

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 11**

March, 1953

MARCH 1953

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Our Unchanging Policy

In the affairs of today, the preservation of our American Freedom should be, and is, of prime consideration to all macaroni-noodle manufacturers of the United States.

One of the foundations of that freedom is a fair and free competitive economy for all businesses and individuals . . . not just a few.

Let's continue fighting unfair competition as something that will destroy, in time, the economic freedom of the entire country.

Organ
Macaroni Manufacturers Association
Food, Illinois

Printed in U.S.A.

VOLUME XXXIV
NUMBER 11

2x10

25x10

Is Your Competition Actually A Package?

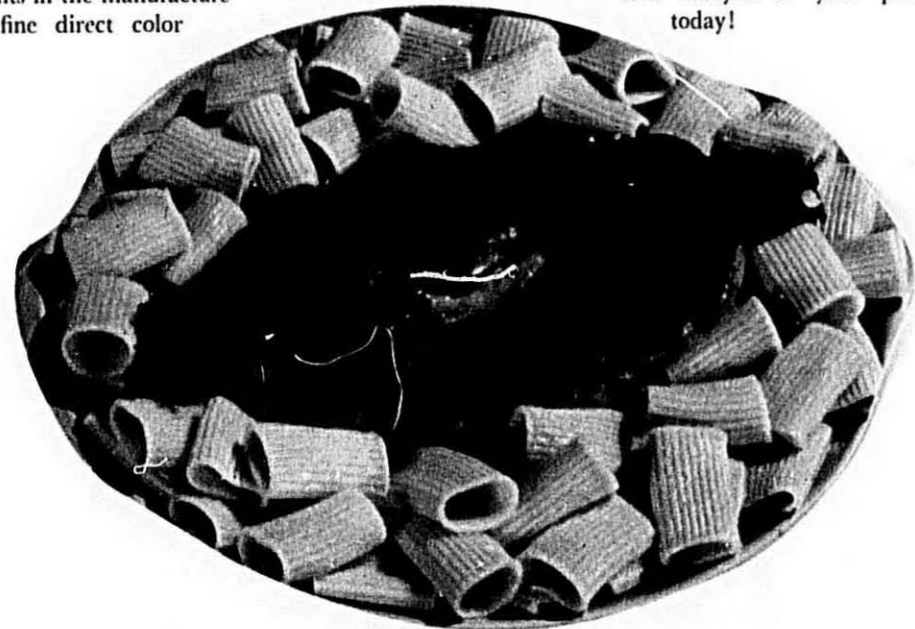
The macaroni manufacturer who watches his competitors thrive, when his product is a good match both in quality and price, looks for an explanation of "What's He Got That I Haven't Got?" Is his competitor's success a bigger advertising budget or a larger company name? Actually, his rival's hard-hitting "promotion" may be a super-selling package.

Many macaroni manufacturers have lifted their products out of a rut by using Rossotti multicolor folding cartons.

When you specify a Rossotti carton, you employ the remarkable facilities of our two modern plants, with equipment representing the latest developments in the manufacture of really fine direct color

lithography. You also specify peak efficiency — the production of quantities, large or small, with utmost speed and economy. You employ our highly specialized knowledge of more than 54 years, which assures accurate solutions to your individual packaging problems. You employ the skill and expert craftsmanship of an organization well known for its habit of going far beyond the usual scope of ordinary carton manufacturers in rendering a valuable service to its customers.

We are staffed and equipped in every way to make your product sell itself right from the shelf . . . *against your stiffest competition!* Call in a Rossotti Packaging Consultant for a free analysis of your package today!



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You work hard to maintain uniformity and superior quality in your macaroni products because you are proud of your brand name.

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Isn't that proof enough for you?



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Farmers Union Grain Terminal Association

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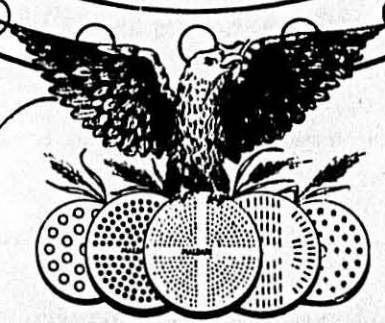
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The MACARONI JOURNAL

Volume XXXIV

March, 1953

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Business Good In 1953

THE prevailing opinion among the industry leaders who attended the Winter Meeting of the macaroni-spaghetti-noodle trade in Florida in January was that the processors of macaroni food will enjoy a very good year in 1953, unless depressing factors develop that are not presently foreseen.

There may be some tight situations during the coming months, particularly in the available supply of usable durum, due to the short but high quality 1952 macaroni wheat crop. However, the durum millers breathe confidence, predicting that they will be able to supply the normal needs of regular customers if too much of the 1952 crop does not go into export.

The consumption rate, as it concerns macaroni food, will continue its steady, gradual climb, aided by the educational work of the National Macaroni Institute and the promotional activities of many of the leading firms that are advertising and promotion-minded.

Many farmers in the northwest look with anxious eyes to the high premiums that are being offered for good durum wheat, and the expected result is that there should be increased acreage devoted to durum growing in 1953, even in areas not commonly regarded as the best for growing this type of macaroni wheat.

Then there is the general confidence in business throughout the land, the belief among leaders in all lines that the change in government is all for the good. War production has heretofore provided a form of prosperity and some profits that are accepted but not naturally craved for . . . but it will be in the stability of business generally that a stronger and more basic prosperity will come.

With controls withdrawn and with prices permitted to level off naturally, the macaroni-noodle trade will be able to join with those in other food lines to help Americans attain a new high standard of living which the people of this country rightfully deserve. In doing this, the industry will find itself in a year of better business in 1953.

Industry To Celebrate

A CHILD plans early to celebrate its birthday anniversary, beginning weeks ahead to pester its mother about a party to honor the event. A business, whether large or small, takes pride in announcing a silver or golden jubilee of its founding. So it is with considerable pleasure that THE MACARONI JOURNAL makes known its plans to celebrate its thirty-four years of full and devoted service to the macaroni-noodle industry.

The National Macaroni Manufacturers Association, owners of THE MACARONI JOURNAL, is inviting all its members, all other manufacturers, all suppliers of the industry's many diversified needs, all friends of the trade to "come to its party" in April when it publishes its 34th feature edition honoring a notable event.

It was in the early months of 1919 that plans were made to improve the services of the struggling National organization in its World War I efforts to co-operate as its leaders thought it should but which it was not too well equipped to do fully. It was decided that this purpose could better be accomplished if a permanent secretary were appointed to aid the president, and to assign him the duty of editing a trade magazine that would bring in the necessary money for the enlarged program.

The appointment was made March 1, 1919, and plans were immediately made to launch the trade magazine, since known as THE MACARONI JOURNAL. The first issue made its appearance on May 15 of that year. The new secretary-editor, in co-operation with the association leaders, thus knowingly had placed the organization solidly on its feet.

To honor its 34 years of service and incidentally, to honor also the long service of the editor who plans soon to retire, a cordial invitation goes to all friends of the industry publication to take part in the celebration in whatever manner they choose. The columns of the April, 1953, Anniversary Edition, editorial and advertising, are thrown open wider than ever for whatever co-operation each cares to undertake in the celebration.

THE MACARONI INDUSTRY

additional papers from the 1953 winter meeting

CO-OPERATION'S DIVIDENDS
by Robert M. Green
Secretary, NMMA

Every industry has problems. The monument dealers are upset because of no-monument cemeteries. Coal dealers have oil, gas and John L. Lewis to annoy them. Book sellers are concerned about selling \$3.50 books in the face of 25c pocket size competition.

We have problems, too. The two biggest ones at the moment are getting enough durum and getting enough consumer acceptance. On the consumer acceptance side, there's a cartoon which says, "Which one of the 'Twelve delicious ways to serve spaghetti' are we on now?" And there's another problem as stated in a recent issue of the *New Yorker*:

"PASTICHE"

"(Diatribe against Marco Polo, who allegedly introduced spaghetti into the Western World, by one resentfully on a starch-free diet.)

"You must make yourself more bony. Don't go in for maccheroni . . . This the spelling by the tony. For such pastes as cannelloni.

"Waistlines will no longer stay petty. If they're stuffed with farfalle. Stoutish men are also potty. If they fool with manicotti.

"You will be most grossly meaty. If you order luscious ziti. You'll become a mound of jelly. If you guzzle perciatelli.

"Dangerous as Theda Bara. Pasta alla marinara. If you fall for rigatoni. As a patient, you're a phony . . .

"Thus my doctor, an old meany. Even tiny tubetini. Are too starchy for the brute (Whom I'd dearly love to shoot).

"Why didn't someone take a bolo. And carve up Signor Marco Polo?"
—FREDERICK PACKARD

But we're making progress in solving our problems—not only because of individual effort, but because of individual effort in co-operation with others. Here is the key to American economics: Every individual striving for success, but that success dependent upon serving others and having others serving him.

Actually, each of us is most interested in our own individual success. Forecasters predict that during the coming year, 450,000 new business ventures will be launched:

180,000 wholesale and retail stores
75,000 service shops such as barb-



Mr. Green

ers and laundries
70,000 contract construction firms
55,000 manufacturing firms
35,000 transportation, communication and other public utilities

30,000 finance, insurance, and real estate companies.

Competition will be stiff. Approximately 75 per cent of the new firms begun in the last five years have already disappeared—yet close to 3,000,000 families are supported by independent bread winners in non-professional, non-farming occupations.

What does it take for success?

1. *What can you give?* Henry Ford gave the public a low-priced automobile. Sears-Roebuck gave rural areas low-priced merchandise by mail. You patronize a certain barber shop, drug store or gas station because they give you extra service of one kind or another. You must give some kind of extra service or special quality to your customers.

2. *Sufficient capital.* The RFC suggests that you match every dollar you borrow with one of your own. This may sound stringent when the U. S. Department of Commerce reports that the average small retail business today requires at least \$10,000 to get started.

3. *Adequate experience.* The U. S. Department of Commerce reports 75% of business failures are due to poor management—60% of these occur in the first three years.

4. *Fondness for work.* Essential if you work for yourself and want success. There is no time-and-a-half for the boss and his problems are with him Saturdays and Sundays.

5. *Resourcefulness.* No matter how carefully you plan your business, you

are bound to encounter unexpected difficulties which you must meet by boldly changing your plans. It's ideas that pay off.

6. *Getting along with people.* Probably the most important single consideration today. Large corporations are spending huge sums of money to build good will through company public relations. Industries are doing the same thing through their trade associations. This is exactly why we have the National Macaroni Institute. Why is it important? Because every customer is the businessman's boss.

7. *Willingness to take a risk.* A crisis may call for abandoning your business or throwing everything into it. The durum supply situation is beginning to take the shape of a crisis for the macaroni-noodle industry. We may be faced with having to sink or swim.

8. *Access to competent help.* You can't succeed alone. A poll of the country's farmers several years ago revealed that they considered a good wife the most important property on the farm. This same applies to any small business, and when a business starts to grow, competent help must be found and ways must be found to keep them satisfied and interested. An excellent way to get help is by participation in your trade association, where you have contact with people with similar problems.

Now add up your score on each of these eight points. If you score well on seven or eight, the odds are good for you; below that point, there are definite limitations.

Co-operative effort through the industry's organizations, the National Macaroni Manufacturers Association and the National Macaroni Institute, will help you achieve individual success.

The NMI program is creating consumer interest, distributor interest, allied products interest, and now professional interest in macaroni and noodle products. By keeping macaroni, spaghetti and egg noodles constantly before the public through our publicity, you have a better opportunity of selling the consumer your brand.

The NMMA is working with the durum growers for more and better wheat. We are encouraging self-regulation through our law-enforcement program directed by Jim Winston. Our surveys, bulletins and trade journal make the association a general clearing house of information for the macaroni and noodle industry. Meetings such as this are invaluable in creating good will and exchanging ideas and information between competitors.

We are making progress, and I view 1953 as a year of great opportunity.

PANEL DISCUSSION OF "NOODLE BLISTERING"

by John Amato
Vice President
Clermont Machine Co., Inc.

At the question-and-answer session held between the National Macaroni Manufacturers Association members and allied at the convention on January 21, one of the questions asked by a noodle manufacturer was explanation for the blistering of noodles that one company had experienced.

I stated that, in 1951, we knew of three manufacturers who experienced the blistering and all three at varying periods. Our attention was called to the situation and we investigated and tried to determine a cause and a correction. We tried many methods to overcome the blistering, and we tried to ascertain whether the blistering originated in the processing or occurred solely from the nature of the flour used in processing, because the condition was found to have occurred in different procedures of processing. In other words, whether the manufacturer used a sheet former for automatic processing of the dough sheet,



Mr. Amato

a semi-automatic setup with a dough breaker or an extrusion method, the blistering prevailed and we found we could not make headway in devising a way to eliminate it. The blistering, however, was found to occur only during certain periods of that year. One manufacturer first experienced it and then the condition stopped. Later on it arose with a different manufacturer, persisted for a time, and then stopped. The same with a third manufacturer. It seemed evident that the blistering was caused by some characteristic in the durum wheat supplied these particular manufacturers and with a new supply of flour, the condition did not re-occur.

We know of the condition arising

only in 1951 and only with three manufacturers. We have not since heard of these manufacturers or any others being so troubled, and the blistering had stopped before any specific conclusions could be drawn, except that the wheat itself was the primary cause of the condition.

The second question that I answered concerned one brought up by the noodle manufacturers, inquiring whether it was better to use whole egg in manufacturing noodles rather than just egg yolks.

I said that the only experience I had had of any betterment was that whole egg afforded more elasticity in mixing. However, James J. Winston, director of research, NMMA, went a little further in answering the question; he stated that the manufacturers would receive somewhat more elasticity but in turn would sacrifice color; that he had made several laboratory tests and found that the color score was shaded downward with use of whole eggs, but the texture and strength were greater than prevailed with use of only the egg yolks.

Mr. Winston further stated that whole egg or egg white, when used in noodles, will make a product that can be canned and still retain good body and texture.

RESULT OF SURVEY BY A. C. NIELSON COMPANY

by John H. Beljeman

A questionnaire covering home usage of macaroni products was directed to 900 employees of A. C. Nielson Co. in Chicago. Although it might be assumed that a sample technique that covered so-called white collar individuals would be biased by income classification and nationality, such was not the case.

The questionnaire was so worded that the woman of the house actually filled in the necessary responses despite the fact that it was brought into the home by a son, daughter, husband or wife who was an employee. A check of the personnel records revealed that although a girl doing clerical work in the Nielson organization would be classified as white collar, the father or head of the household could do manual labor or perhaps farm, which tended to give a stability to the limited sample used; i.e., a certain percentage of homes were in the lower economic group, as compared with a number in the higher income brackets, and certain homes were in rural communities, as compared with others in urban areas.

