

**THE
MACARONI
JOURNAL**

**Volume 36
No. 7**

November, 1954

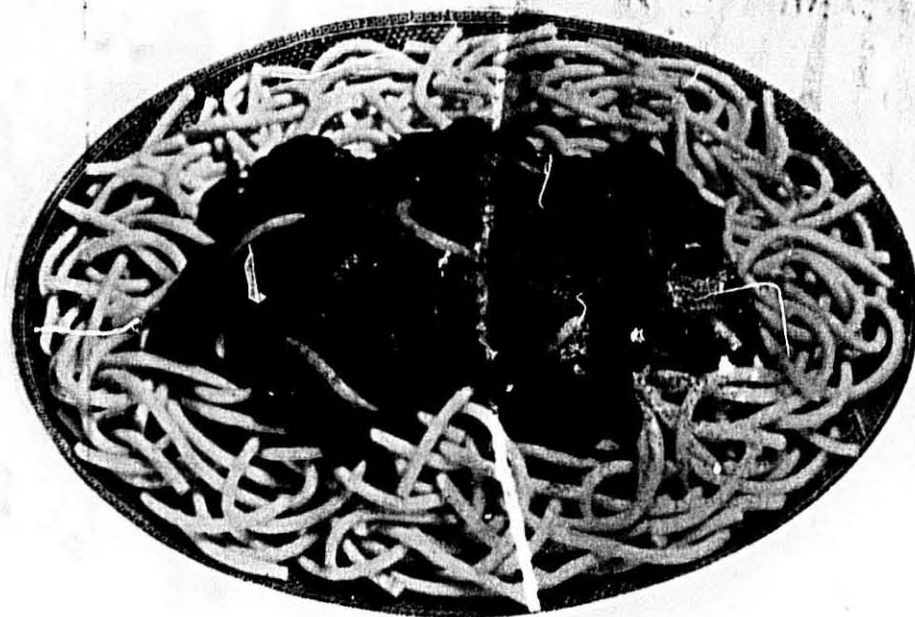


Something Extra In Macaroni Packaging!

The appetizing food pictorial illustrated below is just one of the many EXTRA services Rossotti offers macaroni manufacturers in producing up-to-date and directly sales appealing cartons. Our library of food pictorials cover practically every type of macaroni product prepared in every conceivable manner. Depending upon the style of macaroni you are going to package, you may choose any one of a number of food pictorials, which will be lithographed on your carton.

The Rossotti organization has kept right in step with this merchandising trend. That's why every carton job we tackle starts . . . not on the artist's easel, but practically on the

open market . . . with a thorough survey and comprehensive analysis of the point-of-sale problem. We add your package for sale . . . not a mere decorative add-on, but with dignity to . . . successfully . . . all corners. Often we discuss suggestions in the Rossotti Kitchen . . . may be emphasized . . . wider use—and up . . . Do as so . . . ni manufacturers are doing. Call . . . g problems. Get the benefit of . . . mean so much to your sales and pro



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

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

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November, 1954

THE MACARONI JOURNAL

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OUR AMBER'S Durum Hard Wheat BLEND

- A . . . ALWAYS** uniform in color and quality . . . every shipment.
- M . . . MACARONI** manufacturers depend upon Amber's uniformity to maintain uniform quality of their product.
- B . . . BE** sure with Amber's Durum Hard Wheat Blend. Protect the quality of your macaroni products.
- E . . . EVERY** order shipped when promised. Plan smoother production flow with Amber's dependable service.
- R . . . REMEMBER . . .** buy Amber's Durum Hard Wheat Blend for uniform color and quality, and for dependable delivery.



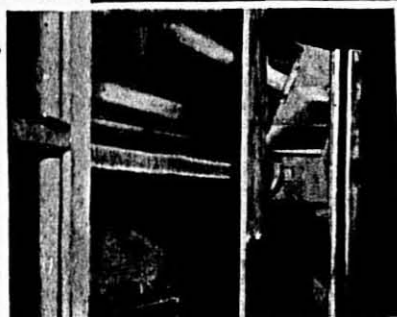
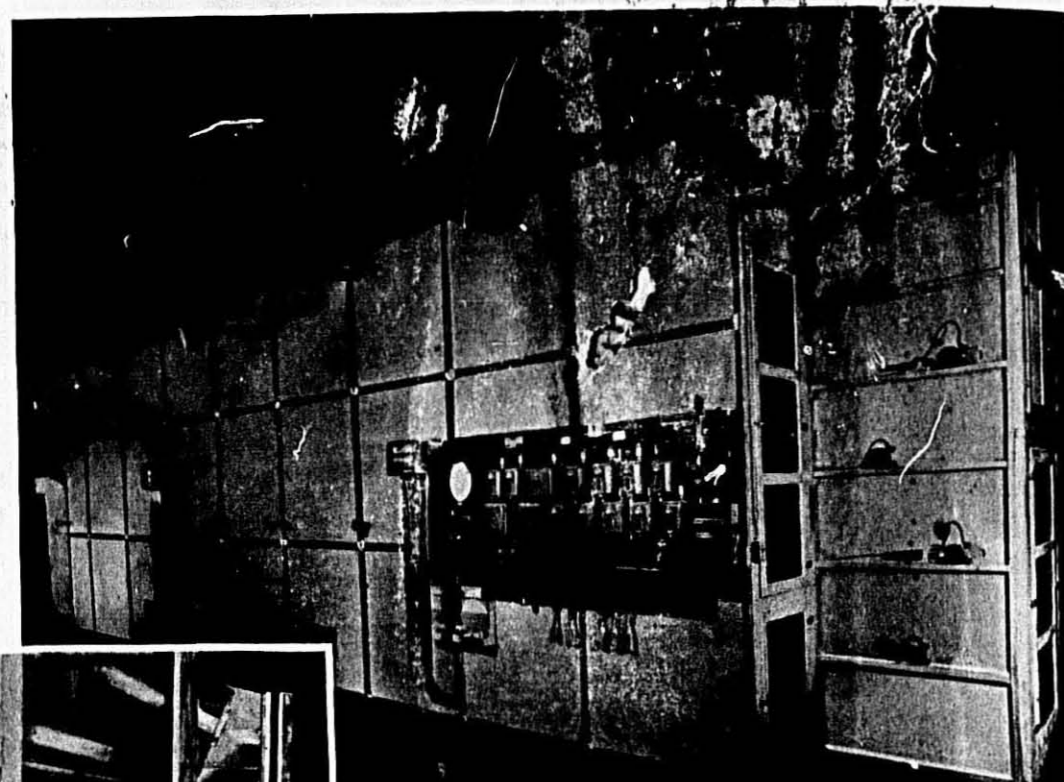
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Farmers Union Grain Terminal Association

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

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The **MACARONI JOURNAL**

November, 1954

Volume 36, No. 7

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

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Cover Photo

While we are beating the drum for macaroni, spaghetti, egg noodles, beef, cheese and other related items, turkey drumsticks will have a following in November. Photo from the Poultry and Egg National Board.

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DURUM DEVELOPMENTS

Lower Crop Estimate Forces 50-50 Off Market

On September 17, Durum Millers Committee Chairman Arthur Quiggle wrote Association President Peter La-Rosa as follows:

"The Government estimate of the durum wheat crop as of September 1st was 8,698,000 bushels, this being a drop of 3,738,000 bushels from the estimate of 12,436,000 bushels as of August 1st. Several crop estimators feel the government report is too high and will be further reduced when the final report comes out. The Canadian crop is reported badly damaged by rust and reduced in amount. From the information we have received there is little possibility of securing satisfactory durum from the Mediterranean area. The millers feel this reduction in crop is so great and the probability of importing durum wheat so unlikely, that prompt action must be taken to extend the short durum wheat supply so that the mills can provide a uniform durum blend for the macaroni industry until new crop.

