however, they were screaming, "The flyways are a menace to life and limb, they ought to do something about it; the price of seed is too high, they ought to do something about it; they ought to ration worms because worms are getting scarce; they ought to build new bird baths, the old ones are over-crowded. They ought to do this, they ought to do that," was the only song they sang while they sat around waiting for the council to do for them what they had always done for themselves before.

In time, we developed a new species of bird, called "Leaners." Instead of a Stand-on-your-own-feet philosophy, they had a Lean-on-the-other-bird credo. The inevitable happened. Their gay song changed to a raucous squawk for somebody else to feather their nests, they soon had no legs to stand on and they were an easy prey to every hunter and predatory animal in the woodlands.

nds. ' Birdland was almost wiped out by

0

the plight of the Leaner Birds. We were saved only when a new Town Council was elected with the slogan, "You can do a lot of things better yourself than we can do them for you."

I understand that a lot of human beings are inviting the same fate as the Leaner Birds by crying, "They ought to do this, they ought to do that," when anything goes wrong, instead of adopting a "We ought to do this, we ought to do that" attitude and doing it themselves.

If you don't stand on your own feet, you'll soon lose your head.

Very wisely yours, Ollie The Owl

#### Important Industry Dates

48th Annual Convention Hotel Mount Royal Montreal, Canada June 25, 26, 27, 1952

National Macaroni Week October 16-25, 1952

Parenter Walne

Beauty Helps
The whisper of a beautiful woman
may be heard farther than the call to
duty.

CHECK AND FILE THIS IMPORTANT INFORMATION

# FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

#### ALL FIGURES ARE IN MILLIGRAMS PUR POUND

	l'Ain.	Max
Thiamine Hydrochloride (B <sub>1</sub> )	4.0	5.0
Riboflavin (B <sub>2</sub> )	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	14.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

#### Suggested labeling statements to meet F.D.A. requirements:

·····

For macaroni, spaghetti, etc., from which cooking water is discarded— Four ounces when cooked supply the following of the minimum daily requirements:

its:							
Vitamin B <sub>1</sub>							
Vitamin B <sub>2</sub>							15%
Iron							32.5%
Niacin		4	.(	0	m	i	lliarame

For short-cut goods from which cooking water is not usually discarded— Two ounces when cooked supply the folowing of the minimum daily require-

Vitamin B <sub>1</sub>						50%
Vitamin B <sub>2</sub>						10.5%
Iron						16.2%
Niacin		3	4	m	i	lligrams

# for batch mixing 'ROCHE' SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within sec-

onds... have finer, more buoyant particles... and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

# for mechanical feeding with any continuous press ENRICHMENT PREMIX containing 'ROCHE' VITAMINS

richment premix with 'Roche' vitamins.

l ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of endered

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ENRICHMENT

Birthday Greetings
to the
MACARONI JOURNAL
on reaching the age of 33





PILESBURY MILES, 11

Planeers and Pace-Setters in the Milling of Quality Durum Proceedings of Q