The sampling period ran from December 15 to December 20, 1952, and covered usage of dry macaroni products only, including dinners, and unless the home was a user of dry maca-

(Continued on Page 34)

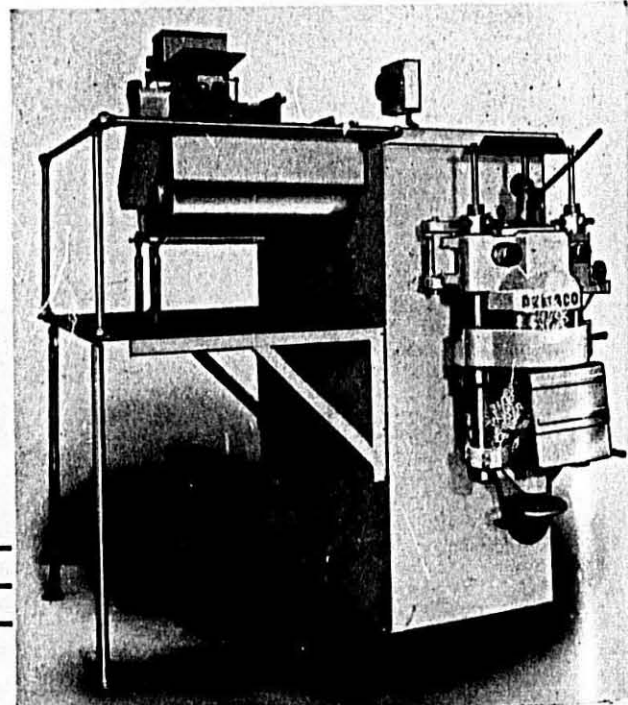
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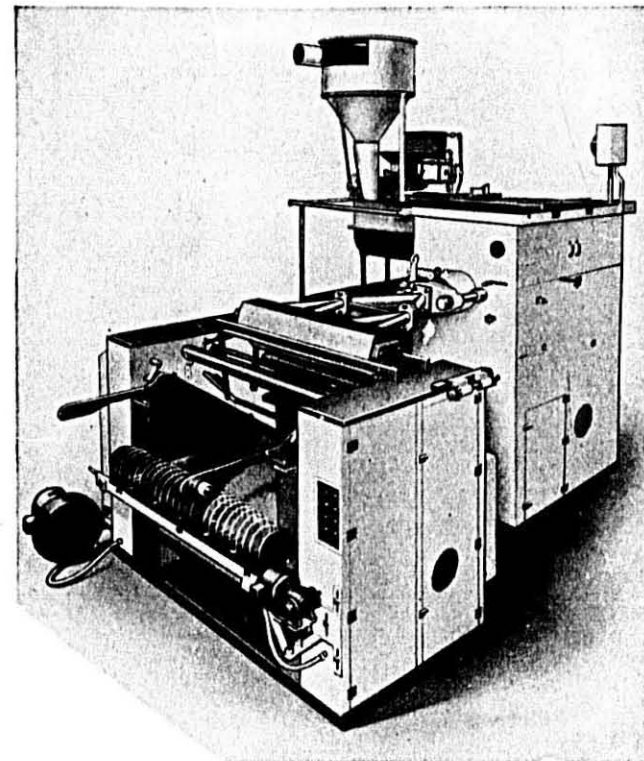
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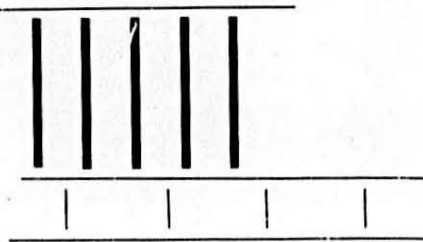
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by Ernest W. Fair



Foiling the Burglar

"Why should I worry about burglars . . . our buildings have plenty of good burglary insurance protection?"

That officer was indulging in a mighty false sense of security. Burglary insurance is a nice thing to have, as it will minimize the financial pain to the budget at the time of the thug's operations.

But it's far from enough. No burglary insurance policy ever written can immediately replace tools, equipment, supplies, materials, et cetera, that may be stolen or damaged when the building is broken into. And no policy can compensate for valuable and irreplaceable records which may be destroyed while the breaking and entry specialist is at work.

There's just one good way to be safe insofar as burglaries are concerned . . . prevent them . . . or make it so difficult for the culprit to succeed that he will leave our buildings alone.

In most instances, larger operations have highly effective burglar-proof systems which have all but eliminated the problem for them. When we do read of such large organizations being burglarized, it often turns out to have been an "inside job."

But not so the small installation. Every day in any metropolitan area, more than one such small installation is burglarized by professional cracksmen or broken into by vandals. The victims are so selected because all of those on the wrong side of the law know that they are the easiest touches.

Absolute protection is very difficult to obtain, but it is not at all hard to reduce the odds of our buildings suffering a loss. Practicing a few very simple and also very inexpensive precautions will help greatly. These will deter the great majority of burglars, either as they look over our building for a possible job, or at the time they try to make an entry.

Our first defense is in protecting the most common avenues of access to the inside of our building. Thousands and thousands of case records show that the burglar follows a very set pattern and that over 95 per cent of

the burglaries committed against small installations follow definite and familiar patterns. These are:

(a) By means of forcing windows and doors, (b) By hiding in the building at closing time, (c) By removing pin hinges and unhinging doors, (d) Breaking off padlocks with heavy tools, (e) Picking locks or latches.

Steel bars make it a lot more difficult to force a window or door, particularly at basement or floor level. They will deter almost every normal burglar. The wired alarm systems also have considerable merit and many a crook has admitted to police he left such a wired building alone because the risk involved was too great.

Providing lights at windows and doors also has considerable merit; and one should make certain they are burning all through the night. Police in prowling cars who see such lights out know something is wrong, so burglars hesitate to knock them out and naturally they are none too eager to work under such a light.

Many a building entry is made through simple lack of maintenance on windows and doors. Rusty and ancient fastenings are easy to force. Solid and well-maintained doors and windows are difficult to break through. Regular inspection should be made of all such windows and doors with such protection kept uppermost in mind at the time.

Eliminating certain windows which are hidden from the street and difficult to watch is another good procedure. In the past, every possible window was needed for light. Today, modern lighting makes it possible for us to obtain a lot better lighting through artificial means. It's good protection against burglary, therefore, to close up all such building windows.

Carelessness is also a prime cause of losses through burglary. Keys left carelessly in locks are just inviting trouble. Keeping keys in places where anyone, employes or visitors, can get at them is also unwise.

It's wise also to hammer the ends of outside pin hinges flat so that they

can't be removed and to file down the screw heads on door locks so that it will be impossible for them to be worked loose by a quick twist of a small screw driver.

Periodic check ups of the building by local police officers is also standard procedure with many communities, and any and all police officials are most happy to make such an inspection. Some insurance companies who write burglary insurance have inspectors of their own who will make us some very good recommendations after such an inspection.

Inspection by some such outsider regularly is an excellent idea, for this individual can quickly spot some dangerous situation which we will be inclined to overlook because we see it every day and have become so used to it that we are unimpressed with its danger possibilities.

Entry through the roof should also be considered, and where the building is so located that roof entry is possible, every precaution against an easy admittance through this avenue should be taken. Many a building, we are told, has been made 100 per cent burglar proof below the roof level, while the roof itself was completely forgotten.

Making certain roofs are in top condition of repair, that vents are steel bar protected, that any trap doors or other means of entry are sturdy and well locked, is wise procedure.

Many a burglary is committed through the criminal hiding in the building before it is locked up for the night. We should make it a positive routine by every employe so concerned to make certain that this does not happen. One good way is to check visitors in and out, with or without their knowledge, and the checker then making sure all who come in actually went out before going home for the evening.

Good locks of modern design and construction are also of value; it costs little to replace the old and outmoded ones which any professional burglar can break with ease. The few dollars such replacements cost will be money mighty well spent.

Where there is a safe not being used to house valuables, it is wise to keep it unlocked so unbelieving burglars will not destroy it just to find out

Many institutions have a typewritten notice on the door of the safe giving the burglar the combination in order to prevent an expensive safe repair bill.

It's also wise to have a light over the safe at night . . . and set in a spot where both the light and the safe can be seen from the outside. Also, it's best to have a strong light and to check bulbs every now and then to make sure one doesn't burn out in the middle of some night.

Police also recommend that the safe be imbedded in concrete to prevent it being moved out from under such a light or even taken off the premises and opened somewhere else at the thug's leisure.

There are many and varied mechanical systems for safe protection. If the safe's contents are valuable enough to warrant the expense of such a system, a local dealer should be consulted on how to adapt the best one to our particular installation.

Foiling the burglar is not a difficult job . . . it requires close attention to detail . . . close attention to preventing the occurrence of situations about our buildings which make it easy for him to do his job . . . and therefore invite him to visit us any time he pleases!

Morocco Conference

The Comite Professionnel de L'Industrie des Pates Alimentaires, Paris, advises that there will be no convention of the macaroni-noodle manufacturers of France this spring. In lieu thereof, an April meeting will be held in Morocco for French and North African semolina millers and macaroni manufacturers, along with representatives of the French Board of Agriculture. The exact date of the conference has not been set, except that it will be sometime in April.

Farm Managers Confer on Durum

Meeting a threatened shortage of durum wheat was the important problem before the Farm Managers meeting, February 26 in the Gardner Hotel, Fargo, N. D., reports the National Macaroni Institute.

Seeking to increase acreage to meet the growing demand, emphasis was laid on the fact of durum's greater profit return to the grower as compared with other types of wheat, and how production risks can be minimized.

Particularly interested in the meeting was the macaroni industry, since 99 per cent of macaroni products are made from durum.

Robert M. Green, secretary of the National Manufacturers' Association, participated on a panel with Henry Putnam of the Northwest Crop Improvement Association, Minneapolis; Professor T. E. Stoa of the N. D. Experiment Station, Fargo, and Clyde

Barks, grower from Egeland, N. D.

The Crop Improvement Association pointed out that the per capita consumption of durum products has been steadily increasing, while consumption of other wheat products has been decreasing.

The increasing population of America, together with the stepped up advertising and promotion projects of the macaroni processors will probably result in a further increase in the demands for these products, the association pointed out.

According to association figures, the 1952 carry-over of 17.7 million bushels is the smallest since 1936.

A crop of 35 to 50 million bushels in 1953, the report continues, would only meet the immediate requirements for macaroni products, seed, feed, and provide a small carryover to assure durum mills and macaroni processors of sufficient supplies until the 1954 crop is available.

Scarce or short supplies of quality durum, the association notes, have resulted in a strong demand, and a price advantage of 50 to 70 cents per bushel over hard red spring wheat. The managers of the conference are studying closely the facts brought out by the different interests and a detailed report will be made on the plans to be adopted for increasing production, particularly of durum wheat on which the macaroni industry is so dependent.

"What Makes Joe Grow?"

Lee Merry, assistant manager, durum sales, announces new promotional plans including national magazine and radio advertising featuring America's foremost food authority,



"What makes Joe grow?" This is Joe, and some of the foods that make him grow, according to General Mills' national advertising, are macaroni products. Pages and-a-quarter, full-color ads featuring Joe will appear in "Life" magazine, March 16, and "Look," March 24. Radio support is also being given macaroni products on General Mills' "Time for Betty Crocker" show.

Betty Crocker of General Mills, who is reaching millions of consumers with a selling message on macaroni products.

Life magazine for March 16, and Look magazine for March 24 will carry a full page, four-color ad captioned, "What makes Joe grow?" stressing the protein values of macaroni, noodles and spaghetti. An additional one-fourth of a page facing this four-color ad is devoted to Betty Crocker's Lenten menu suggestions, with two of them featuring spaghetti and macaroni. More than 14 million readers will see this ad.

During February and March, tempting macaroni, spaghetti and noodle recipes are being featured by General Mills through Betty Crocker on the "Time For Betty Crocker" radio show.

This program reaches millions of listeners over 250 ABC network stations. In presenting these menus, Betty Crocker refers to her Picture Cook Book which gives information on how to prepare the foods for the menus recommended. Betty Crocker's Picture Cook Book devotes eight pages to macaroni, spaghetti and noodles, featuring 38 recipes. The distribution of the cook book now approaches two million copies and will be a constant reminder to American homemakers of the ease of preparation, the goodness, and the nutritional values in macaroni products.

For the last 29 years, General Mills has been promoting increased consumption of macaroni products, and during 1953 an all-time high will be reached in this promotional activity to attain the mutual goal of macaroni manufacturers and durum millers which is greater consumption of spaghetti, macaroni and noodles.

Betty Crocker Consumer Advertising Helps You!

National Magazine and Radio



Look

Life and Look magazines will carry the one and one-fourth page full-color advertisement reproduced here and on the opposite page March 16 and March 24 respectively. Fourteen million readers are told the importance of your macaroni products in their diet. They are offered two Betty Crocker menus calling for spaghetti and macaroni.



"Time For Betty Crocker" Radio Show

ABC Network (Approximately 250 Stations)

Betty Crocker regularly boosts macaroni products on her "Time For Betty Crocker" radio show. For example, during February and March these are the tempting dishes suggested by her:

- Feb. 3 "Tips on Cooking Noodles"
- Feb. 5 "Hot Macaroni and Cheese"
- Feb. 12 "Macaroni Ala Creme"
- Mar. 5 "Veal Paprika with Noodles"
- Mar. 13 "Good Luck Macaroni Loaf"

General Mills helps increase consumption of macaroni and noodle products by suggesting recipes and meal planning.



General Mills, Inc.

DURUM SALES

MINNEAPOLIS

Betty Crocker

suggests
meatless dinner
menus
for Lent or for economy:

Hot Spicy Tomato Juice Cocktail*
Scalloped Tuna
Buttered Baby Beets
Apple-Celery-Nut Salad
Hot Rolls Butter
Coffee Tea Milk

*Season tomato juice with lemon and a dash of Worcestershire sauce.

Grapefruit Juice
Baked Beans Boston Brown Bread
Crisp Cabbage Salad with
Sliced Egg Garnish
Fruit Gelatin Cookies
Coffee Tea Milk

Cheese Sandwich Casserole*
Buttered Peas
Orange and Grapefruit Sections,
Lettuce Hearts
with French Dressing
Hot Muffins
Brownies
Coffee Tea Milk

*Arrange six cheese sandwiches in greased baking dish; cover with mixture of 2 eggs, 2 cups milk, 1 tsp. salt, 1/4 tsp. pepper, 1/2 tsp. dry mustard. Chill so milk will soften bread. Bake 1 hour at 350°. Serves 6.

Platter of Fish in Border of
Whole Cooked Carrots
and Parsleyed Potatoes
Hot Corn Sticks
Tomato-Lettuce Salad
Sliced Oranges
Coffee Tea Milk

Big Bowl of Spaghetti and Cheese
Toasted Green Salad
Crispy Rolls Butter
Apricot Halves
Coffee Tea Milk

Cup of Tomato Soup
Macaroni Salad*
Celery and Carrot Sticks
Toasted Buns
Prune Whip Crisp Cookies
Coffee Tea Milk

*Toau cooked macaroni, chopped hard-cooked eggs, sweet pickle, cucumber, onion with Russian dressing.

(It's easy to plan interesting meatless meals. Just start with your main dish and build around it for color and nutrition value. See opposite page for other information on nutrition.)

What makes Joe grow?

Many things, including sunlight, rest, love—and food. Especially food that contains proteins, those "building blocks" our bodies need for growth and repair. Meat is a rich source of proteins. When we cut down the meat content in our menus (to observe Lent, or for economy's sake!) we must be sure to substitute other protein foods for a healthy diet.

What are other protein foods?

Fish, poultry and meat are our richest sources of proteins. Milk and cheese—eggs—breads and cereals—have high protein value. Other foods which add proteins are spaghetti, macaroni and noodles—dried beans and dried peas—and nuts (including that old favorite, peanut butter!).

Is spaghetti a good meat substitute?

Spaghetti, macaroni and noodle dishes are a good source of proteins, especially when cooked with milk and cheese.

What are some tasty meatless sandwiches for school lunches?

Try for a variety of color and flavor. Use different kinds of breads—whole wheat, rye, enriched white, raisin or nut bread, hard or soft rolls. Use various kinds of fillings—tuna, salmon or egg salad, crab or shrimp salad, sardines. Cottage or cream cheese is delicious with chopped celery, chives, carrots, nuts, olives or sweet pickles. Try peanut butter with jelly one time, with chopped dates another. For extra nourishment, add a cheese wedge or hard-cooked egg to the lunch box.