"After giving careful study to the situation as it now exists, the millers unanimously recommend:

- (1) That the mills make no more sales of the 50-50 blends.
- (2) That a durum blend granular milled from 25% durum wheat and 75% hard wheat be adopted as the standard durum blend for the macaroni industry.
- (3) That in special cases or to fill out prior commitments the mills will endeavor to make a semolina farina milled from 25% durum wheat and 75% hard wheat.

"If the above recommendations are approved at a macaroni industry meeting or by the Board of Directors of the National Macaroni Manufacturers Association, the millers propose to accept the recommendations and put them into effect immediately after such approval.

"Although many dependable crop estimators feel the government crop estimate is too high, nevertheless, using the government estimated crop as of September 1st as being correct, the follow-

ing figures give an idea of the seriousness of the situation:

Estimated carry-over as of Sept. 1, 1954 1,000,000
Govt. crop estimate as of Sept. 1, 1954 8,698,000

Total Durum 9,698,000

Estimated use or disposition —
At least 25% of the wheat raised will be too light test weight for milling or for seed 2,200,000

Required for seed for 1955 crop 2,000,000
Cereal, red durum and other uses 500,000
Estimated carry-over as of Sept. 1, 1955 500,000

Total 5,200,000

Balance for milling 5,200,000

Normal milling requirements (12 months) 21,000,000
Estimated hard wheat usage 8,100,000

Balance needed 15,600,000

If 25-75 blend is adopted at once, durum needed will be 25% of 15,600,000 or 3,900,000

"This leaves a margin of about 500,000 bushels of durum wheat if the government estimate as of September 1st is correct. It is believed the final government estimate will have the effect of eliminating this margin entirely.

"In order for the macaroni industry to take advantage and make use of the maximum amount of durum available to blend with other wheats, we recommend the use of a granular blend for the reason that most of the durum wheat is of light test weight and the endosperm will make a fair percentage of granular but much less semolina and thus a considerable portion of the endosperm will be lost in the milling of semolina. More of the light test weight durum can be ground satisfactorily on a granular basis than on a semolina basis.

"On account of the seriousness of the situation we urge that the macaroni industry act upon these recommendations immediately."

	Production in bushels (000 omitted)		1953	1943-52 Average
	Sept. 1, '54 Estimate	Aug. 1 '54 Estimate		
All Wheat	962,135	977,537	1,168,536	1,122,000
Winter Wheat	775,900	775,900	877,511	833,000
All Spring Wheat	186,235	201,637	291,025	289,000
Durum Wheat	8,698	12,436	12,967	35,000
Other Spring Wheat	177,537	189,201	278,058	253,000
Durum Yield/acre	5.6	8.0	7.0	13.9



\$100,000 Project Proposed For Rust-Resistant Seed

Durum mill representatives met with Henry Putnam of the Northwest Crop Improvement Association and Donald Fiecher of the Rust Prevention Association on September 2 to discuss financing the increases of rust resistant durum seed in the southwest this winter. It was pointed out that the North Dakota Agricultural Experiment Station has developed five new hybrid lines of durum which withstood the rust epidemics of this year and last extremely well. A few pounds of seed of these lines increased at Brawley, California and Yuma, Arizona were brought back this spring and planted at Langdon, North Dakota. The experiment station estimates this summer's increase will amount to approximately 400 bushels from all five varieties. If 300 acres were planted from these for durum increase this winter, about \$100,000 would be needed to underwrite the job. This might produce 8-12,000 bushels for planting next spring. Costs will be dependent on weather, growing conditions and labor, but are approximated to run \$10 a bushel. The possibility of recovering at least 75% of this money would be excellent.

The Northwest Crop Improvement Association will act as the agent of the durum mills in negotiating with the North Dakota Experiment Station on the project. The National Macaroni Manufacturers Association and railroads will probably be asked for funds.

September 1 Crop Estimate Lower

The September 1 crop estimate released by the USDA September 10 shows that stem rust and drought took another bite out of the steadily declining spring wheat crop. It is now estimated at 186,000,000 bushels, 15,000,000 less than a month earlier. Earlier this year crop reporters expected a 260,000,000 bushel crop. Added to the estimated 776,000,000 bushel wheat crop, now mostly harvested, this would bring overall 1954 wheat output to 962,000,000 bushels, the smallest bread grain crop since 1943. This year's production is expected to be 18% below last year. Federal controls aimed at taking 15% of 1953 wheat land out of production were chiefly responsible for the drop. Heat and disease caused the further cut.

MORE ON DURUM

Plans to Put Durum In Idle Acreage

A proposal to open idle acres of the durum wheat area for production of durum in 1955 was discussed at a meeting of growers' organizations, macaroni producers, and milling interests, with United States Department of Agriculture officials held at Fargo, North Dakota on August 25. The proposal is now ready to be presented to Secretary of Agriculture Benson. The proposal met with support of all parties concerned including the representatives of the U.S. Senator Milton Young of North Dakota will present the proposal to Mr. Benson upon the latter's return from a western trip. Other farm state Senators favor the plan and approve the recommendations.

The Fargo meeting came about as a result of the Industry Meeting held by the National Macaroni Manufacturers Association in Chicago August 17 at which the problems of shortage in the durum supply were discussed. The estimated crop for the current year of eight to nine million bushels as compared to twelve million bushels last year, and a ten year average of thirty-five million bushels presents a serious problem to growers, millers and processors alike.

The following recommendations came out of the Fargo meeting:

(1) Open all idle acres in the durum area to production of durum wheat in 1955. Any county with a history of durum production in the last ten years would be eligible. There are some 5,500,000 acres idle in North Dakota alone, virtually all of which would be suitable for durum production.

(2) Guarantee durum growers \$100 per acre insurance to cover cost of seed, plowing, planting and other expenses if crops should fail.

(3) Set up the price support loan rate at 100% of parity on all durum planted on idle acreage in 1955, as compared with 82.5% of parity for regular acreage.

The proposals to insure the growers for planted acreage and the rate of 100% parity loan would be an incentive to the durum grower to risk the ravages of 15B rust and other hazards to plant durum and not only meet a short supply of durum for macaroni processors but save the industry for the durum farmer until a rust resistant durum strain can be developed.

Considerable progress has been made toward development of a rust-resistant durum variety, USDA experts declare, but it is a slow process. They have expressed optimism, however, that a rust-resistant variety will be developed on a large scale basis within the next year or two.

Benson Emphasizes Quality Wheat Needs

Emphasis on wheat production in "the regions where it can be grown most efficiently" was stressed by Secretary of Agriculture Benson in an address before a Conservation Action Day meeting in Waynesboro, Va. "It so happened that many of these areas are not well adapted to the production of profitable crops other than wheat," Mr. Benson commented. "It is mighty stiff medicine for a wheat farmer in Kansas or North Dakota to have his production limited to perhaps 60% or 70% of capacity—especially when there may already be a shortage of the type of wheat he produces."

Commenting on the growth of wheat planting outside the commercial area, Mr. Benson said: "Another result of unrealistic price supports has been a sharp increase in wheat production outside the area we normally think of as the commercial wheat country. In Illinois, the 1953 wheat acreage was 51% above the 10-year average. In Michigan it was up 16%. Even in New York the increase was 30%. One 'dust bowl' county of eastern Colorado, which reported a mere 5,000 acres of wheat in 1939, had 365,000 acres in this one crop by 1952."

As a result of this situation, Mr. Benson noted that "the man who has been growing quality wheat for the market gets cut back on the same basis as the suitcase farmer who turned a quick profit by plowing up land which nature had clearly intended only for grazing."

Canadian Embargo on Selkirk

Canada has declared an embargo on all new crop Selkirk seed, the rust-resistant hard spring wheat. This action followed a drop of 20% from the estimated crop of 497,000,000 bushels August 12 to less than 400,000,000 bushels on August 26 as a result of rust infection. It is presumed that many of the wheat producers of the Dakotas, Minnesota, and Montana who had intended to plant Selkirk next spring may now turn to durum.

Cut in Canadian Durum Crop

The Canadian Bureau of Statistics included in the September report a special estimate on durum wheat production. The report pointed to a durum crop in 1954 of only 7,000,000 bushels, against 8,602,000 bushels last year. This reduction was in face of the fact that the durum acreage for 1954 was increased from 115,000 to 715,000 acres. Indicated yield of durum wheat this year was only 9.1 bushels per acre, compared with 19.3 in 1953.

Impulse Sales In Super Markets

Macaroni products are well promoted in magazines, newspapers, radio and television by food experts and advertisers recommending tasty recipes tying in with soup, fish, cheese, meat and other allied foods.

All this publicity, plus a retail gross profit for macaroni products of 18%—21%, in comparison to 16.5% for all grocery items, are good reasons why both manufacturers and retailers should be interested in how today's shopper buys macaroni products.

Does she plan to buy in advance or decide in the store?

Here are the facts: 19.1% are planned and purchased; 17.6% are planned in a general way and purchased; 1.6% are purchased as a substitute; 61.7% are purchased without previous plan. Store decisions total 80.9%, which is considerably higher than 70.9%, the average "Store Decision" figure for all grocery items.

This survey would indicate that macaroni products should merit favorable display position in super markets because they furnish higher-than-average retail profit margin, and they show a better-than-average rating in "store decisions". These products, so frequently decided on in the store by today's Shopper, must sell themselves. Therefore, the package must assume greater responsibility.

Cellophane deserves special consideration as a packaging material because: (1) it shows the product—size, shape and variety; (2) it makes an eye-appealing package—clean, wholesome and attractive; (3) "seeing" reminds shoppers of delicious menu combinations; (4) it influences more "Store Decisions".

Today more macaroni products are in packages with cellophane. In this survey 11.2% of all macaroni products purchased were in Cellophane, as compared to 21.4% in DuPont's 1949 survey on buying habits.

This survey was conducted by S. W. Wilkerson and Associates, Philadelphia, Pa., in conjunction with Market Research Section of E. I. duPont de Nemours & Co. They call it "Latest Facts About Macaroni Purchases in Super Markets".

It involved 5,338 shoppers in 250 representative super markets in 35 cities throughout the United States. As the shopper entered the market, all items she planned to buy were listed in as much detail as possible. A second interview—a surprise to her—checked the purchases she actually had in her basket as she came to the check-out.

Durum Show

The 1954 North Dakota State Durum Show will be held Thursday and Friday, November 11 and 12 at Langdon, North Dakota.

PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

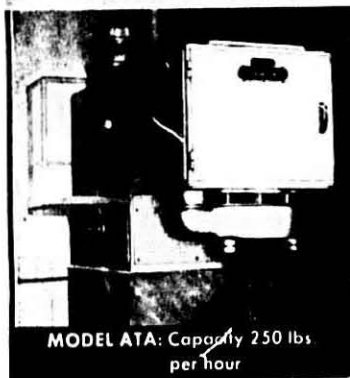
TOP THEIR PREVIOUS RECORDS WITH

- STILL BETTER PRODUCT
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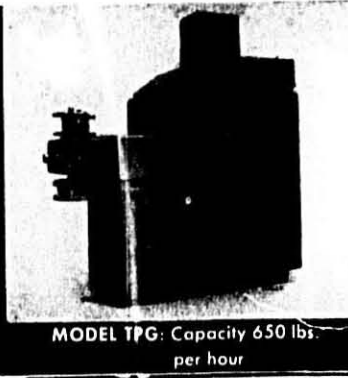
If you are now using one of the continuous worm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

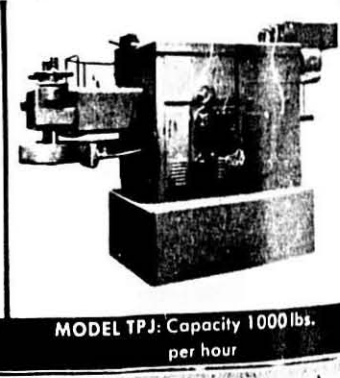
BUHLER CONTINUOUS PRODUCTION PRESSES Available in Standard or Vacuum Models



MODEL ATA: Capacity 250 lbs. per hour



MODEL TPG: Capacity 650 lbs. per hour



MODEL TPJ: Capacity 1000 lbs. per hour



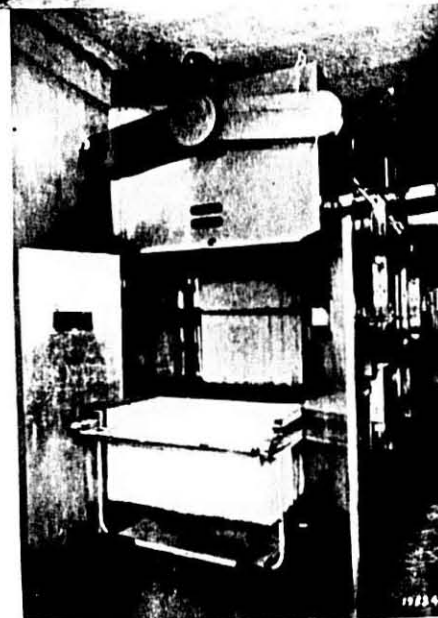
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Preliminary drying and finishing of any shape of long goods . . . quickly, economically and uniformly.

The loaded sticks circulate automatically in a continuous flow through four levels of travel, in alternate drying and resting cycles.

Engineers for



Industry Since 1860

Fall Promotions**BEEF IS IN PLENTIFUL SUPPLY**

IN anticipation of what may be the biggest cattle run in history, the American Meat Institute has launched a wide-scale promotional campaign in cooperation with the U. S. Department of Agriculture, producer groups and retail food organizations, designed to increase the over-all demand for beef. This campaign, in which the National Live Stock and Meat Board is also cooperating, is aimed at orderly marketing of heavy supplies, fostered partly by drought conditions in 12 states.

The Meat Institute's aggressive program is aimed at all mediums of communication — newspapers, magazines, television and radio. News releases for food editors, along with how-to-do photographs and recipes, are being prepared for distribution by Meat Institute offices in Chicago and New York. Advance features already have been placed with publications and news syndicates reaching millions of consumers.

The schedule for the over-all promotion is as follows:
September 15 to 30—

Hamburger and beef sausage
September 30 to October 9—

Beef and vegetables
October 14 to October 23—

Ground Beef
October 28 to November 6—

Roasts and Pot Roast
November 11 to November 20—

Chopped Beef
In addition, the Meat Institute is making special poster and point-of-sale material available for distribution by retailers throughout the nation.

A luncheon in New York for press and radio, sponsored jointly by the American Meat Institute and the United Fresh Fruit & Vegetable Association, had Secretary of Agriculture Benson launch the general all-out promotion featuring beef stew.

Besides preparing its usual news releases explaining price fluctuations and the fact that beef is a good buy for the consumer because of heavy supplies, the Meat Institute will make available an Economy Beef Promotion Master Kit. One of the features of this kit is a full-page sheet of 30 mats along with material for 64 suggested newspaper advertising layouts and full instructions on how to use them. Copies of "Cuts and Slices," the Institute's publication tailored to fit the needs of newspaper food editors, and stories with a local twist bearing on the promotion program, will also be included in the kit for newspaper use.

A selection of carefully written and edited news releases and recipes on beef, emphasizing the goodness of economy cuts, for use in newspapers and magazines.



Beef Stew with Noodles

Material in the kit designed for television use will include sets of dull finish photographs dealing with economy beef dishes and appropriate copy, plus beautiful beef color plates which show the many different cuts of beef obtained from a carcass.

A set of economy beef commercials and copies of "Meaty Fillers," another Meat Institute publication designed to supply up-to-the-minute information on buying, cooking and serving meat, are items included in the kit for radio and television use.

A large four-color poster dealing with the braising cuts of beef, including pot roast, beef stew, short ribs, brisket, hamburger, minute steak, rump roast, and round steak. Also four colorful price streamers on hamburger, pot roast, beef stew and round steak are "store promotion" items in the kit intended for use by food retailers.