My family gets tired of eggs!

Everybody does, when eggs are "just eggs," served the same way day after day. Scramble them for breakfast one day, poach them the next, and soft-cook them the day after. Surprise your family (and add proteins!) by dressing up salads or spinach with a topping of hard-cooked eggs.

What's a good way to serve eggs for the main meal?

In a variety of omelettes (many of which can help you use up leftovers!). Or try "Eggs Benedict" for a treat. Just top a toasted English muffin with poached eggs. Serve with hollandaise sauce and a thin, sweet slice of fried ham. "Eggs Goldenrod"

makes a royal dish. Dress up creamed eggs with a glamorous garnish of hard-cooked egg yolks, and ring with sprigs of parsley. Easy and delicious!

How can I get variety into Lenten menus?

First, be sure you're choosing foods with good protein content. Then strive for color, variety and appetite appeal. (See the opposite page for some thrifty meatless menu suggestions your family will love. Consult the BETTY CROCKER PICTURE COOK BOOK for meatless recipes.)

Betty Crocker
of General Mills
MINNEAPOLIS

General Mills brings you Betty Crocker's advice on nutrition in the interest of your family's health and welfare. This is one phase of General Mills' nutrition service to teachers, students, parents and the public.

Sterwin Chemicals Offers Complete Maturing, Bleaching Service

Chlorine Dioxide in New Stable, Safe Form Is Unique Feature of Plan

Climaxing a six-year research project, Sterwin Chemicals, Inc., New York, has perfected a process which makes available a complete flour maturing and bleaching service providing new efficiency and safety for United States and Canadian mills, according to P. Val. Kolb, president.

Under the new service plan, Sterwin furnishes mill operators with specially developed equipment, materials and know-how intended to aid in milling high-quality flour. An important characteristic of the equipment is simplicity of operation, since it works without a gas generator, the company says.

A principal component of the operation is chlorine dioxide, a gaseous oxidizing agent known for its maturing and bleaching characteristics. The chlorine dioxide is manufactured at Sterwin's plant and delivered to the mill where it is dispensed with equipment supplied by Sterwin. This chemical is employed in conjunction with the Sterwin chlorinator and Oxylite, Sterwin's brand of benzoyl peroxide dry bleach.

An integral part of the service is a specially designed dispensing apparatus which Sterwin installs and maintains in flour mills. Purpose of the equipment, for which patent applications have been filed covering important features, is to dispense and regulate the flow of chlorine dioxide gas. This enables the miller to exercise accurate control of the amount added to flour, and thereby to obtain the maturing and bleaching effect desired.

"This service should be of substantial assistance to flour mills, due to the extreme simplicity of operation of the dispenser, which functions without a gas generator," Mr. Kolb pointed out. "Equally important from the viewpoint of the mill owner is the economy gained as a result of the equipment's high level of accuracy, based on thorough testing of the complete service plan in various mills for extended periods."

Development of the new process was achieved after years of intensive research carried out by Sterwin in close co-operation with the Cardox Corp., Chicago, recognized experts in manufacture of dry ice and chlorates for varied industrial usages. The process and equipment will be fully covered by patents.

Dr. R. C. Sherwood, technical director for Sterwin and long experienced in development and application of flour treatment procedures, supervised this project in co-operation with

the Sterling-Winthrop Research Institute and other research organizations. Warren Keller, flour mill engineer, supervised technical application of these developments and will head Sterwin's flour service division. His headquarters are at Sterwin Chemicals, Inc., Kansas City, Mo.

New Italian Home Style Sauce Announced by La Rosa

After 35 years of continuous research and testing, V. La Rosa and Sons, Inc., Brooklyn, N. Y., has introduced a new type of spaghetti sauce.

According to Vincent S. La Rosa, vice president in charge of advertising, "We describe this sauce as genuine, Italian home-style spaghetti sauce, for that's just what it is. In Italian, we call it 'a la Casilingo'—which means



'home-style.' For many years, our customers have been asking for a companion sauce product to sell along with our macaroni products. In spite of this strong customer demand, we—the La Rosa family—decided not to produce a spaghetti sauce until that sauce would be as acceptable to the Italian home as it was in the average American home.

"This was a real problem," Mr. La Rosa continued, "for everybody knows that good spaghetti sauce is the pride of the Italian kitchen. To sell the Italian housewife a canned sauce was considered almost impossible. When at last we devised a canning process that produced a spaghetti sauce which exactly matched the flavor, body and color of finest home-made sauces, we interviewed more than 5,000 Italian housewives in seven states. Approximately 95 per cent of those interviewed replied that it was truly just like their own home-made sauce."

The new sauce, packed with new sales-making points, will be advertised in the powerful full page advertisements for La Rosa macaroni products, in more than 70 leading newspapers. Radio will also be used—a schedule of more than 100 announcements a week is planned. Eye-catching, sales-making display streamers and other point-of-purchase material will be available to dealers.

The four-color label was designed and produced by Rossotti Lithograph Corp., North Bergen, N. J.

President Dwight Eisenhower Appreciates National Association's Co-operation

President Eisenhower has expressed appreciation for the economic co-operation pledged by the National Macaroni Manufacturers' Association, in a message received by Robert M. Green, secretary of the group.

The new President's thanks came in response to a telegram dispatched to him from the annual winter meeting of the association in Miami, Fla.

This wire expressed the belief that Eisenhower's administration will "open the door to a new era of sound domestic economy," and added: "To the achievement of that end, we pledge our support, our co-operation, and the resourcefulness of our industry . . . we greet your administration as the Era of Confidence."

The president replied: "I have never been more deeply moved or more aware of the immensity of our tasks than on Inauguration Day. The decisive fact now is the spirit and determination with which we unitedly bend to our tasks. Thank you most sincerely for your encouraging message."

Milprint's Packaging Show Booth

Milprint, Inc., Milwaukee, printing and packaging firm, will exhibit the latest in packaging applications and design at the National Packaging Exposition, Navy Pier, Chicago, April 20-23. The company will occupy Booth 410.

Feature of the booth will be a "packaging colorama" showing how the use of color in packaging design steps up sales. The colorama will illustrate that proper use of color is the key factor in eye-appeal.

Milprint officers in attendance will include William Heller, Sr., chairman of the board; Roland Ewens, president and treasurer; Arthur Snapper, executive vice president and secretary; Roy E. Hanson, vice president and director of sales; Bert Hefter, vice president and general sales manager;

**ENRICHED
MACARONI PRODUCTS
MOVE FASTER!**



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B-E-T-S

(The original food enrichment tablets)

FOR THE BATCH METHOD

VEXTRAM

(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

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**ACCURATE, ECONOMICAL
EASY ENRICHMENT!**

Today's dollar-conscious food shopper is mighty cagey about how she spends it. And, more than ever, she's nutrition conscious, too. No wonder that enriched products, in step with the modern food trend, find her much more willing to part with that dollar. (For instance, the fastest moving item in grocery stores is enriched bread). Your macaroni products will move off grocers' shelves faster when they meet the buyers demand for enriched foods. Keep pace with enrichment. Give your product this added sales appeal.

Consult Sterwin's technically-trained representatives for practical help in starting your enrichment program with B-E-T-S or VEXTRAM.

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

Sterwin Chemicals, Inc.

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

Pioneers in Food Enrichment

Sky Rosen, vice president in charge of eastern operations, Foster Zimmer, vice president, C. K. Belle, vice president in charge of plant operations, and Paul Hunkeler, vice president in charge of product development. Other Midport staff members will also attend the exposition.

La Premata Agency

A new long Sandhede of American Chicago has been named as agency for the La Premata Macaroni Co., Corvallis, Pa., to handle advertising for its spaghetti and macaroni products. Campaign plans call for extensive newspaper and television campaigns.

Mrs. Grass' Drivers Win Hertz Safety Awards

Not one chargeable traffic accident or 346,250 miles of driving. That's the impressive safety record of the sales manager and four drivers of the F. J. Grass Noodle Co., Chicago, makers of Mrs. Grass soups, who have received safe driving awards and inscribed gold pins. The awards were presented by A. Irving Grass, president of the company, and Lawrence R. Weaver, Chicago manager. Hertz Drive-It-Yourself stations truck leasing firm from which Mrs. Grass leases its trucks. Hertz sponsored the awards and presents them for every year of safe driving free of chargeable accidents. In receiving the awards, Grass pointed out that a small one and a half people are killed or injured in traffic accidents each year, a figure larger than American casualties in all wars.

The Flag of the United Nations



The official flag of the United Nations, now flying with national banners over the U.N. armed forces in action to restore the peace in Korea, is shown in this photograph. The background color of the flag is the light blue associated with U.N. since its early days, while the official United Nations seal in its center is in white.

"Despite the many hazards of today's traffic," Grass said, "the accomplishment of these men shows they are applying the principles of safe driving on their jobs. We are proud of their effort and skill, and the example they have set for all motorists."

Those receiving awards are: Alvin Grass, sales manager, and four drivers, William Snodden, Joe Moran, William Naylor and Leo Gotska.

O. C. Peterson Heads Amino Products

O. C. Peterson, former sales manager for Ac'cent in the midwest, has been appointed food processing sales manager for the amino products division of International Minerals & Chemical Corp., according to an announcement by George B. Hamilton, general manager of the division.

Mr. Peterson has been with the amino products division of International since 1947. He is known to midwestern food processors both through his sales work for Ac'cent pure monosodium glutamate and through previous contacts during seven years with American Maltz Products Co. His promotion is in line with International's plan to cooperate closely with food processors and meet the research demands attendant to the large volume use of Ac'cent in this field, Mr. Hamilton said.

Among the research projects being conducted by the technical department of the amino products division is development of production line dispensers for inserting Ac'cent into different types of foods during the canning or freezing process. As food processing

sales manager, Mr. Peterson interpreted the research of the department to manufacturers and with them in applying it to the use of Ac'cent. He will maintain headquarters in International offices in Chicago.

French Industry Leader Resigns

The many friends of Andre Audigier in the United States and Canada will be sorry to learn of his resignation as general secretary of the Comité Professionnel de Fabricants de Pâtes Alimentaires (Association of Macaroni Noodle Manufacturers of Paris). On two different occasions, Audigier headed delegations to the conventions of the National Macaroni Manufacturers Association to encourage more friendly relations and industry promotions. His resignation is a result of poor health.

His successor, J. Messelieres, with offices at 23 rue d'Artois, Paris (8^e), France, reports that Mr. Audigier has since the loss of one leg by amputation in July 1, 1952.

18,000 Attend Canners' Convention

Food Processors and Canners Tax Chicago's Hotel Facilities

Officers of the National Canners Association estimate that approximately 18,000 representatives of the segments of the American food processing industry attended the annual convention in Chicago last week of February, making it one of the biggest business meetings of the year.

Participating in the sessions—the canners and processors of parts of the country and many lands, were food brokers, noodle manufacturers, makers processing machinery, supplies, as well as export, wholesale and retail food stores.

The macaroni men in attendance held no special meetings but did have an informal dinner at the Hotel. The National American Wholesale Grocers Association held its annual meeting at the Morrison Hotel. The National Canners Association met at the Conrad Hilton Hotel. The National Food Brokers Association gathered at the Palmer House, headquarters for many more organizations. The meetings were set up in different hotels during the week, with hotel rooms at a minimum.

Illinois Man Heads Canners

Louis Ratzelberger, Jr., Hoopeville, Ill., was elected president of the National Canners Association to succeed

Heinz of the H. J. Heinz Co., Bellingham, Wash., was re-elected president. In keeping with tradition, he will be succeeded as president in 1954. Carlotta was unanimously re-elected president.

John Fox, Charleroi, Pa., was re-elected president of the National Wholesale Grocers Association.

Edmund Reusswig of New York was re-elected chairman of the National Grocers Association, and Willis Little, Little Rock, Ark., its first vice president.

W. Johnston of Chicago, president of the Canning Machinery & Supply Association, and F. N. Fink of Cambridge, Mass., who were elected in 1952 for two-year terms, will continue to serve throughout the year. Missing at this year's convention was Samuel G. Goehring, secretary-treasurer of the association since 1920. He died last August, and was succeeded by W. D. Lewis, the new secretary-treasurer who was unanimously re-elected. He formerly was assistant to the secretary of the National Canners Association.

Macaroni Helps Give the Army the "Go-Go"

A quantity of macaroni, spaghetti and noodles, nearly as big as the famed Super Ridge in Korea, was shipped to armed forces overseas in 1952. Officers of the U. S. Quartermaster Corps indicate.

During the last year, according to the Estelle Andriulis, purchasing agent at the quartermaster depot in the Army, Navy, Marines, and Air Force bought 14,000,000 pounds of macaroni products for overseas consumption alone.

It is much more will be needed this year, he declined to estimate. He pointed out, the 14,000,000 pounds for overseas doesn't take into account the additional huge shipments to troops still stationed in this country.

Overseas purchases are cleared through her department, but buying supplies for the men in this country is done through the various local camps throughout the nation.

As for macaroni products, Messelieres said:

"It constitutes one of our largest products for armed forces."

The products are "operation ready" for troops under fire in the foxholes of Korea, for those on patrol during the snow-capped messes, as well as being served in the mess halls of the camps.

Mr. Ernest E. Schrock, a contract negotiator at the Chicago depot, pointed out that men at the fighting front

necessarily need more energy building food than do those who are working at a base office.

The Army and other service branches, he explained, have evolved special containers for packing these products to insure complete protection in the shipments from the United States to the front lines.

The package consists of tough fibre board cartons, covered by water proof bags to insure arrival of the food in good condition.

In addition to the quantity servings, prepared wherever feasible, there are individual rations for the soldier or marine to carry as he goes out on patrol, or other front line duty.

These are small tins of meat and egg noodles. Give a tin a chance, the fighting GI can heat the tin for a good, warm meal. And, if that isn't possible, the ration, eaten cold, still contains the body building elements he needs.

Purchases for the Army, Navy and Air Force general use, Miss Andriulis said, generally involve spaghetti in 10 pound packages, macaroni in 9 pound packages, and egg noodles in 5 pound packages. Last year's purchases, she pointed out, were especially heavy during the spring when there was a potato shortage, and macaroni was needed to make up the needed carbohydrates in the military diet.

A look at the master menu prepared for the Army and Air Force, listing the daily meals to be served at all camps, indicates the reliance placed on macaroni products. They are sprinkled through the menus as main dishes, ingredients of soups and salads and in other forms.

For example, on next Easter Sunday, April 5, the servicemen throughout the world will have the traditional ham dinner, but the main dish at supper will be macaroni or gratin. On the following Wednesday, the army will be feasting on spaghetti and meat balls. And you can follow this right through the year.

So, when the army goes, macaroni goes right along with it.

Ryan Resigns OPS Post

Leading Minnesota papers carried the report of the resignation of Martin L. Ryan of St. Paul from his post as OPS regional price executive, with the intention of returning to the Quality Macaroni Co. as president in charge of sales.

Mr. Ryan, who has been president of the National Macaroni Manufacturers Association when altered the government position, took a leave of absence from the macaroni company several years ago and served his country well as a combat soldier. He was mentioned in a statement by friends in reference to his resignation, which reads: "Having a man like Marty who knows the food business and who understands the problems of manu-



Mr. Ryan

facturers, wholesalers, claimants and retailers was a great thing for the trade and there'll be many who are sorry to see him leave OPS." What may be OPS's loss, is the macaroni industry's gain.