Arrangements have been made for many copies of this "kit" to be distributed through state and local beef cattle organizations throughout the country, as well as by salesmen of various companies and others.

Also being offered are two eye-catching four-color posters designed for use as the beef promotion really starts rolling. Distributors of these mouth watering posters may have their brand or company name imprinted on them at cost.

One of these posters features beef stew; the other points up that it's the season for hamburger.

Intensive efforts are being made to have all of this promotional material displayed in every retail store in the United States handling meat.

Secretary of Agriculture Ezra Taft Benson has endorsed these industry promotions, and has urged food trade organizations to give them full support. In doing so, he expressed confidence that the cooperative efforts will do much to help solve marketing problems.

Secretary Benson also has pledged the full assistance of the United States Department of Agriculture. The Department will aid the merchandising efforts through continued work with food trade groups throughout the country. And its informational and educational activities will be used widely to further the program.

With all segments of the meat industry pulling together in the beef promotion campaign, the aim is to minimize fluctuations in cattle prices this year.

American Meat Institute releases were used by Gaynor Maddox, Food & Markets Editor of Newspaper Enterprise Association, with recipes, pictures and stories on Barbecued Beef, Steak Sandwiches, and Cheeseburgers.

Ida Bailey Allen featured beef recipes in her King Features Syndicate column "Let's Eat" every day for six consecutive days, beginning on September 13 through September 18.

Advertising support appeared in the Meat Institute's institutional advertisements in Life and the Saturday Evening Post. Packers and produce firms are carrying brand advertising in all media.

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

Fall Promotions**NATIONAL CHEESE FESTIVAL**

Sponsored by American Dairy Association

THE Cheese Festival, for the ninth consecutive year will run through the month of October. It's made to order for the grocer because of its tremendous impact upon the American consumer. Last year many grocers reported how they profited from their ties with the Cheese Festival, and one store told of a 39% gain in cheese sales during October, compared to September.

This year's Cheese Festival will be brought to the eyes of 20 million magazine readers, the ears of 43 million radio homes, and the eyes and ears of 23 million TV homes. The American Dairy Association will provide publicity through newspapers, magazines, radio and television in addition to quantities of point-of-sale materials.

Cheese is profitable, cheese is a strong impulse item, cheese is a good traffic builder. It's just good business to promote cheese aggressively, while the Cheese Festival is under way during October. (The same can be said for macaroni and noodle products).

A kit to grocers bills the campaign as a \$2,000,000 effort. In the kit are tear-sheets of advertisements, recipe ideas, or merchandising suggestions from related item producers and cheese firms.

More than 30 allied manufacturers, in addition to many producers and suppliers of cheese are tying-in with the October Cheese Festival.

Anheuser-Bush, Inc., Blatz Brewing Company, Pabst Brewing Company, Miller Brewing Company and Jax Brewing Company are featuring beer and cheese as the perfect combination.

The Coca-Cola Company has available colorful point-of-sale pieces featuring Coca-Cola as a natural partner of cheeses.

An ad for Del Monte Peaches appears in McCall's, October issue, showing colored picture and recipe for Molded Peach and Cottage Cheese Salad.

C. H. Musselman Company promoting Apple Pie and Cheese is advertising in the food pages of many daily newspapers during October.

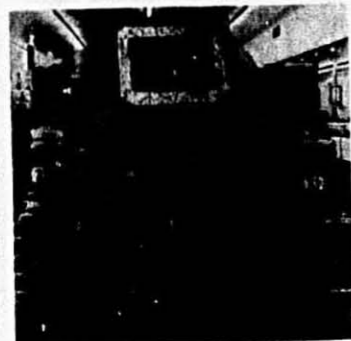
A one-page bleed ad appeared for Dole Pineapple in Saturday Evening Post on September 25, 1951 and in Ladies Home Journal, Family Circle, Better Living, and Everywoman's magazine in October.

Among the cheese people participating in the program are the Wilson Com-

pany featuring their brick cheeses, and the Armour Company featuring their Miss Wisconsin Cheddar Cheese.

The Kraft ad, in color, with a guide to good eating with cheese appeared in the October issues of Life, Look, Woman's Day, Family Circle, Better Living, Everywoman's magazine.

Swift & Company offers a "Man from Mars", a five-foot, easel-mounted cut-out man in full color to be used by grocers in their displays. He is wearing a plastic space helmet, which will be given



Macaroni and cheese are a natural combination for mass displays. Superior Macaroni Company of Los Angeles built this traffic stopper.

to any dealer purchasing 500 pounds of Swift's Brookfield Cheese. Complete merchandising kits, full color industry posters of a cheese and fruit tray and color poster are also offered.

New ideas are being presented by Zuercher & Company with their new foil wrapped Geneva natural cheese, and Swift & Company advertising their "new" cheese slices.

The Kaukauna Dairy Company is putting out a little recipe booklet called "He-Man Snacks".

Display procedure is offered by Purity Cheese Company, with stimulating merchandising aids, including leaflets, posters and recipe folders.

A full-color page ad was run by Borden's in the October 2 issue of the Saturday Evening Post and the October 19 issue of Look.

Fairmont Foods Company is showing how pre-packaging opens the door to more sales.

Other participants in the program include: Blue Moon Foods, Inc., Pauly Cheese Company, Stella Cheese Com-

pany, Detroit Cheese Company, California Packing Corporation, Campbell Soup Company, The Charles E. Hires Company, George A. Hormel and Company, International Milling Company, International Apple Association, National Biscuit Company, National Pickle Packers Association, Nicolay-Dancey, Inc., Ralston Purina Company, Sunshine Biscuit Company, Washington State Apple Commission, Cudahy Packing Company, Knox Gelatin Company, Olive Advisory Board, Pineapple Growers Association and American Bakers Association.

The October 15 issue of Collier's features a full color story with a recipe and picture of Ham and Cheese Casserole.

Since there is so much excitement about cheese in October, when the Cheese Festival hits the nation, retailers particularly seek to identify their own store with the Cheese Festival and make it "Shoppers' Headquarters for Cheese." Copy slogans and statements which add plus value to cheese listings are as follows:

Macaroni and Cheese—Sure to Please
Save time—Serve Cheese
Perfect for TV Parties
Men's Favorite
Perfect for sandwiches
Cheese with a He-Man Flavor
Try It—You'll Buy It
Adds Zest to Vegetables

The most successful advertisers are emphasizing the variety offered in their cheese department several times during the month-long Cheese Festival. Others are stressing specific uses for cheese at parties, picnics, for desserts, sandwiches, hot soups, canapes, between meals, etc.

The October issue of NARGUS Bulletin is devoting 6 pages to the October Cheese Festival with stories, displays and successful merchandising ideas.

The 1951 "Cheese Festival" Rally, sponsored by the American Dairy Association and National Cheese Institute, was held on April 28 in Chicago. Outstanding speakers, distinguished in their respective fields, discussed important phases of the cheese industry from the point of merchandising and distribution. The highlight of the Rally was the presentation "Calendar of Cheese Sandwiches" by an outstanding group of well known Dairy Industry Home Economists.



Count on Criterion Semo-Rina, day after day, to measure right up to YOUR QUALITY STANDARDS.

Put Criterion Semo-Rina on your NEXT order.



Commander-Larabee
MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Fall Promotions

NATIONAL MACARONI WEEK

Sponsored by National Macaroni Institute

NATIONAL MACARONI WEEK runs from October 21 to 30. It includes two shopping weekends, important selling days.

Good cooperation has come from the national magazines, the newspaper syndicates, the supplements, and newspaper editors, adding up to a hard hitting publicity program. From that point individual macaroni manufacturers are encouraging representatives and brokers to follow up and do a selling job, and to get retailers to build combination dis-

of George Matthew Adams Syndicate and Dorothy Maddox of Newspaper Enterprises Association.

Bell Syndicate, with a circulation of 1,500,000, used an October release of picture and recipe for Savory Liver and Noodles. Alice Denhoff's column in King Features, circulation 6,000,000, carried three recipes in October for noodle, macaroni and spaghetti dishes.