Two Pasta Associations in Italy

There are two national associations of macaroni (pasta) manufacturers in Italy, representing over 2,000 plants—the majority of which are equipped with continuous automatic process and other modern equipment.

The manufacturers in northern Italy are represented by the Associazione Italiana Franghi Industriali Pastificatori (P. Verrini), Milan, Italy. The firms located in central and southern Italy are represented by the Associazione Nazionale degli Industriali Franghi e Pastificatori della Sicilia (G. Renna), Italy.

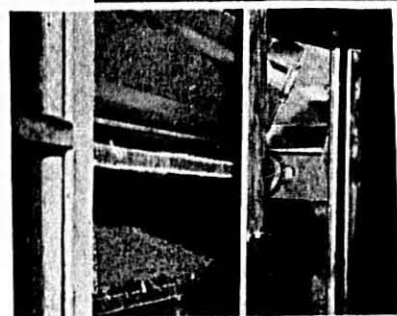
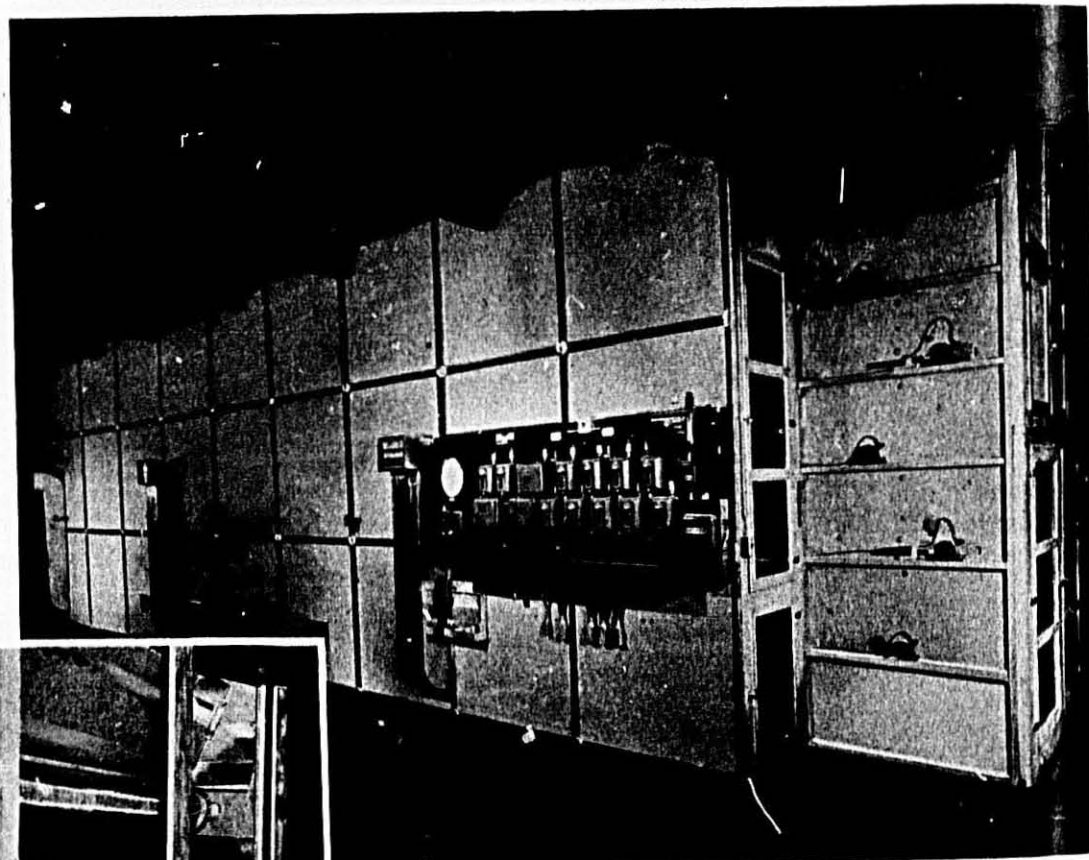
Neither hold conventions or conventions regularly, but says an authoritative source, "all members of each association meet once or twice a year at a plenary assembly."

Switzerland has but one national association of macaroni noodle manufacturers, titled "Swiss Macaroni Manufacturers Association," with offices at Aserdenstrasse 6, Bern, Switzerland.



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Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

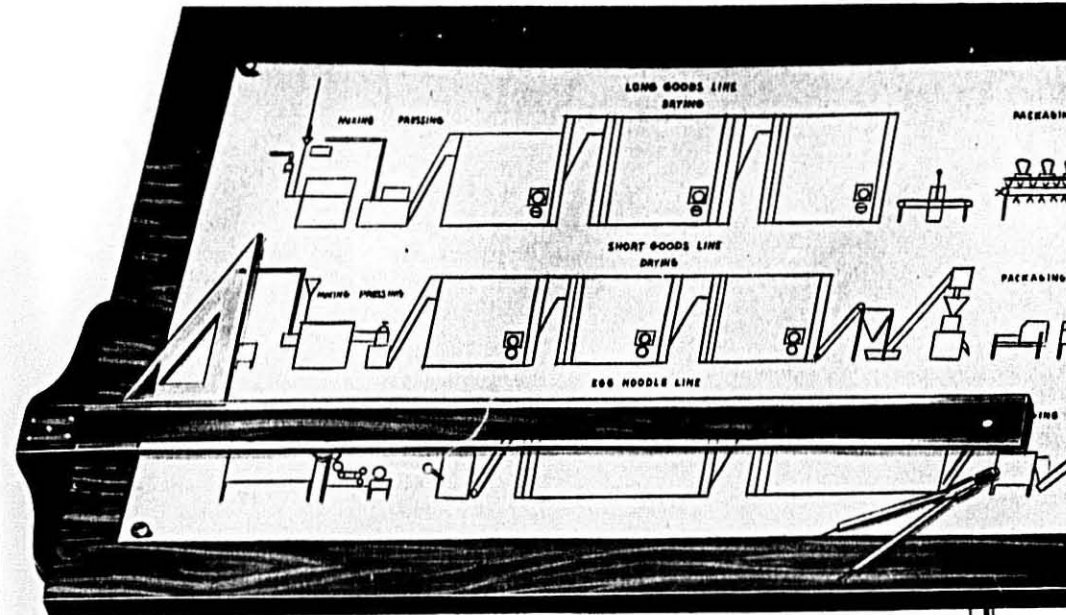
Clermont's noodle and short cut dryers are the only dryers that have conveyor screens that interlock with stainless steel side guides.

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70% Of Cellophane Used In Packaging Foods

The phenomenal growth of self-service has fostered development of a wide variety of flexible packaging films to meet the special requirements of foods that vary in perishability, according to Dr. Nelson Allen of the Du Pont film department's sales development and technical service section.

Dr. Allen, who recently addressed the Chicago section of the Institute of Food Technologists on "Packaging Perishable Products," pointed out that self-service accounted for 76 per cent of total food sales of more than 30 billion dollars in 1951. Another indication of this growth, he said, is that more than 70 per cent of the current production of cellophane is now devoted to packaging foods.

Declaring that "development of transparent flexible films fitted well into this pattern of growth," Dr. Allen said that such films not only afford protection but allow the contents of the package to be seen and examined. This visibility, he added, appeals to the shopper who has reacted favorably to such packaging.

In outlining some of the problems involved in packaging perishable foods, Dr. Allen paid tribute to the growth of self-service meats. He attributed this success to new packaging materials and improved facilities for handling prepackaged meats at low temperatures.

"Basically, meats can be classified as fresh and processed," with the more perishable fresh variety presenting more problems, Dr. Allen stated. In addition to moisture protection, greaseproofness and heat sealability, fresh meats require packaging films permeable enough to atmospheric oxygen to maintain the desirable red color associated with freshness. Certain types of cellophane and other films do this very well, he reported. But he emphasized that packaging is no substitute for proper refrigeration.

In packaging processed meats, Dr. Allen said the big problem is fading or color-change, which can be prevented by eliminating either the light or the oxygen. He said the effect of light on processed meats can be minimized by keeping its intensity low and by using the best type of lighting.

Dr. Allen also pointed out that fresh produce has its own special packaging problems, because it "takes in oxygen and gives off water, carbon dioxide, and other materials" during a respira-

tory process. This respiratory rate, which about doubles for each 10° C. rise in temperature, varies from very low on root vegetables, to very high on such items as asparagus and leafy greens.

Prepackaged produce requires oxygen, Dr. Allen emphasized, otherwise off-odors and flavors develop. But because there is no packaging film that is sufficiently permeable to oxygen—for all produce items under all conditions—he recommended that produce packages be ventilated.

Commenting further on the value of ventilation, Dr. Allen said that such tough, flexible films as polyethylene and rubber hydrochloride are eminently suitable for packaging heavy produce items—oranges, potatoes, and apples. But both films' low permeabilities to water vapor usually result in building up humidities within the bags. This can be reduced by ventilating the bags with holes, thus helping to prevent mold, slime, watery breakdown, and sprouting. On lighter items—spinach, lettuce, and tomato trays—where cellophane can be used, he said the film should not be highly moisture-proof.

Dr. Allen also discussed several other foods and the film types they require for packaging. A summary of his remarks follows:

White bread must be protected from drying out with a film of low water-vapor permeability. Hard-crust bread should be packaged in a film with a high permeability.

Crackers and biscuits, many of which are low-moisture items with a high fat content, require a grease-proof packaging material with a very low water-vapor permeability. Here also, development of rancidity can become a factor in high fat items when light penetrates the package. The growing use of approved antioxidants is helping to solve this problem.

Popcorn and potato chips, which are low-moisture content items, have a tendency to become rancid. Cellophane, rather than polyethylene, which is permeable to oils and fats and is highly permeable to oxygen, is the recommended film.

Candies range from chocolate-covered bars that require protection only

Visibility of contents appeals to shoppers, resulting in increasing sales of protected foods.

from contamination to very hygroscopic items which need a high degree of moisture protection.

Frozen foods require films which must be flexible at low temperatures, have low permeability to water vapor and oxygen, and be easily sealed. In addition, the film should be capable of conforming closely to the food. This helps to eliminate air pockets, which cause frosting and dehydration.

Dr. Allen concluded his talk by stressing the axiom that "goodness can't be packaged into anything." He also said that the "food technologist works to build goodness into his products," and that the packaging technologist must co-operate with him to supply the materials and methods that meet the requirements of the foods involved.

Supermarkets of Future May Come to the Home

Supermarkets on wheels may one day bring self-service shopping to your front door.

This is seen as a possibility by Dave Shulman, vice president of the S. A. Hirsh Manufacturing Co., Skokie, Ill. The merchandise display manufacturer said recently that traveling stores now used by the services to supply outlying installations may be copied by civilians. These mobile shops are often completely equipped with a turnstile, self-service displays, and a check-out counter.

One such store has just been delivered to Fort Custer, Mich., where anti-aircraft personnel can buy toilet articles, drugs, packaged food, candy, and clothing items from the same self-service displays found in supermarkets the country over.

Shulman said traveling supermarkets might presently be used at new housing projects and similar home developments where other shopping facilities are not available. And Shulman believes that, like Mohammed, shoppers would like to give the mount a chance to do some traveling.

The vehicle is made by the Calumet Coach Co., Chicago. The Hirsh shelves feature an upward slope which prevents merchandise from scattering about when the store is on the road.

Disaster Feeding

By Martha Smith Frye
National Director

Food and Nutrition Service
American National Red Cross

A disaster victim who has been flooded, or burned, or blown out of his home is in a state of emotional shock. And one of the quickest ways to lessen the shock, to make the stricken one feel better, is to set before him a tasty, well-served, and attractive looking meal. It's the best possible morale builder.

The American Red Cross, official disaster relief agency of the nation, charged with the responsibility of caring for victims of catastrophe both during and after the emergency period, has found that macaroni and spaghetti dishes are first-rate foundations for sustaining meals when many persons have to be fed in a short time. Its courses of instruction for volunteer canteen workers, who will cook and serve the meals, always include the preparation of several such dishes, along with recipes for several others.

The virtues of macaroni and spaghetti are numerous. Not the least of these virtues is popularity. Every national and racial group in the population is familiar with macaroni and spaghetti, with their appearance and their flavor. Serving disaster-numbered persons food they know and like is helpful in restoring them to good spirits.

Second, besides being substantial and nutritious of themselves, these energy-giving farinaceous products are good extender-types of food—they blend well with the quality proteins—meat, fish, cheese, and eggs.

Spaghetti and macaroni dishes can be prepared in large quantities quickly and easily. Their whiteness affords a good background for mixtures with colorful foods like tomatoes or cheese. Finally, they are inexpensive.

Besides being used freely in disaster relief operations, macaroni and spaghetti are staple dishes in the cuisine of the annual Red Cross aquatic schools for training water safety and first aid instructors, and in Junior Red Cross training centers. They are standby items in recommended menus to clients of Red Cross chapters' social welfare department, Home Service; and they are often used for demonstration meals prepared as part of Red Cross nutrition and canteen courses.

3rd Generation of Family Now Guides Huge La Rosa Firm

One of Brooklyn's greatest industries is food processing, and one of Brooklyn's largest food processors is V. La Rosa & Sons, Inc., makers of world famous La Rosa Grade A macaroni products—America's largest selling brand.

Though huge in every aspect, it's still a "family business" according to Stefano La Rosa, president. Explains Mr. La Rosa, "Like all American success stories, we had practically nothing back in 1915 when my father, the late Vincenzo La Rosa, my brothers Frank (deceased), Pasquale, Filippo, Peter and I started making macaroni." Since then the company has grown steadily. They moved into their present Brooklyn plant in 1928. Later, in



1939, another plant was added in Dan-Ielson, Conn., and in 1950 another plant was located in Hatboro, Pa.

Now taking an active part in the management of the business is the third generation—the grandsons of the founder—Vincent S., Vincent P., Vincent F., Joseph S., and Philip P.

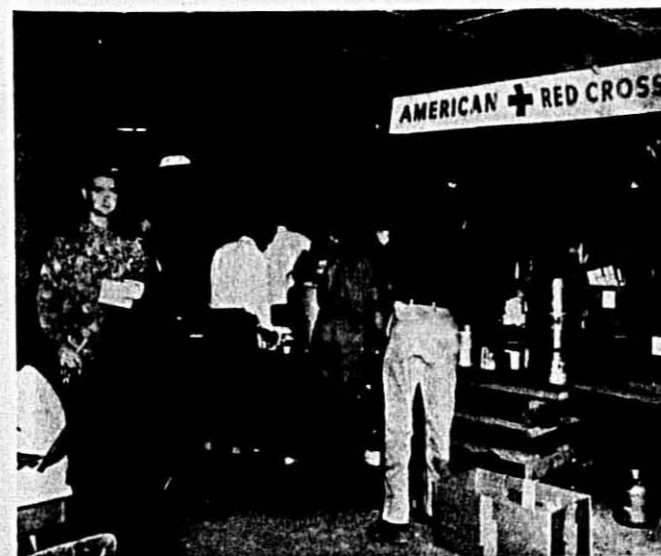
About Brooklyn Mr. Stefano La Rosa says, "It's a wonderful town. While my brothers and I were born in Italy, all of our children were born right here in Brooklyn—and they're all Dodger fans!"