Editors of newspaper supplements supporting Macaroni Week include: Isabel McGovern, food editor of This

mat story with picture and macaroni recipe. A mailing of photo and recipe has been sent to food editors of more than 80 Negro newspapers throughout the country.

Special scripts for radio and television comedians have been placed to mention from such performers as Arthur Godfrey, Robert Q. Lewis, Dave Garroway, Bob Hope and Bob Crosby. Mention on the latter two shows was assured in commercials if not in the show pattern. American Dairy Association sponsors both of these shows and is also mentioning macaroni products as related item tie-ins for the Cheese Festivals.

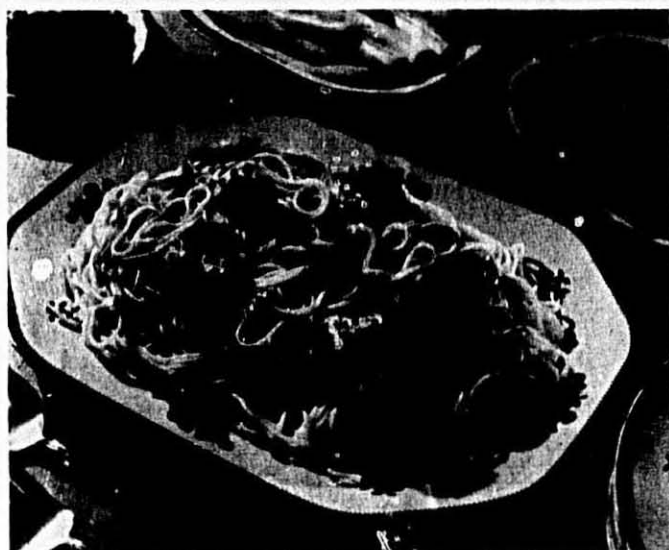
Four radio scripts, each with two simple recipes, have been distributed for three or four-day intervals before and during National Macaroni Week. Each of these scripts goes to over 700 radio stations from coast to coast. The major radio syndicates, Associated Press and United Press, have each received scripts on the Week and easy-to-make recipes.

General Mills' Betty Crocker suggests "Noodles Cantonese" on her October 20 radio show, "Poppyseed Noodles" and "Skillet Supper with Elbow Macaroni" on October 27. The "Time for Betty Crocker" program is heard over 321 American Broadcasting Company network stations.

With beef in surplus supply, a natural tie-up presents itself for macaroni, spaghetti and egg noodle merchandising. A hard-hitting publicity program has been undertaken by the Meat Institute, and many macaroni firms have tied-in with related item displays or suggestions in the meat department for spaghetti and meat balls, macaroni and meat loaf, pot roast and noodles, and a myriad of tasty combinations. Co-operative publicity support has been received from the American Meat Institute, National Livestock and Meat Board.

Cooperative publicity has been generous. Among those who cooperated in the promotion are: American Meat Institute, National Livestock and Meat Board, Maine Sardines, Poultry & Egg National Board, National Canners Association, National Dairy Council, Explorated Milk Association, National Cranberry Association. The Wine Institute released recipes for a pork-noodle dish and a seafood casserole with spaghetti to 1,600 small town newspapers.

Several related food producers have included macaroni in their October ad-



Spaghetti with Creamed Sweetbreads

plays to merchandise the Week and the publicity.

Magazine placements included Good Housekeeping—the October issue carried a book supplement devoted exclusively to 12 pages of macaroni stories, recipes and pictures. Other national magazines such as Parents, Farm and Ranch, Tempo, Seventeen, and Better Homes & Gardens all had macaroni features.

Stories with recipes and photographs went to every editor of newspaper syndicates, with special material going to: Cecily Brownstone of Associated Press; Edith Barber of General Features; Vivian Brown of Associated Press; Zola Vincent of Pacific Coast Dailies; Gaynor Maddox of Newspaper Enterprises Association; Ertta Haley of National Weekly Newspaper Service; Frank Kohler of General Features; Hoyt Alden

Week, who is featuring a recipe for Spaghetti with French-style Chicken Livers in the lead picture of an article on "After the Theatre Supper"; Demetria Taylor will have macaroni the theme of a page in Parade; Eleanor Merritt is planning a story for American Weekly; Ethel Marsden of Rural Gravure has been supplied special material.

Direct-to-editor mailings have been made with three photographs and several recipe suggestions to over 1800 daily and weekly newspapers throughout the country. A color photograph of an appetizing main dish has been released to food editors carrying color pages. A Halloween party photograph with two casserole recipes has been sent to editors of 25 farm papers and journals. 600 labor newspapers, with circulation over 1,000,000, have received a spe-

cial mat story with picture and macaroni recipe. A mailing of photo and recipe has been sent to food editors of more than 80 Negro newspapers throughout the country.

An initial Macaroni Week story appeared in the trade press and was followed up by additional stories and photos right up to the October issue. Chain Store Age scheduled a photo and large scale recipe for spaghetti and meat balls in their October issue. All grocery magazines were covered. Photos and recipes were serviced to the restaurant and institutional trade press.

Railroads and airlines are featuring macaroni dishes on their bill-of-fare during Macaroni Week. The following railroads asked for Macaroni Week seals to announce the Week on their menus: Chicago & Eastern, Denver & Rio Grande, Union Pacific, Great Northern, Lackawanna, and Seaboard. Quantity recipes were sent to New York Central, Southern Pacific, Pennsylvania, Canadian National, United Air Lines and Northwest Air Lines.

The Red Feather Dinner as part of the community's Community Chest drive in October offered opportunity to promote spaghetti dinners in community service. Numerous requests came in for the Red Feather Dinner Kit—the Dayton, Ohio plan used last year to get family participation and contributions into the Community Chest.

All in all, National Macaroni Week again did a job in taking the macaroni story to the American public through every possible media. It provided the



Macaroni and Shrimp Casserole

industry and its customers with another merchandising opportunity fully backed with consumer contacts for support.

Skinner Pushes Spaghetti and Meat Balls

An advertising and merchandising campaign, built around a new recipe for preparing meatballs and spaghetti is to be conducted by Skinner Manufacturing Company, Omaha, during National Macaroni Week, October 21-30.

Ads will appear in newspapers in 90 cities, and national magazines will feature illustrations of the finished platter. Skinner will also be using poster boards in 27 cities, as well as point-of-sale pieces and tie-in mats.



"SKILLET SUPPER" (pictured above) is a recipe that mother will enjoy preparing because of its simplicity and father and the children will rave about because of its tastiness. Betty Crocker of General Mills is featuring this savory meal on "Time for Betty Crocker" radio show on October 27, during National Macaroni Week.

Betty Crocker Plugs National Macaroni Week

Betty Crocker of General Mills, as in previous years, will boost macaroni products on "Time for Betty Crocker" radio program for National Macaroni Week, October 21-30. America's first lady of foods will suggest on her October 20 radio show "Noodles Cantonese" and her October 27 shows "Poppyseed Noodles" and "Skillet Supper."

"Noodles Cantonese" is a noodle casserole of browned pork, crisp green beans, celery, onion and soy sauce. "Skillet Supper" (recipe given below) is an easy-to-make supper in a frying pan. Macaroni is cooked together with the sausage-tomato mixture.

The "Time for Betty Crocker" radio program is heard over 321 American Broadcasting Company network stations. Her shows are scheduled during the day when the audience is primarily homemakers.