Brooklyn Eagle

Fish Technologists to Hold Session

With the great increase in the frozen fish industry in recent years, the need for intensified research on all phases of fish technology has been emphasized, and the Institute of Food Technologists has scheduled, for its annual meeting in Boston in June, a fishery session, to be devoted to problems in this field. The session is under the chairmanship of Dr. Hugh L. A. Tarr, research bacteriologist and chemist of the Fisheries Research Board of Canada. The subject matter of the session has not yet been completely programmed, and titles of papers, together with a brief abstract, may still be submitted for consideration to Dr. Tarr at 898 Richards Street, Vancouver, B. C., Canada. The Institute of Food Technologists was founded to further technological research in all phases of food and food manufacture; technologists working on either marine or fresh water fishery products—a comparatively new field—will find interest in the fishery session on Monday, June 22, 1953, at the Boston meeting of the institute. The papers will be short—10 minutes is the limit—in order to provide an opportunity for thorough discussion of common problems.

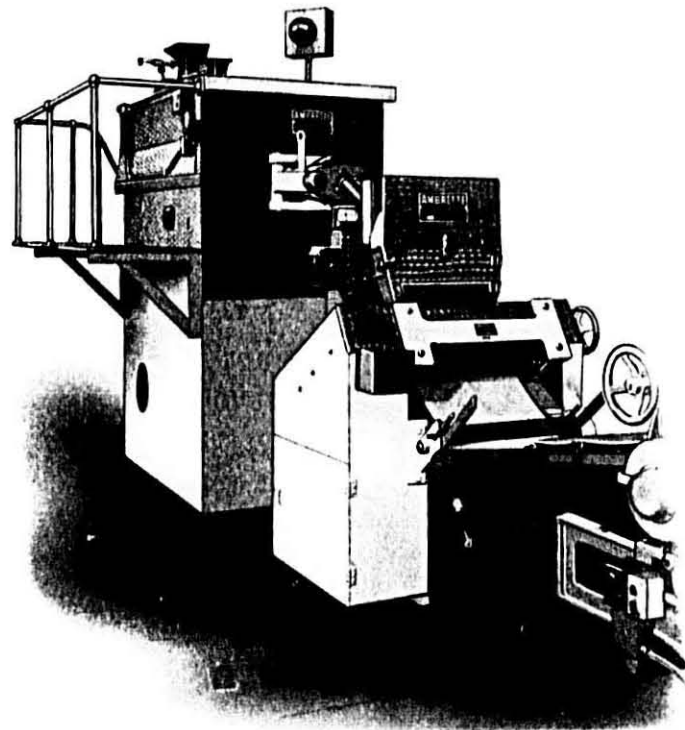
Free men undertake what slaves have to undergo.



RED CROSS VOLUNTEERS IN STRICKEN TEHACHAPI—Red Cross volunteers from Bakersfield and Antelope Valley Red Cross chapters feed disaster victims and rescue workers in a canteen set up in a warehouse in earthquake-stricken Tehachapi, Calif.

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 - EYE CATCHING SALES APPEAL
- ROLLED NOODLE PHYSICAL CHARACTERISTICS
 - MINIMUM SCRAP IN PACKAGE BOTTOM

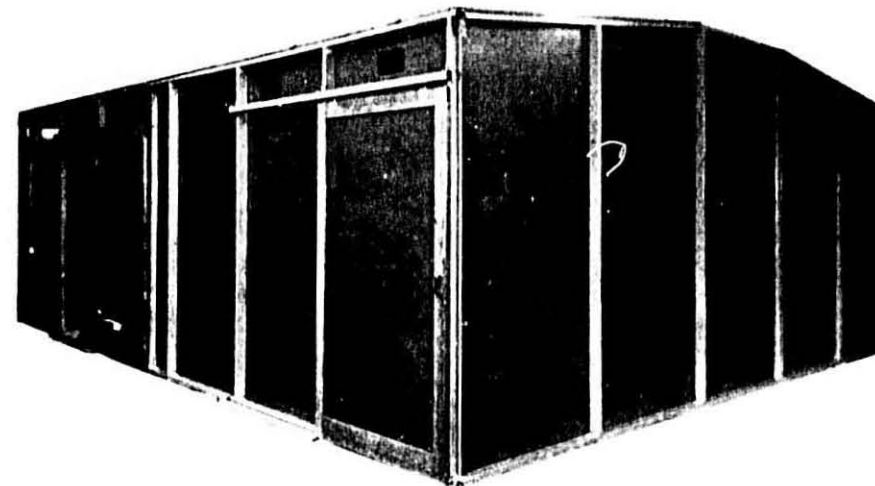


Conrad Ambrette, President; formerly President of Consolidated Macaroni Machine Corp.

**DESIGNED
AND
ENGINEERED
BY
CONRAD
AMBRETTE**

New "Self-Controlled" Long Goods
ROOM

- QUICK POSITIVE DRYING
 - REDUCES DRYING SPACE
- STRAIGHT FIRM DRYING
 - LESS PACKING WASTE
- HYGIENIC CONSTRUCTION
 - EASY TO KEEP CLEAN



100% AUTOMATIC
DESIGNED AND ENGINEERED BY CONRAD AMBRETTE

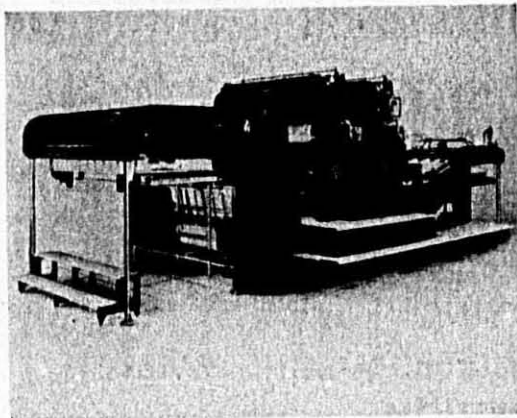
Ambrette
MACHINERY CORP.
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

Milprint Installs New Lithography Press

Milprint, Inc., has installed a new Harris lithography press of the largest size made.

The press makes use of all the latest mechanical developments and can take a paper sheet of 52½ by 77 inches. Special humidity and temperature controls stabilize this large sheet for the finest quality of printing. Power static eliminators remove any static that might be set up as the press is being operated.

The lithography press constitutes a major expansion in the Milprint lithography department at the Milwaukee headquarters plant, where advertising displays, cartons, labels and many other items are made. This press is a twin to another giant litho press installed when Milprint's new plant was constructed in 1951.



Advice on Labeling and Quality Tests

By James J. Winston, Director of Research, NMMA

According to the Federal Standards of Identity, semolina should contain not more than 3.0% flour when subjected to the standard granulation test. Therefore, macaroni products manufactured entirely from semolina may be labeled as manufactured from 100% semolina.

Macaroni products manufactured from a blend of semolina and durum flour, such as granular product, should be labeled as follows: Manufactured from Semolina and Durum Flour.

It has come to my attention that a number of macaroni products in interstate commerce are misbranded, since they fail to mention the required ingredients; semolina and durum flour. It is strongly recommended that all new cartons and cellophane bags be properly labeled in order to conform to the federal requirements.

Stability Tests for Evaluating Storage Conditions of Packaged Goods

The shelf life of your product in packaged state will vary from packaging material to packaging material, depending upon the nature of the paper, cardboard, cellophane used to package the finished goods. A selectivity of packaging material may increase the shelf life of your product substantially by inhibiting the passage of moisture

into your product, thereby preventing spoilage due to mold, insect infestation or rancidity.

We have therefore equipped our laboratory with the necessary apparatus for measuring the storage condition of your products by means of accelerated stability tests. This will indicate how your product will react to storage conditions using different wrappers. A test will take 30 days under storage conditions of 100-110 degrees F. and a relative humidity of 85-90%. This stability test is comparable to six or more months of ordinary shelf-life storage conditions.

Samples submitted for this stability test should be sent in units of 12 per sample so that products can be withdrawn weekly and examined by us. A complete report will be rendered at the end of 30 days. The charge for each sample consisting of 12 units in identical packages is \$50.



"That minute steak - I ate it in 32 seconds."

Firm's Name Changed

Buitoni Foods Corp., manufacturer of a wide variety of frozen foods, processed canned foods, macaroni and other products, has legally changed from its previous name, Buitoni Macaroni Co., according to an announcement made by Giovanni Buitoni, international head of the 125-year-old concern.

The company, Mr. Buitoni explained, has developed its processed and frozen foods divisions to such an extent that the decision to change the name was deemed necessary.

The concern's Italian and French branches, Mr. Buitoni explained, will retain the name of Buitoni Macaroni, because their major production is in this field. The candy division of the concern, which headquarters in Perugia, Italy, will continue to be known as Buitoni-Perugina.

McMahon Appointed Manager of Two Service Firms

James J. McMahon has been appointed manager of the Food Merchandising Service, Inc., and the Premium Club of America, Inc., both of Chicago. He formerly was with Young and Rubicam and Foote, Cone and Belding as merchandising executive and account executive for national food accounts.

Tax Facts

Personal income of Americans has more than tripled since 1939. . . . But Uncle Sam's tax take is 21 times what it was in 1939!

That's right . . . in the last twelve years, personal income has risen from \$73 billion to \$254 billion. But the personal taxes received by the Federal Treasury have jumped from \$12 billion to \$26.1 billion.

High taxes are caused by big government spending. The cure for both is rigid economy. Economy in Washington begins with the citizen's back home.

The government belongs to those who take an interest in it.

Produced as a public service by the Chamber of Commerce of the United States, Washington 4, D. C.

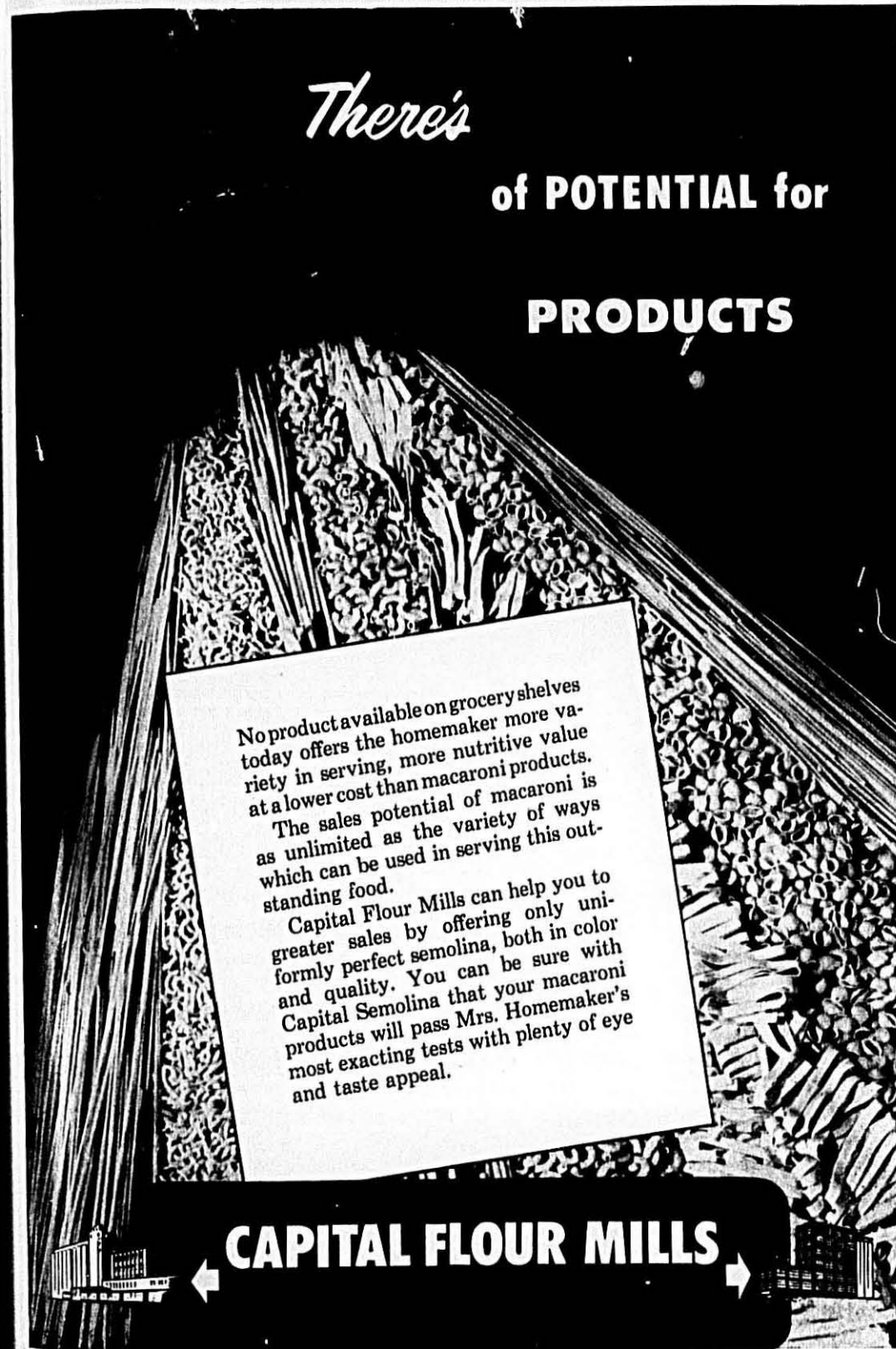
The Pooches Have It

Quick, now. Do you think Americans spent more for hot cereals . . . cake flour . . . spaghetti . . . pickles and relishes . . . or dog food?

The last is the right answer. Pooches now gobble up more than \$100,000,000 in specially prepared victuals a year, according to the Journal of Commerce of New York City.

(That might have been true some time ago, but macaroni food today clearly outdistances the one hundred million dollar mark.—Editor.)

There's
of POTENTIAL for
PRODUCTS



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

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

CAPITAL FLOUR MILLS



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer as presented in our new film "Man Alive!". You'll learn, too, that cancer is not unlike serious engine trouble — it usually gives you a warning:

- (1) any sore that does not heal
 - (2) a lump or thickening, in the breast or elsewhere
 - (3) unusual bleeding or discharge
 - (4) any change in a wart or mole
 - (5) persistent indigestion or difficulty in swallowing
 - (6) persistent hoarseness or cough
 - (7) any change in normal bowel habits.
- While these may not *always* mean cancer, any one of them should mean a visit to your doctor. Most cancers are curable but *only* if treated in time!

You and Ed will also learn that until science finds a cure for all cancers your best "insurance" is a thorough health examination every year, no matter how well you may feel—twice a year if you are a man over 45 or a woman over 35.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

**American
Cancer
Society**

Donald Grass Graduates with Honors

Donald Grass, 21 years old, son of Mr. and Mrs. A. Irving Grass, 1755 E. 55th St., was graduated with honors at the University of Illinois in Champaign last month. He was in the upper three per cent of the university's graduating class.

Because of his scholastic achievements, his name was engraved on a bronze tablet permanently placed in the university library. He received a bachelor of science degree in business management and marketing. He was graduated from Hyde Park High school in 1949.

He has joined the sales department of the I. J. Grass Noodle Co. His grandmother, Mrs. I. J. Grass, is founder of the company which manufactures the dry soup mixes and packaged egg noodles which bear her name.

The South East Economist

La Rosa's Lenten Promotion

Full Page Newspaper Ads and Hundreds of Radio Spot Commercials Combined in La Rosa Attack During Lenten Season!

V. La Rosa & Sons, Inc., Brooklyn, N. Y., announces an advertising "saturation" campaign which started the first week in February and continues through the Lenten season. In addition to heavy newspaper campaign started during 1952, hundreds of radio spot commercials are now running in the La Rosa area. Spot announcements for La Rosa macaroni, spaghetti and egg noodles are appearing on New York stations night and day, week after week, next to many of the top programs and stars.

The steady, week-after-week news-

Durum Products Milling Facts

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

| Month | 1953 | 1952 | 1951 | 1950 |
|-----------|---------|-----------|-----------|-----------|
| January | 880,847 | 1,087,057 | 870,532 | 691,006 |
| February | 820,133 | 864,909 | 901,751 | 829,878 |
| March | | 732,491 | 1,002,384 | 913,197 |
| April | | 693,917 | 526,488 | 570,119 |
| May | | 845,109 | 774,911 | 574,887 |
| June | | 866,612 | 666,774 | 678,792 |
| July | | 726,694 | 561,915 | 654,857 |
| August | | 748,864 | 915,988 | 1,181,294 |
| September | | 938,266 | 827,485 | 802,647 |
| October | | 1,151,103 | 1,197,496 | 776,259 |
| November | | 873,325 | 882,617 | 700,865 |
| December | | 873,509 | 827,986 | 944,099 |

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1952, to February 27, 1953.....7,012,741
 July 1, 1951, to February 29, 1952.....7,036,395

paper campaign includes full pages in most leading newspapers. In the metropolitan market alone, the schedule includes *New York Daily News*, *Journal-American*, *World-Telegram & Sun*, *Mirror*, *Post*, *Brooklyn Eagle*, *Newark News*, *Newsday*, *Long Island Press*, *New Brunswick News*, *Paterson News*, *Jersey City Journal*, *Hackensack Record*, *Passaic-Clifton Herald-News*, *Trenton Times*, *Bridgeport Post-Telegram*, and the *Stamford Advocate*.

Theme: "La Rosa Has Less Calories"

Launched last year, La Rosa advertising in all media continues to give the impressive facts on low calories in La Rosa macaroni products, plus high protein. Independent inventory survey shows huge La Rosa sales increases since this fact-campaign started.

Advertising Introduces New La Rosa Sauce

New La Rosa Italian Home-Style Spaghetti Sauce is being introduced in this heavy newspaper and radio schedule. Just going into stores, this is the first genuine packed Italian-style sauce available made "a la casalingo"—as in the Italian home. More details about the sauce will be released later.

Powerful Advertising Material Given to Stores

Newspaper ad reprints for display use, special posters, streamers and other useful material is being distributed to stores so that they tie in directly at windows and counters with tremendous consumer demand created by the advertising. Many stores are now using and have scheduled future promotions based on the theme that "La Rosa Has Less Calories."

Trade promotion also repeats the point, "More than ever, it pays to lead with the leader—La Rosa."



Comet No. 1 Semolina—one of the largest selling brands of Semolina in America.

Count on Comet No. 1, day after day and season after season,

to measure right up to YOUR QUALITY STANDARDS.

Put Comet No. 1 on your NEXT Semolina order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Economical - Political - Industrial

National Industries Service—Robert Nelson Taylor, President & Editor

New Ginger in Jamaica

The first shipload of alumina extracted from bauxite has just left the island of Jamaica, in the British West Indies, destined for Canada, where, under the benign influence of the Dominion's plentiful and cheap electric power, it will be converted into aluminum ingots.

So what?

The implications are significant, not only to Canada, but to the entire sterling area, to the whole free world . . . and certainly to the United States.

Here is the international House-that-Jack-Built story that has emerged from the discovery in 1942 that large areas of unfertile, red, clayish soil in Jamaica were high in alumina and low in silica. It provided at once an important new source of raw material and closer to home than Canada's previous source. It is providing the material just when tremendous additional quantities will be required for Canada's mammoth new aluminum smelter at Kitimat, B. C. Processing the bauxite into aluminum, right there in Jamaica, gives the island a new industry, the first of its kind in the Caribbean, and shipping costs are cut by more than half. The developer, Aluminum Ltd. of Canada, is spending 40 million dollars on the island, not only for mines and processing plant but in developing agriculture and cattle-raising on 25,000 additional acres; all of which provides a tremendous boost to the Jamaican economy, a welcome source of new income to Britain and more dollars for the whole sterling area. And, it should be noted here that two American producers, Reynolds and Kaiser, have followed the Canadians to Jamaica and have begun to ship bauxite.

To U.S. industry, both defense and consumer, this Jamaican development assures another western hemisphere source of supply. And now that Canada adds plentiful bauxite to her fabulous hydro-electric resources, U.S. factories, on whom the free world must depend for huge quantities of defense material, are likewise protected against power shortages. With Kitimat turning out 90,000 short tons of aluminum ingots at the start, and with an ultimate capacity of half a million tons, we can hedge against our own recurring shortage of hydro-electric power by stockpiling Canadian ingots. There's

20,000 kilowatt-hours of electricity in every ton!

So the fact that a Jamaican estate owner was upset about his poor soil, and wanted to know what was in it, has repercussions around the world! And not the least is an inspiring example of far-reaching economic aid sired by free enterprise that makes no demands on the public pants-pocket.

But We'll Need Self-Control

With price controls now removed from 83 per cent of all the goods and services which have been under government wraps, estimated at fifty billion dollars worth a year, we shall soon know whether or not the American people are sufficiently civilized to be free.

To protect freedom on the battlefield, when it is threatened from outside, requires a kind of courage of which we have always been in good supply. But to protect our freedom against ourselves, involves a type of valor we can use more of. There will undoubtedly be a wave of price increases between now and April 30, when the control lid will be completely off except for rents in areas of serious housing shortage (largely defense areas) and for critical and scarce defense materials. Milk and various building materials were expected to go up. What it takes, or what the gals think it takes, to make them beautiful—powder, rouge, lipstick and allied deceptions—are pegged for a hike of about ten per cent. Gasoline and oil are sure to cost more.

But, in case you've forgotten in the last two years and more, when there are no controls, prices that go up may also come down. And we cannot believe that we are entering an era of pricing based on all-the-traffic-will-bear. We are naive enough to believe that there is such a thing as this "business statesmanship" that after-dinner speakers like to talk about—that businessmen are people, patriotic and neighborly and foresighted in the same proportion.

We think that the business community is sufficiently grateful for release from this abomination that it will exercise all the restraint that good citizenship demands—and so does President Eisenhower. Senator Capehart (Rep.), of Indiana, is not so

sure, however. Ike says he doesn't want to keep any club in the closet, he'll ask Congress to hand him one if, and when, he needs it. But the Senator says he's going after one right now, just in case.

Whatever you may think, we won't be long in doubt.

More Beef — Less Fat

As Congressional leaders, both Republican and Democrat, trooped out of a military briefing session at the White House the other day, one of them summed up what he had learned in seven words. "We're in a hell of a fix," he reported.

General Omar N. Bradley, chairman of the Joint Chiefs of Staff, and Allan W. Dulles, director of the Central Intelligence Agency, reported the strength of Russia, independent of the satellite nations, at about 2,500,000 troops, 20,000 planes and that the Soviet is steadily increasing its armed strength and its supply of atomic weapons. Consequently, they said, the U.S. faces five years of costly step-up in arms production.

Senator Styles Bridges, (Rep.) of New Hampshire, described the picture as "grim," but said it presented "no new grimness."

The briefing session came the day after the Citizens' Advisory Commission on Utilization of Manpower in the Armed Services submitted to Defense Secretary Charles E. Wilson its final report recommending a minimum ten per cent reduction in military forces and the defense budget. But the White House meeting did not seem to have deflated all hopes of defense economies. Senator Bridges reported that the possibility of reducing Pentagon personnel, as recommended by the commission, was discussed at length, and he thought military appropriations could still be cut this year if it's done "scientifically."

But, whatever the fate of the commission's report, and whatever the strength of the free world's enemy, we feel sure that regardless of the proper size of our military cake, we could knock a lot of frosting off of it. And we agree further with the report that the services will not remove it "voluntarily."

In times of stress, the Spartan quality of our defenders may be more highly regarded than their elegance.

Quality

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

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

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

King Midas Flour Mills

MINNEAPOLIS  MINNESOTA



EVERY manufacturer of macaroni-noodle products in our country should, as a matter of pride and good business judgment, become and remain a co-operating member of the National Macaroni Manufacturers Association. All interested allies should also take that viewpoint. To support this good sense reasoning, I'm most pleased to fully approve the statement by Secretary Robert M. Green on what the National Association is doing for the whole industry, members and others, which I reproduce herewith:

Reasons Why

Your industry has two major problems this year: Getting more durum, and getting more customers.

Your industry has two organizations working for you: The National Macaroni Institute promoting your products; the National Macaroni Manufacturers Association working with the durum growers to get more and better wheat for you.

The NMMA Durum Relations Committee is doing these things: Advertising in the durum area at planting time to urge growers to plant more acreage, to plant the best varieties, and profit by supplying a specialty crop to a growing industry.

Participating in the North Dakota

W. E. Foster Joins Sanitation Institute

The American Sanitation Institute, 884 Hodiarnont, St. Louis, has announced appointment of William E. Foster of Brooklyn as a member of its staff of sanitarians as of January 1.

To accept his new position, Mr. Foster resigned as quality control supervisor for Sheffield Farms Co., New York.

Prior to joining Sheffield, he was research assistant and staff member of the dairy and food industry department of the University of Wisconsin at Madison, where he also did graduate work toward his Ph.D. He holds a B.S. and M.S. degree from Oklahoma A. & M. College, Stillwater, Okla.

Mr. Foster had previous experience as sanitary officer of the Blackwell (Oklahoma) Health Department, where he had charge of inspection and control of eating and drinking establishments, and supervision of laboratory and field analysis.

Doilies to Boost Consumption

Overlooking nothing practical that will aid its attainment of its objective to popularize macaroni products and increase their per capita consumption, the National Macaroni Institute is offering manufacturers very attractive

State Durum Show held annually at Langdon "Where Durum is King." A plaque is awarded to the grower of the best entry in the show. Association representatives speak on the show's program. A luncheon is held for representatives of the show, growers and the county agents.

An award is given to the best entry of durum at the International Grain Show, held in Chicago.

We are working with the faculty and extension service of the North Dakota Agricultural College at Fargo for durum improvement.

We belong to the Northwest Crop Improvement Association. A pamphlet prepared by that organization with the co-operation of the North Dakota Agricultural College is enclosed. The pamphlet will be distrib-

uted throughout the durum area.

We have plans to join the Rust Prevention Association to help combat the new rust 15-B which is the scourge of durum.

We have plans to establish fellowships for research study in colleges and universities.

Your sales gains have come by giving the consumer quality food. Join us in the fight to protect our supplies. Enjoy all of the other benefits of Association membership as well.

Sincerely,
ROBERT M. GREEN

Study the matter anew and volunteer your membership in the national organization of your business and your co-operation in its practical objectives.

THOMAS A. CUNEO

prises to large, modern plants, convert the semolina of durum wheat and water into macaroni products, which are among our most economical and nutritious foods."

Communities' Traffic Problems

In many states, special committees have been appointed by the governors to study the traffic conditions.

This is commendable. Out of these studies and deliberations will come recommendations that will apply to every community in the states involved. There should be more of the studies made. Many conditions on our highways today are serious causes of accidents and, unless careful studies are made, will never come to light.

It is recommended that every community receiving these reports help the committee as much as possible in bringing to the front serious conditions in that community. There is not a community anywhere that does not have a traffic problem. These problems should be discussed freely and recommendations made to the committee so that action can be taken by the main committee.

Get behind this movement, and support it.

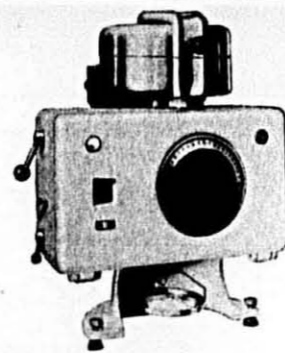
Courtesy: Period during which the girl decides whether or not she can do better.

The President's Column

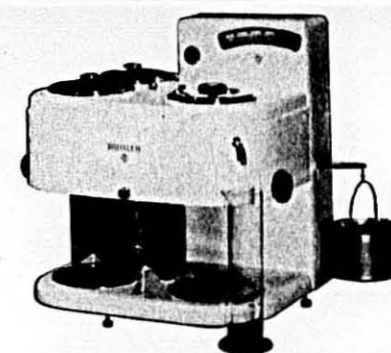


BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

MOISTURE TESTER • MACARONI QUALITY TESTER

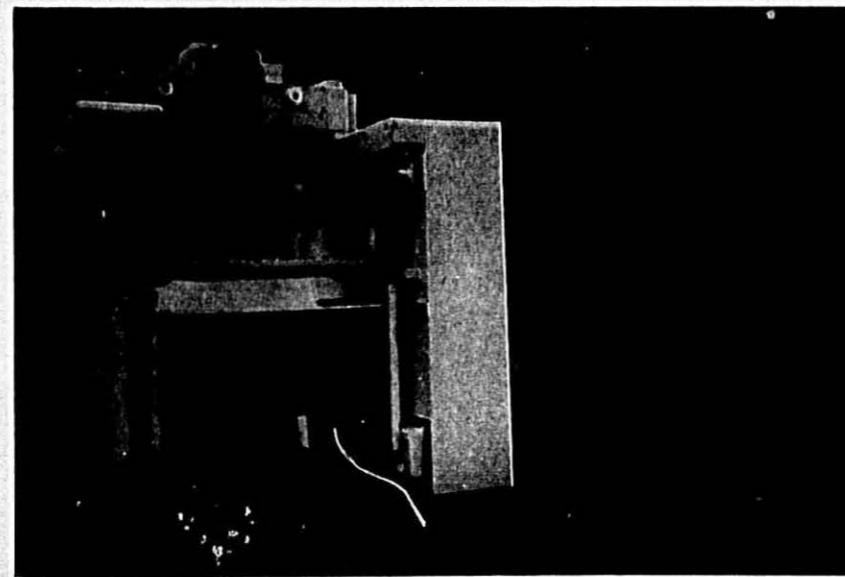


BUHLER THERMAL TORSION BALANCE, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.



TYPE BL-95. For all types of Paste Goods, Flour and Semolina. Measures: (1) Cooking degree; (2) Volume of dry paste goods; (3) Volume of Cooked Paste Goods; (4) Increase in Volume during cooking process (water absorption); (5) Amount of sludge deposit left in cooking water. Extremely compact laboratory model. Operates electrically; thermostat-controlled.

Engineers for Industry Since 1860



Engineers for Industry Since 1860



BUHLER BROTHERS, INC.

2121 STATE HIGHWAY 4 FORT LEE NEW JERSEY

Package Sealer on TV

A large television audience of the northwest recently heard the story of the part being played by the machines division of Doughboy Industries, New Richmond, Wis., in all types of business and industry as well as in the national defense effort. In the accompanying photo, E. R. Livingston, left, vice president



of the machines division, describes the multitude of uses of the Doughboy heat sealing machines to Arle Haerberle, radio and television commentator. Mr. Livingston and Joseph A. Ferris, company vice president in charge of public relations, appeared on the

special WCCO-TV program, "Around the Town with Arle Haerberle," to illustrate the uses of the Doughboy Heat Sealer in both packaging of foods and in sealing arms, ammunition and ordnance parts for U. S. military forces.

New GMA Advertising and Selling Book Now Being Distributed

The 1953 edition of the GMA Book of Grocery Advertising and Selling is now being distributed, Paul S. Willis, president of Grocery Manufacturers of America, Inc., has announced.

The 1953 edition is the largest GMA has put out since it began this service about 15 years ago. It contains more than 5,000 advertising and selling aids for newspaper, handbill, store and window displays and other point-of-sale use, and it is dedicated to the grocers of America in the interest of better grocery advertising and selling. It was compiled by Mrs. Zola Vincent, food economist and writer.