Skillet Supper

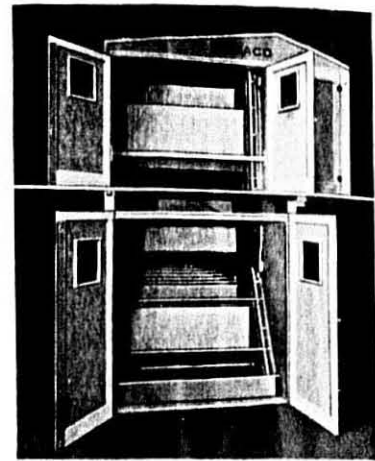
- 1 lb. ground pork or beef
- 1 large onion, chopped
- 1 medium green pepper, diced
- 1 No. 2 can tomatoes (2 1/4 cups)
- 8 oz. uncooked elbow macaroni
- 2 tsp. sugar
- 2 tsp. chili powder
- 1 tsp. salt
- 2 cups sour cream (1 pint)

Brown meat in large heavy frying pan, breaking meat up with fork as it cooks and pouring off fat as it cooks out. (Be sure meat is well drained). Stir in onion, green pepper, tomatoes, macaroni, sugar, chili powder, salt. Bring to boil, cover. Simmer 20 to 25 minutes or until macaroni is tender, stirring often to prevent sticking. Stir in sour cream, heat to boiling. Do not boil, mixture may curdle. Serve at once.

TODAY'S ADVANCED-DESIGN DRYERS

NEW

DEMACO-HOSKINS FULLY CONTROLLED DRYERS

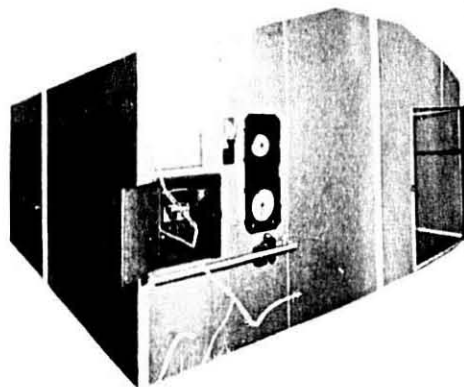
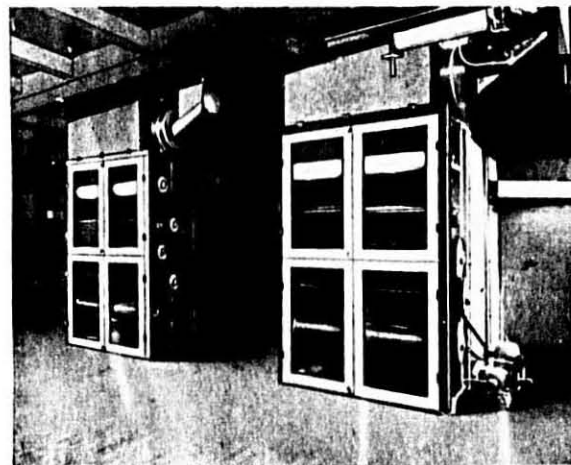


Long Goods Preliminary Dryers with new patented stick pick up and transfer.

Long Goods Finish Dryers.

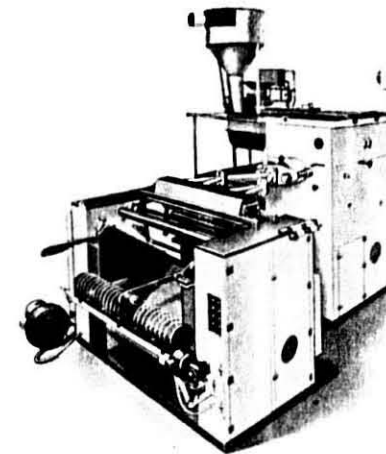
Short Cut Continuous Dryers.

All with Glenn G. Hoskins designed humidity and temperature controls.



DEMACO *DEFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone EVergreen 6-9880 1-2 • BROOKLYN 37, N. Y.

DEMACO - VACUUM



Now, over 40 DeMaco Vacuum Mixers in operation, producing macaroni and noodles with superior color, texture and cooking qualities. . . .

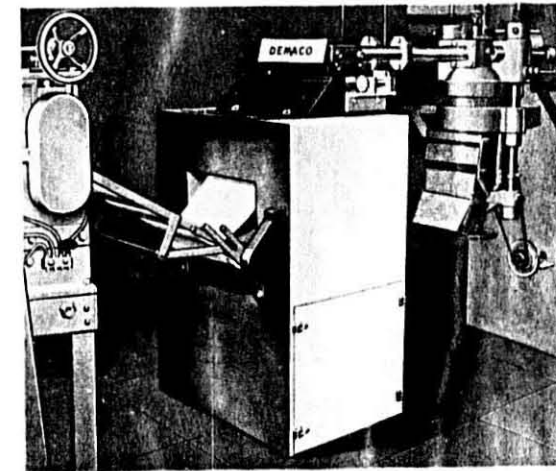
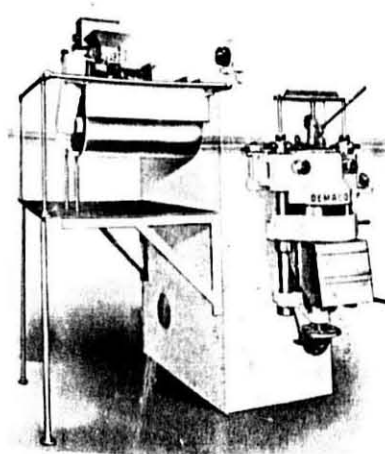
See how easily the DeMaco Vacuum system is installed in your existing spreader and short cut press, producing America's finest macaroni and noodle products. . . . Remember, with DeMaco vacuum there is no change on the "Trade Approved" single mixer. . . . The DeMaco Vacuum System uses vacuum over the entire mixer length. . . .

Thus at the very first blending of water and semolina the mix is under vacuum and re-

mains under vacuum for sixteen minutes. . . .

No complicated extreme high vacuum system and no mixer change is required. . . . DeMaco Vacuum has true simplicity in design. . . .

Write to us for samples all made at 1000 pounds per hour production. . . . Compare all systems and you will find DeMaco the best. . . .



DEMACO *DEFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone EVergreen 6-9880-1-2 • BROOKLYN 37, N. Y.

Cook Book Supplement**SPAGHETTI AND MACARONI SUPPERS***Featured in Goodhousekeeping Magazine*

SPAGHETTI and macaroni dishes are most delightfully displayed in twelve pages of eye-appealing, mouth-watering recipes in the October issue of Good Housekeeping.

On page 87 of the magazine the feature begins with a picture of a colorful bowl of the all-time favorite Spaghetti and Meat Balls. The next two pages give the step-by-step procedure with pictures in color on the preparation of Lasagna, which is followed by two pages of easy, taste-tempting dishes that are 30-minute marvels. The macaroni family, which includes spaghetti and noodles, can be the basis for speedy, tasty meals, and the following recipes are given as ample proof:

Noodle Stroganoff
Easy-going Supper
Macaroni-and-Bean Casserole
Spaghetti Shrimp
Washington-Square Special
Tuna-Tomato Bake
Spaghetti with Meat Balls
Sienna Supper
Quick Bacon Spaghetti

Grocers' shelves are chock-full of spaghetti and macaroni favorites that take only minutes to serve. Pantry-shelf wonders include spaghetti or macaroni dinners, canned spaghetti sauces, and all the others.

At the top of page 91, there is a picture showing 21 popular members of the macaroni family.

Pages 92 and 93 are devoted to three recipes accompanied by attractive illustrations in full color of the dishes, which include Chicken Tetrazzini, Macaroni Inverness and Thor's Company Casserole. Macaroni Plus is the caption for these pages, which show how effectively delectable fish, flesh and fowl dinners can be made with noodles and macaroni.

While macaroni dishes can be simple or lavish as the occasion demands, they are ideal as "stretchers" and with a little ingenuity can be made into tasty concoctions when the budget needs watching. Spaghetti and macaroni work menu magic on pages 94 and 95 in eight do-ahead macaroni dishes. These exciting gourmet specialties that make minimum demands on your budget are as follows:

Quaderettini Spinach
Tuna-Macaroni Supreme
Elena's Macaroni
Golden Gate Lasagna
Chicken Masquerade
Spaghetti-Sparerib Supper
Tagliarini with Chicken Livers
Dutch-Oven Dinner.

At the top of these pages the poser is put "How do you eat your spaghetti?" There are two schools of thought on the question of just how elusive spaghetti should be transferred from plate to mouth. The following two methods are given with illustrations: (1) With fork in right hand, spear 3 or 4 strands. Hold tines against plate. Twist spaghetti into ball. Lift to mouth. (2) Pick up strands with fork. Twist against spoon held on plate with left hand. Lift with



A panorama of Goodhousekeeping's 12 page cook book.

fork. Support with spoon part way.

Everyone loves the charm of the old-fashioned Italian grocery, where cheeses, salami, sauces and spices are displayed in rich and appetizing variety along with macaroni products of every shape and size. But today's homemaker can find the same wide selection of all these foods in convenient family-size packages at her neighborhood grocery store or supermarket. Cheeses in a variety of sizes, shapes and forms are given a two-page spread in natural colors on pages 96 and 97.

Three more early-in-the-day recipes are given on page 98 as follows:

Family Casserole
Crab-Meat Special
Susan's Lasagna Sauce

Here's how to cook macaroni: When cooking macaroni (or spaghetti or noodles), always use for each 1/2 pound of macaroni 1 tablespoon salt in 3 quarts rapidly boiling water. Cook, uncovered, with water boiling rapidly during whole cooking period. Stir occasionally.

Never overcook macaroni, spaghetti or noodles. The actual number of cooking minutes depends upon how well

cooked you like your macaroni—"al dente", which is just tender, or more well done. Test degree of doneness by biting a piece. If it's firm all the way through and not hard in the center, it's just ready for serving. Do not rinse macaroni products unless they are to be chilled and used in a salad. Then use cold water.

Many housewives prefer the timesaving feature of not precooking macaroni or spaghetti. In the following dishes the uncooked macaroni or spaghetti is just added to the other ingredients:

Dutch-Oven Dinner (page 95)
Easy-going Supper (page 90)
Noodle Stroganoff (page 90)
Quick Bacon Spaghetti (page 91)
Sienna Supper (page 91)
Tuna-Tomato Bake (page 91)

The Good Housekeeping Bureau says, "Long live macaroni". Macaroni products are no mere "starchy fillers". They contribute fine supplementary proteins and, when enriched (many brands are), B vitamins and iron too. Calories? Of course, but not too many, because 1/2 cup cooked spaghetti or macaroni supplies only a little over 100 calories,—noodles even less.

Endless in variety, spaghetti, macaroni and noodle dishes delight the eye, please the palate, are a fine prop for a shaky budget. Even small additions of meat, fish, cheese, eggs or milk to these dishes give a big "lift" to their cereal proteins.

More spaghetti and macaroni suppers are given on pages 179 and 180. They include the following:

Spaghetti and Mushroom Parmesan
Spicy Tuna Spaghetti
Chili Spaghetti
Cheesy Spaghetti Omelet
Ham and Spaghetti
Macaroni and Meat loaf
Noodle-and-Frank Barbecue

Reprints of Good Housekeeping's "Spaghetti and Macaroni Suppers" are available to readers with other of their famous cook books at 25¢ a copy.

National Apple Week

National Apple Week coincides with National Macaroni Week October 21-30. The public's attention and interest will be focused on apples through national publicity in magazines, food editor columns, radio and television. Four attractive display pieces are being used in merchandising.

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

King Midas

You can't buy better Durum Products

Or get a better Value
Or receive better Service
Or be in better hands

KING MIDAS FLOUR MILLS

660 GRAIN EXCHANGE  MINNEAPOLIS 15, MINNESOTA

IN THE INDUSTRY . . .

Mueller's Macaroni Steps Up Newspaper Space for Fall

Its largest-size newspaper advertisements since the war highlight the expanded fall campaign for Mueller's Macaroni, Spaghetti and Egg Noodles. Released through Schneideler, Beck & Werner, the campaign begins October 7, and will alternate 1200 and 500-line ads each Thursday in leading food papers of major Mueller cities, 825 and 300-line tabloid-paper ads, and 500 and 300-line space in smaller cities have also been scheduled. 30 papers in 23 cities will carry the schedule. 87 radio newscasts each week in 22 cities support the newspaper program.

The step-up in newspaper space, according to C. Frederick Mueller, executive vice president, is due largely to the success of last spring's campaign, Mueller's first major newspaper series in some years, during which the brand's sales of all varieties rose substantially and in the face of increased promotional activity from competition.

This fall's campaign repeats the taste and recipe appeal introduced last season, and introduces the offer of a four-color, 32-page recipe book to encourage more frequent use by present Mueller users.

Accent on Taste

"We have good reason to believe that our switch to taste appeal, considered daring last year when our competition was featuring diet claims, has demonstrated great vitality," declares Eugene Hulshizer, vice president-secretary of SB&W and account executive on Mueller's.

"This again is our major appeal, fortified with testimonials by good cooks and the offer of our new four-color, 32-page recipe book—free to the reader in return for the word Mueller's from any Mueller package front.

"Research shown that Mueller's has more users than any other brand, hence our all-out effort to spur more frequent use. Inclusion of recipes and the recipe book offer in the ads, are steps in this direction."

"Saporitissimil"

A new note in the Mueller's Spaghetti and Thin-Spaghetti advertising is the use of Italian phrases as headline eye-catchers, backed up by endorsements of Italian housewives and tying in with the "Italian Style" identification on the Mueller packages.

Mueller ads are scheduled to appear in the following newspapers, every Thursday starting October 7:

Allentown (Pa.) *Call Dispatch*; Boston *Globe* and *Herald-Traveler*; Hartford *Times*; Jersey City *Journal*; Newark (N.J.) *News*; New York *World-Telegram & Sun*, *New-American*, *Post*,

Also Long Island, N. Y. *Hempstead Newsday*, *Star Journal*; Staten Island *Advance*; Brooklyn *Eagle*; Yonkers *Herald Statesman*; Ossining *Citizen Register*; Tarrytown *News*; Mount Vernon *Argus*; Mamaroneck *Times*; Port Chester *Item*; New Rochelle *Standard Star*; White Plains *Reporter Dispatch*; Peekskill *Star*.

And Philadelphia *Bulletin* and *Inquirer*; Providence (R.I.) *Bulletin Journal*; Springfield (Mass.) *Union News*; Worcester (Mass.) *Telegram Gazette*.

On radio, the following stations will carry Mueller commercials several times each week: Baltimore, WCAO; Detroit, WJR; New York, WNBC; Rochester (N.Y.) WHAM; Scranton, WGBI; Washington (D.C.), WRC; Worcester, WTAG; Boston, Springfield (Mass.), WBZA; Buffalo, WGR; Hartford, WTIC; Norfolk (Va.) WTAR; Pittsburgh, KDKA; Schenectady, WGY; Syracuse, WFBL; Allentown (Pa.) WKAP; Atlanta, WSB; Cleveland, WTAM; Portland (Me.) WGAN; Providence, WPRO; Tampa (Fla.), WALT; Philadelphia, WIP.

Also television, the popular Ruth Lyons "50-50 Club" over Stations WLW-T in Cincinnati, WLW-C in Columbus, and WLW-D in Dayton.

La Rosa Features Tie-ins on Television

In addition to newspaper, radio, and car card advertising, V. La Rosa & Sons, manufacturers of one of America's largest selling macaroni products, launches a concentrated television campaign this month through Kiesewetter, Baker, Hagedorn, & Smith, Inc.

La Rosa has set-up a flexible media program in order to get maximum market coverage from Maine to Virginia, from New York to Ohio. In New York and Philadelphia, La Rosa's major vehicle is the new TV half-hour family adventure—"Waterfront", starring Preston Foster. The show is scheduled for 52 weeks in New York on WABD Channel 5, Tuesdays at 7:30 P.M., and will become one of the features of Dumont's Tuesday night schedule which includes Bishop Sheehan, the Goldbergs, etc.