The book is now being distributed by Grocery Manufacturers of America Inc., to the leading retail food markets, wholesale grocers and grocery chains throughout the country. It is also being distributed to newspapers with the January issue of Metro Newspaper Services, published by Metro Associated Services, Inc., 80 Madison Avenue, New York 16, N. Y. Additional copies for newspaper use are available through Metro Services.

Proposed Standards for Swiss Cheese

The U. S. Department of Agriculture revised proposed standards for grades of Swiss cheese from those issued in the Federal Register on December 8, 1951.

In view of the widespread interest in the proposed standards and the comments and suggestions received, it has been considered advisable to incor-

porate the suggested changes and to publish the standards again.

The standards are based on (1) flavor; (2) body; (3) eyes and texture; (4) finish and appearance; (5) salt, and (6) color. They establish the following grades: (1) U. S. Grade A; (2) U. S. Grade B; (3) U. S. Grade C, and (4) U. S. Grade D.

The proposed standards issued on December 8, 1951 were a revision of tentative standards that have been in use since 1944. The number of grades was decreased from 6 to 4 by eliminating the sixth grade which was an "under grade" cheese, and combining the remaining five grades into four. The revised proposed standards include these changes and additional changes based on industry suggestions received after publication of the original proposed standards.

Interested parties will have until December 13, 1952 to submit additional views and comments on the proposed standards. These additional views will be considered by the USDA before official standards are issued.

As is the case of the tentative standards, the proposed standards would be used by the USDA in its voluntary inspection and grading service and its voluntary continuous inspection service. The standards would also be available to the cheese industry for use in buying and selling Swiss cheese on a quality basis.

Test of a Good Cook: The Soup She Serves

The American homemaker is a mighty versatile little woman, but when it comes to serving soups, she can learn much from the French chefs.

That's the opinion of A. Irving Grass, president of the I. J. Grass Noodle Co., one of the nation's foremost producers of dry soup mixes.

"Known throughout the world for their culinary art," Grass said, "the French place utmost importance on preparation and serving of their soups, especially the choice of soup in relation to the rest of the meal."

"Just as important as serving red wine with meats and white wine with fowl," he continued, "is to begin a heavy meal with a thin soup or consommé, and a light meal with a heavy soup. The reason for this is sound. A thin soup enlivens the appetite for the good things yet to come, while a heavy, thick soup is more filling and helps to balance a lighter meal."

With modern advances in soup manufacture, the American housewife can afford to be discriminating in her choice of soup, he explains, and still stay within the family budget. He cited as an example a noodle dry soup mix which has a capsule of real chicken fat included in each package.

If the meal is to be a heavy one, Grass explains, the housewife has merely to heat five cups of water, then add the package of seasoning and the capsule of chicken fat. (The chicken fat is enclosed in a capsule of clear gelatin and dissolves within a few minutes in the boiling water.)

The net result is a delicious chicken consommé with a homemade flavor which stimulates the appetite. It's also an ideal food for shut-ins. The dry noodles which are also included in each package can be saved and used later with left-overs in a low-cost casserole.

If the meal is a lighter one, such as lunch, the same package of soup mix can be used, Grass explains. But this time the housewife adds the noodles, and the result is a filling noodle soup with a rich chicken flavor.

A man with six children is better satisfied than a man with a million dollars. The millionaire wants more.



The impulse to buy begins with the eye

Today, surveys show that more than two-thirds of all macaroni and noodle purchases are decided at the point of sale. You cash in on this high rate of impulse buying with packages that give sparkling display to your products while they protect the

quality. Check with your converter of Du Pont packaging films for information on bags and printed Cellophane. For further information on Cellophane write: E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.



Only Du Pont gives you all these packaging aids:

1. **WIDE VARIETY OF PACKAGING FILMS** scientifically tailored to meet the needs of varied products and packages.
2. **TECHNICAL** assistance to help you plan the most practical and efficient construction of your package.
3. **MERCHANDISING** help through continuing nationwide surveys of buying habits, to keep your package up to date.
4. **NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

DU PONT PACKAGING FILMS

CELLOPHANE
POLYETHYLENE • ACETATE



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

New Magnesium Dock Board for Truck Docks

Magline, Inc., Pinconning, Mich., reports addition of a new model to its line of standard magnesium dock boards. Designed for specific use in truck loading operations, these standard boards are pre-fabricated in a wide range of sizes to meet the requirements for nearly all ordinary loading activities. In many instances, they eliminate the need for costlier, custom-made equipment, while still providing the numerous advantages of the magnesium dock board for loading speed and facility.

Of all-magnesium construction, the new unit combines bridge design strength with extreme lightness and easy, one-man handling. The new dock board is manufactured in two rated load capacities: 1,000 lbs. per axle, and 2,000 lbs. per axle. The boards are crowned to compensate for height differences between truck and dock level, and can be reversed when the truck bed is lower than the dock. A new, patented automatic drop-lock securely anchors the board in position and prevents slippage. The design of the board permits truck to back to within three inches of the dock.

Macaroni Wedge Dinner

It is no wonder that macaroni products are stand-bys for homemakers during the Lenten season. Macaroni, spaghetti and egg noodles are bland in flavor and perfect partners for eggs, fish, vegetables and other foods which are popular when meatless meals are the order of the day. Along with this feature, macaroni products are hearty and nutritious eating. Add variety to your Lenten menus by using macaroni, spaghetti and egg noodles often.

Macaroni Wedge Dinner

(Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces elbow macaroni (2 cups)
- 2 eggs, beaten



Macaroni baked in a layer-cake pan introduces a new trick to an old favorite. It cuts into perfect wedges to be arranged on your prettiest platter. First introduced at a special luncheon at the Flamingo Hotel Winter Meeting of the Macaroni Association, January 21, 1953, sponsored by Theodore R. Sills Co., publicity counselors for the industry.

- 1 cup milk
- 1/2 cup soft bread crumbs
- 1 cup grated processed American cheese
- 1/4 cup chopped parsley
- 2 tablespoons minced onion
- 3/4 teaspoon salt

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

In a bowl, combine cooked macaroni with remaining ingredients; mix thoroughly. Turn into greased deep 9-inch layer cake pan. Place in pan of hot water and bake in moderate oven (350°) 40 minutes, or until firm. Unmold and cut into 6 wedges. Arrange wedges, point sides out, in a circle on a large platter. Fill center of circle with salmon curry and cooked peas.

To Make Salmon Curry

- 2 6 1/2-ounce cans salmon
- 1/4 cup butter or margarine
- 1/4 cup all-purpose flour
- 2 teaspoons curry powder
- 2 cups milk
- 1 tablespoon grated onion
- Salt and pepper to taste

Drain salmon; remove skin and bones. In a saucepan, melt butter or margarine over low heat. Add flour and curry powder; blend well. Gradually add milk and cook until thickened, stirring constantly. Add salmon, onion, salt and pepper to taste. Heat to serving temperature.

Trade Mark Battle Looms

Importance of an uncontested trade mark is emphasized by a threatened court action to determine the fairness of an examiners' decision refusing registration of the trade mark "Pine-Sol," because of the prior registration of "Lysol," claiming that the similar sound of the names "is confusing as far as the housewife is concerned."

The owners of Pine-Sol plan action through the district court and to the Supreme Court, if necessary, to protect its rights in the case.

SURVEY RESULTS

(Continued from Page 7)

roni products, the responses were not considered or analyzed.

The nationality split—U.S. vs. continental extraction—was determined by classifying U.S. extraction as being native-born for four generations or more.

Questionnaire analysis was shown by 18 charts: (1) Type of Package Purchased; (2) Relative Importance of Package Size, Based on Total Units Purchased; (3) Size of Purchase in Units or Pounds by Package Type; (4) Manner of Purchase; (5) Brands Used Regularly; (6) Frequency of Regular Brand Usage in Per Cent of Brands ever Used; (7) The Ability of People to Distinguish Between Prices; (8) Number of Times Served Per Month—All Macaroni Products; (9) Usage by Time of Day; (10) Number of Times Spaghetti Was Served; (11) Manner in Which Spaghetti Was Served; (12) Number of Times Macaroni Was Served; (13) Manner in Which Macaroni Was Served; (14) Number of Times Noodles Were Served; (15) Manner in Which Noodles Were Served; (16) Number of Times Noodles Were Served in Soup; (17) Response to Question—"Do You Recall Recently Seeing Any Spaghetti, Noodle or Macaroni Recipes Either in the Women's Pages of Newspapers or in Women's Magazines?"; (18) Response to Question—"If You Have Seen Printed Recipes, Did You Ever Cut Them Out and Save Them or Use Them in Any Way?"

Conclusions

On the strength of this limited sample report, based upon an appraisal of one section of one metropolitan area market, a few rather significant points are developed:

1—It would appear that within the area sampled, only a very small brand franchise had been developed in view of the fact that more than 50 brands were reported as being used. Of the leading brand indicators, only 23 per cent of the homes reported that they used that brand with only 40 per cent of the specifying that any particular brand or brands were in use on a regular basis.

2—The pricing structure of macaroni products was not a prevailing factor in influencing family buying habits. Only a limited 6 per cent of all homes were cognizant of a price difference by brand, and within this small category, individual families were contradictory in their brand selection as to the highest and lowest price.

3—There appeared to be a mon-

Dott. Ingg. M., G.

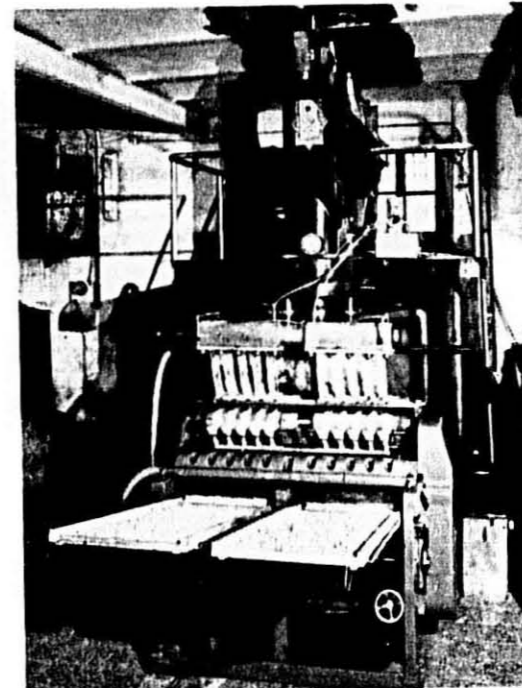
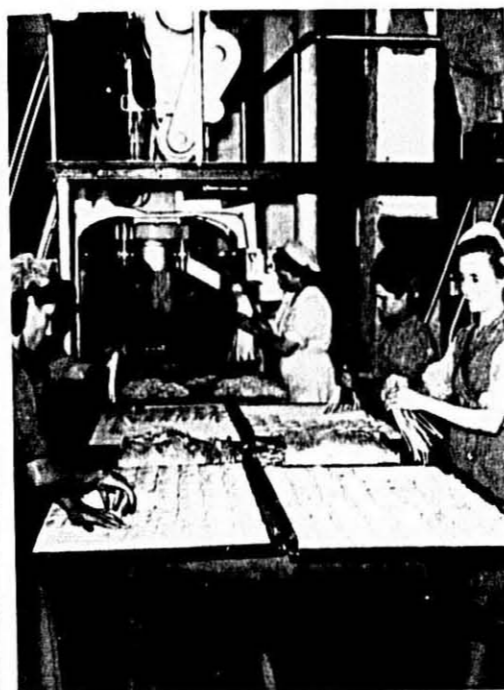
Braibanti. c.

SOC. A. R. L.

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MILANO—Via Borgogna 1. (Italy)

THIS NEW MATASSONA MACHINE SPELLS - - \$ ECONOMY



Whereas there were SIX.....Now there are NONE

At minimum pay rates for these girls, this New Braibanti Double Type "MATASSONA" machine paid for itself in 1400 hours of operation.

U.S.A. Representatives:

Eastern Zone: LEHARA SALES CORPORATION—485 Fifth Ave., New York 17,
New York

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maples Ave., Los
Angeles 15, California

consistent usage for spaghetti over that of macaroni, but macaroni was served in a decidedly greater number of ways than was spaghetti. And within all categories (macaroni, spaghetti and noodles) it appeared that an opportunity was available to promote a greater duplicate usage of all products.

4. Usage of macaroni products was heavily concentrated in the larger family size which naturally would consume the greatest quantity, but here again there appeared opportunity for promotion of macaroni products within the smallest family category.

5. Although little or no mention has been made of usage by nationalities, it would appear that, if anything, greater usage was apparent in those families of U.S. extraction than in those families of Continental extraction.

It is sincerely hoped that the analyses arrived at via this limited sampling technique (one section of metropolitan Chicago only) will prove interesting and useful to members of the National Macaroni Manufacturers Association. If for no other reason, the study points out just one of the ways that marketing research could assist the association in building greater and more profitable sales, it seems worth while and affords us the pleasure of reporting same to you.

Prince's \$250,000 Campaign

Advertising plans for \$250,000 campaign to promote the new "four-way better" Prince Macaroni were outlined at a recent sales meeting by Pat Guovino, production executive; Joseph

Pellegrino, president, Prince Macaroni Co.; Ray Whitley, sales manager and Ted Rossi, H. C. Rossi Advertising. Advertisements will point out starch content, higher protein, calories and richer in gluten. The campaign will be conducted by newspapers, 12 radio stations, and TV channels.

Watch for the Big 1953

APRIL ANNIVERSARY ISSUE

OF THE MACARONI JOURNAL

34 Years of Service to the
Macaroni-Noodle Industry

John J. Cavagnaro

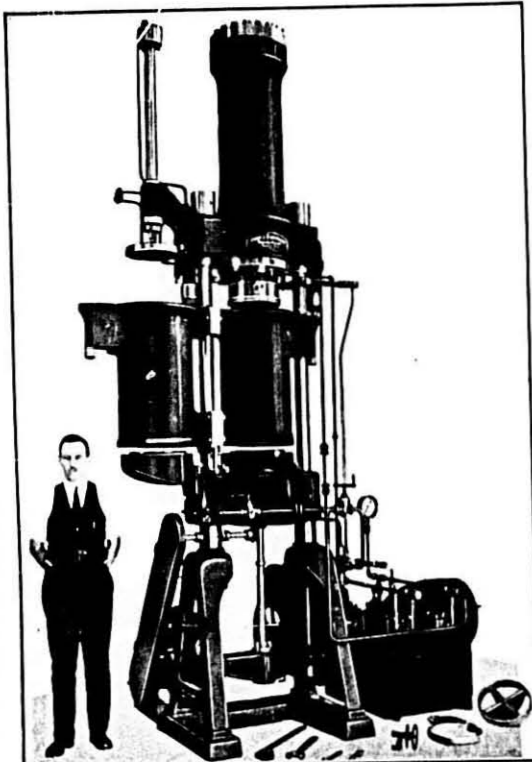
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PRESS NO 222 (Special)

Enrichment Boosts Consumer Appeal

Build preference for your macaroni products
with these reliable vitamin Mixes and Wafers



- 1. FOR CONTINUOUS PRODUCTION—
Merck No. 32P—Vitamin Mixture
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- 2. FOR BATCH PRODUCTION—
Merck Enrichment Wafers

Specifically designed for enrichment of macaroni, spaghetti, noodles, and pasta, these mixtures and wafers are produced by Merck—pioneer in the manufacture of vitamins for almost two decades. The Merck Technical Staff and Laboratories are always available to aid you.

Merck Vitamin Products
for Enrichment of Macaroni

Research and Production
for the Nation's Health



MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY
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Liquid, Frozen and Dried Egg Production January 1953

The quantity of liquid egg produced during January totaled 20,535,000 pounds, compared with 23,327,000 pounds in January last year and the 1947-51 average of 29,736,000 pounds, the Bureau of Agricultural Economics reports. The quantity produced for drying was much less than a year ago and accounts for all the decrease in total production from last year.

Dried egg production during January totaled 442,000 pounds, compared with 1,073,000 pounds last year and the average of 3,992,000 pounds. Production consisted of 91,000 pounds of

dried whole egg, 72,000 pounds of dried albumen and 279,000 pounds of dried yolk. Production during January last year consisted of 17,000 pounds of dried whole egg and 423,000 pounds of dried albumen and 633,000 pounds of dried yolk.

The quantity of frozen egg produced during January totaled 18,062,000 pounds, compared with 17,936,000 pounds a year earlier and the 1947-51 average for the month of 13,766,000 pounds. Frozen egg stocks decreased 15 million pounds during January compared with a decrease of 14 million pounds a year earlier and the average decrease of 16 million pounds.

22nd National Packaging Exposition & Conference

Nearly 25,000 business executives, representing every state and 30 foreign countries, are expected at the American Management Association's 22nd National Packaging Exposition in Chicago, April 20-23. The four-day show, together with its companion event, AMA's National Packaging Conference, will be the principal features of Packaging Week.

The exposition will require both wings of Chicago's Navy Pier to house an anticipated record 350 exhibitors of machinery, equipment, materials and services. More than 1,500 packaging executives and technicians are expected to attend the conference sessions, April

20-22, which will also be held on Navy Pier.

Two months before the exposition opening, 320 exhibitors had reserved more than 120,000 square feet of exhibit space. At this stage, the 1953 show was almost 20 per cent ahead of the previous year's display at which 326 exhibitors took 103,000 square feet of space at Atlantic City's Convention Hall. Nearly 22,000 visitors attended the 1952 show—the largest crowd in the 22-year history of the event.

Bigger than any previous show, the exposition will display the newest in packaging, packing and shipping, further enhancing its status as the annual market place for these activities in all industries. Visitors will not only be able to see the machinery, materials and equipment, but they will be able to talk with the experts in each field.

AMA's National Packaging Conference, to run concurrently with the exposition, will be devoted to consideration of a broad range of topics relating to packaging management and technique. It will highlight the many major changes that are taking place in the packaging field, including faster and simpler machinery; new application of materials; improved production methods, et cetera.

Because of the divergent interest represented in the packaging field and among registrants at AMA's annual packaging meetings, the association

will conduct a greater number of sessions at its 1952 conference than during any previous year.

The conference will present the most current information available on these topics: new horizons for packaging; organizing and co-ordinating the packaging activity; testing consumer acceptance of new label design; packaging problems in redesigning a product line; new concepts for printing production characteristics and applications of new plastic films; packaging fragile products; packaging odd-

shaped parts; reducing product damage in shipping; measuring material handling truck performance; packaging considerations in converting to self-service.

A panel session on getting maximum performance from filling equipment is also planned for the three-day meeting, as well as a panel on producing the right folding box for a product.

Macaroni Industry Wage & Policy Survey

A survey being undertaken by the National Macaroni Manufacturers Association to set up a wage and policy program for the macaroni industry is progressing nicely, according to officers in charge. The officers also state that it is not too late for manufacturers to reply to the questionnaire on the subject; such action will entitle them to receive the summary of the study for use and guidance. Answers should be sent to Robert M. Green, Secretary, NMMA, Box 101, Palatine, Illinois.

In his reminder to both co-operators and delinquents, he sent the following Associated Press story from Washington, D. C., February 23, 1953:

Factory Pay Up 18c

"Average pay of the nation's 16,500,000 factory workers went up about 18 cents an hour during two

years of wage controls, according to the Bureau of Labor Statistics.

"January, 1953, earnings were \$1.73 an hour, \$71.27 a week. Most of the two-year gain resulted from cost-of-living and other wage increases allowed by stabilization regulations. President Eisenhower ended wage controls the middle of February.

"The cost of living advanced about 5 per cent during the two-year period beginning January, 1951, and covered by the report. Average hourly wage increases amount to 11 1/2 per cent.

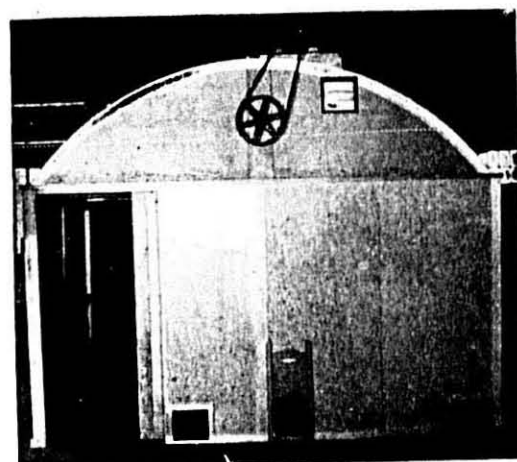
"Part of the increase, however, resulted from a shift of some factory workers to the more lucrative defense-related industries."

Death of Paul L. Parker

Paul L. Parker, 52, manager of H. J. Heinz Company's north central region, died February 25, at West Suburban Hospital, Oak Park, Ill., following an illness of several weeks.

A member of the Heinz sales organization since 1922, Mr. Parker was born at Urbana, Ill., and spent his boyhood in Dallas. Starting with Heinz as a salesman in the company's Dallas branch, he was promoted to district supervisor at New Orleans four years later, remaining there until 1933.

Since 1933, he had served as manager of Heinz sales branches at Bir-



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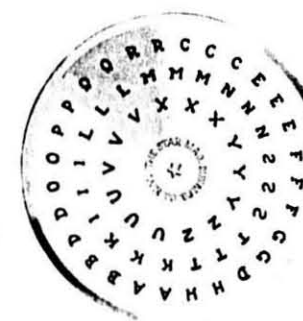
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our large line of
completely rebuilt
and fully guaranteed:

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



TOPS
IN
QUALITY and
PERFORMANCE



★
SKILLED CRAFTSMANSHIP

Star Macaroni Dies Mfg. Co.

57 Grand St., New York 13, N. Y.

DI-gby 9-1343

mingham, Philadelphia and Chicago. From 1946 to 1947, he was manager of the firm's midwest region, with headquarters at Detroit. He was appointed manager of the north central region in December, 1947, the position he held at the time of his death.

P.M.I. Program Committee

The program committee for the spring meeting of the Packaging Machinery Manufacturers Institute has been announced by Edwin H. Schmitz, institute president. Committee members are: Chairman, Herbert H. Web-



"Sure he's green at the job - he just won this place in a soap contest."

er, president, H. G. Weber & Co., Kiel, Wis., assisted by Mrs. Helen H. Fairbanks, president, Horix Manufacturing Co., Pittsburgh, and Edwin E. Messmer, vice president, Amsco Packaging Machinery, Long Island City, N. Y. G. Radcliffe Stevens, president, Elgin Manufacturing Co., will be in charge of entertainment. The meeting will be held on April 18 and 19 at the Sheraton Hotel, Chicago, which is the headquarters for the PMMI group.

Chef's New Spanish Sauce

One of the most promising new additions to Chef's line of sauces and prepared meals is Chef Boy-ar-dee's new Spanish Sauce, according to consumer demand in early markets.

Women say that Chef's new sauce is just the thing for adding zest to spaghetti, macaroni, rice dishes, omelets and meat loaf.

An accelerated promotion and advertising program, including network radio, will tell more consumers about the sauce—bright red and spicy with chunks of mushroom, tomato, peppers, and onion.

Perfect for related items store displays, Chef's new Spanish Sauce is packed 24 11-ounce cans to the case—the retail price range, 19 to 23 cents.

New Milprint Sales Representatives

Richard B. Hoadley, formerly assistant sales manager of the packaging materials service division of Milprint, Inc., has been named sales representative of Milprint with headquarters in Omaha, Neb., according to an announcement by Bert Hefter, vice president and general sales manager of Milprint.

Appointment of George W. Sandell as sales representative in the Columbus, Ohio, area was also announced by the Milprint executive.

Lester R. Zimmerman, vice-president of Milprint, Inc., reports appointment of Elmer J. Angsman as a representative of the printing and packaging firm in the Chicago territory.

Too Good!

A manufacturer of farm machinery has placed himself on record as admitting his equipment is too efficient! Farmers who own New Idea equipment were surprised recently to receive a message asking them not to use the company's harvesting implements, such as its mechanical corn pickers, to full advantage.

These machines, the company warned, are a potential threat to wild-

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
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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.

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ART ROSS' CARTOON CORNER

THERE ARE ONLY 103 CALORIES IN A 4-OUNCE PORTION OF SPAGHETTI!

ME AND MY NETTY—WE HATE SPAGHETTI! WHILE THE ORCHESTRA PLAYED... THE SPAGHETTI SERENADE...

CAB CALLOWAY—
STAR OF THE BROADWAY REVIVAL OF "PORGY AND BESS" HAS WRITTEN A SONG CALLED "SPAGHETTI SERENADE."

THE WINNER!

THESE NOODLES WILL PEP YOU UP, CHAMP!

MORE THAN 99% OF BEAUTY CONTEST WINNERS INCLUDE MACARONI IN THEIR "STAY-SLIM" DIETS. LOW IN CALORIES!

PLAY BALL! MACARONI IS ON THE MENUS AT EVERY BASEBALL TRAINING CAMP.

ONLY REGULATIONS AGAINST EATING IN THE RING MAKE THE ABOVE SCENE UNLIKELY...

The MACARONI JOURNAL

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

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

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

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

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Vol. XXXIV March, 1953 No. 11

National Macaroni Manufacturers Association

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"He's the best worm digger-upper I've followed all season."
 M-66

life on the farm. "The modern corn picker" (for example) the message stated, "which scarcely misses an ear or kernel, leaves slim picking for birds and animals."

"Farmers who wish to protect wildlife and provide good hunting for themselves and their friends can save animals by 'cutting corners'."

This is done, the company explains, by cutting diagonally across the back corner of each field harvested, thus leaving a natural shelter stocked with feed for "your own wildlife."

Few farmers, we think, will begrudge "the bushel or the forkful that you waste . . . giving a break to game already hard-pressed from every side." And most, we are sure, will say "Amen, brother" to this manufacturer's conscience-stricken plea!

National Industries Service

Woeful . . . But True

In civilized England, there are people who have never seen egg noodles and do not know how to prepare these delicious, appetizing dainties. This painful truth is passed along by President J. Harry Diamond of Gooch Food Products Co., Lincoln, Neb., past president and currently a director and finance chairman of the National Macaroni Manufacturers Association. (Names purposefully omitted, otherwise the letter that follows explains fully).

Essex County, England
 4th January, 1953

GOOCH FOOD PRODUCTS CO.
 Lincoln, Nebraska, U.S.A.

Dear Sirs:

In a Christmas parcel sent to me from an American "pen pal," I found a packet of your egg noodles. I shall be most obliged if you will send me a free recipe book, as I have no idea

CLASSIFIED

RECONDITIONED WEIGHERS
 Factory reconditioned TRIANGLE weighing and filling machines. All units in operating condition and attractively priced.
TRIANGLE PACKAGE MACHINERY COMPANY
 6835-55 Diversay Ave.
 Chicago, Ill.

of how to cook and serve this fascinating food product!

Thanking you in anticipation of a reply.

Yours faithfully,
 (Name Deleted)

Recipe book was immediately sent, as were packets of other products manufactured by the firm.



WHY you should enrich your macaroni products

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

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

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

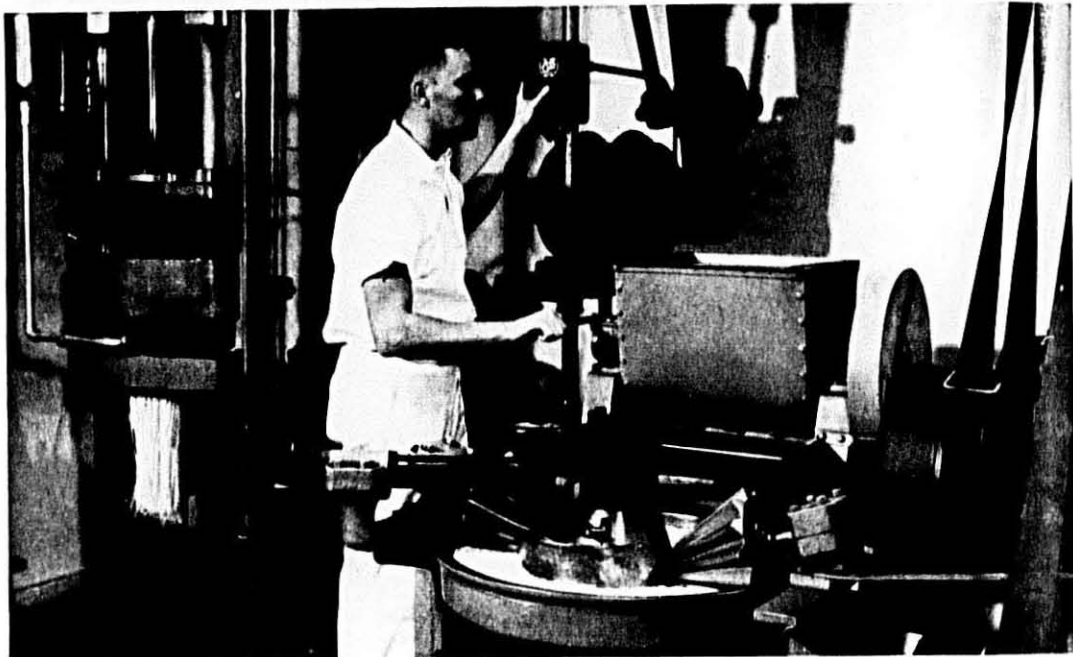
Enrichment is easy. You can enrich with Roche square enrichment wafers for batch mixing or with enrichment premix containing Roche vitamins for mechanical feeding with any continuous press.

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

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

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

BETTER SPAGHETTI FROM THIS PLANT MEANS BETTER SPAGHETTI FROM YOURS



THIS IS A REAL SPAGHETTI PLANT . . . but one-tenth the usual size! It's Pillsbury's way of assuring you of a consistently fine product from *your* plant. Here, on this scaled-down model, Pillsbury manufactures standard-size spaghetti and

macaroni products under actual plant conditions. This is how Pillsbury "plant-tests" semolina flour before it leaves the mill for shipment. Each mill run must be *right* . . . in every respect . . . before it's released for your use.

You Benefit Four Ways from Pillsbury's 'Plant-Testing'



1. **BETTER COLOR** is looked for on this reflectometer. Should a test batch show off-color, the entire mill run is checked.



2. **SPECK-FREE** test batches mean another check-point is passed. This means *your* production run will be speck-free.



3. **TOP COOKING** qualities are looked for in this lab test. Each batch must pass on cooking time, smoothness, firmness.



4. **GOOD EATING** must be the verdict on the flavor test before a run of semolina is marked "O.K. for Shipment."

What is it worth to you? . . . to be *positive* that every run of spaghetti or macaroni going through your plant will be the finest it's possible to make. Worth plenty? Certainly! And now you can be sure *beforehand* that every one of your runs will be uniformly fine, consistently top-grade. Pillsbury's unique "plant-testing" of every semolina mill run assures you of just that . . . truly finer macaroni products. So next time you buy semolina, be sure it's Pillsbury's semolina. It's "plant-tested" to guarantee you fine products . . . *every time!* That's why we can say: "A fine product from *this* plant means a fine product from *your* plant."

Pillsbury
"plant-tested"
SEMOLINA AND DURUM
FLOURS