The La Rosa program will be supported by 30 spot announcements a week on WABD. In Philadelphia, WCAM-TV carries the "Waterfront" show 6:30 PM every Sunday. In addition there will be a Philadelphia radio spot schedule. To complete their TV program line-up, La Rosa has purchased the "Meet Corliss Archer" show through WNAC-TV Boston 5:30 to 6:00 P.M. Saturdays, and WNBC-TV New Haven, 5:30 PM Saturdays. Supplementing these half-hour programs, television spot announcements have been scheduled in Pittsburgh, Providence, Schenectady

and Baltimore . . . plus around-the-clock radio announcements in 10 other east-coast cities.

Pulling out all stops, La Rosa has ordered the most elaborate macaroni products film commercials ever created, produced by Screen Gems in New York. There are a total of 12 different TV spots presenting various La Rosa macaroni styles, recipes, and other products. These TV film commercials are designed to help grocers move items related to macaroni, such as meat, cheese, milk, etc. In addition to TV, all advertising will feature a plan of adaption for use in food stores at the point-of-sale. "This", says Vincent S. La Rosa, "will be an invaluable aid to the retailer tying-in to our 5 major promotions through the year.

It's the kind of tie-up that makes sense to the retailer and the consumer . . . they see and hear about the same products over radio and TV, in newspapers, on car cards, and on the counter".

Further merchandising aids for the retailer are planned in order to make the La Rosa advertising schedule a selling package. An outstanding example of this is the La Rosa Italian Theater Company, a completely professional group that travels from city-to-city creating excitement and sales for La Rosa retailers.

To gain greater market penetration, complete car card coverage will be used on a 12 month schedule in the New York subways, plus a special Italian language market campaign. This Italian language advertising will include weekly full-page newspaper ads in *Il Progresso*, featuring a \$15,000 prize contest, and a 6 day-a-week half-hour drama over a full network of eastern radio stations . . . This special Italian language campaign is headed by Edoardo Vergara.

Golden Grain Plugs Protein

Yellow and white hard-boiled egg slices on each end of the cellophane package emphasizes the protein content of "Golden Grain" spaghetti and egg tagliarini, launched in San Leandro, California recently by the Golden Grain Macaroni Company.

This sales appeal package follows the company's "4-D" packages adopted for the entire line last spring.

The cellophane wrapper is printed in red, yellow, blue and white. It also shows the rich yellow color of the product. A low-calorie reminder is printed in several prominent places on the package.

Sales Manager Tom DeDomenico told Food Field Reporter the new egg tagliarini is a thin ribbon-shaped noodle which can be served with sauces, in casserole dishes or in any noodle recipe. The Golden Grain formula, he says, is one handed down through generations of the DeDomenico family in Italy.

Prince Sponsors Ellery Queen

Prince Macaroni has signed with WNACTV for sponsorship of the popular mystery series, "The Adventures of Ellery Queen" as the vehicle for their "high in protein—low in calories" advertising theme. Teletime on Channel 7 is each Sunday night from 10:30 to 11:00 p.m., with Hugh Marlow starring in the title role.

The "Ellery Queen" sponsorship continues a long association between The Prince Macaroni Co. and WNACTV during which "Prince Television Theatre" formerly has been programmed at the same 10:30 p.m. starting time.

"Pennsylvania Dutch" Noodle Campaign Started

A fall and winter drive in 20-odd markets is being planned for "Pennsylvania Dutch" brand egg noodles by its manufacturer, the Mega Macaroni Company.

Thirteen full-color, half-page insertions will be made in the Sunday magazine of the Philadelphia Inquirer. Twelve painted outdoor bulletins will be used in addition to a 12-month schedule of ads on 300 bulkheads in the subway-elevated system there and in the suburban lines of the Pennsylvania Railroad. A saturation schedule has also been planned on the NBC station, KYW.

Bravo Company Offers Quick-Cooking Macaroni

A macaroni which cooks in 60 seconds is being marketed by Bravo Macaroni Company in Rochester, New York.

"The new product is not precooked and "none of the desirable high nutritional values found in semolina are sacrificed," according to Horace Gioia, Bravo president.

Each serving contains a ratio of 25 to 30% fewer calories than any other macaroni product currently available, Mr. Gioia added.

Marketing tests run in Batavia, N. Y., had "very good" results, Mr. Gioia said. It is now being distributed to stores in New York State and Pennsylvania through brokers. National distribution is being arranged through individual brokers in various cities.

Small teaser recipe ads will precede general heavy newspaper advertising. Radio and television will be used as well as window banners and shelf strips distributed by the manufacturer. The single specialty item will be shipped in bright two-color corrugated cartons designed for selling direct from floor displays.

National Wine Week

The Wine Institute is sponsoring National Wine Week October 9-16. Here is another natural ally in merchandising a complete macaroni meal.

Gwenn Wolfe and Robert Buck Wed

Miss Gwenn Reese Wolfe, daughter of Mr. and Mrs. Clarence William Wolfe of Bellevue Park, Harrisburg, Pennsylvania, was married Saturday afternoon, September fourth, to Mr. Robert Carleton Buck, Jr., son of Mr. and Mrs. Robert Carleton Buck, Bloomfield, Missouri.

The ceremony was performed by the Rev. Dr. Viggo Swenson, in Zion Lutheran Church, Harrisburg.

Given in marriage by her father, the bride wore a gown of white taffeta and lace, made with a fitted bodice and square neck line, the bouffant skirt ending in a chapel train. Her tulle veil was attached to a cap of taffeta and she carried a bouquet of gardenias and stephanotis.



Mrs. Robert Buck

Mrs. Roland C. Smith 111, Tyler, Texas, and Mrs. Lester R. Thurston, Jr., Harrisburg, attended their sister. The bridesmaids were Miss Elsie Bingham and Miss Margaret Fleisher of Harrisburg. All were attired in ballerina length gowns of white taffeta and carried crescent shaped bouquets of red gladiolus and ivy.

William Blue of Bloomfield, Missouri, was best man for his cousin. The ushers were Lester R. Thurston, Jr., Roland C. Smith 111, Tyler, Texas, John M. Hughes, Harrisburg, Richard Hammond, D. Paul Witmer, Jr., Hershey, Pa., and Peter Zemo, Middletown, Pa.

The bride attended Grier School, Tyrone, Pa., was graduated from the Katherine Sweeney Day School, Harrisburg, and was a member of this year's graduating class of Stephens College, Columbia, Missouri. Mr. Buck attended Cape Girardeau College, Cape Girardeau, Missouri, and University of Missouri where he will be a member of the senior class this fall. He served two years in the U. S. Air Force.

After a short wedding trip Mr. and Mrs. Buck will be at home in Columbia, Missouri.

Thomas R. Viviano to Wed

Two prominent food manufacturing families will be united in Louisville Thanksgiving day, when Miss Ruth Carolyn Bloemer, daughter of Mr. and Mrs. Frank B. Bloemer, will be married to Thomas R. Viviano, son of Mr. and Mrs. Thomas J. Viviano. The Bloemer family operates the Bloemer Chili Manufacturing Co., and Bloemer Food Sales Co., distributors for several companies. Mr. Viviano is a son of one of the executives of Delmonico Foods, Inc., former Kentucky Macaroni Co. Miss Bloemer attended Webster College, at Webster Groves, Mo., and Ursuline College. Mr. Viviano is a student at Notre Dame, in whose chapel the ceremony will take place.

An Inventor Puts 'Ribs' in Lasagna

Stefano La Rosa, president of V. La Rosa & Sons, Inc., Brooklyn macaroni manufacturers, has received Patent 2,686,720 for ribbed lasagna. Lasagna is a ribbon of macaroni sold dried in strips. The housewife boils it in water, coats it with cheese, arranges it in a tasteful layered or basketweave form, bakes it and carries it hot to the table. The ribs that Mr. La Rosa has added give the lasagna strength in the dried form, keep it from tangling when boiled, and restrain the cheese.

Catelli Acquires Dominion Assets

Catelli Food Products, Ltd. of Montreal, largest macaroni maker in Canada, has acquired the assets of Dominion Preserving Co., Ltd., through a new, wholly-owned subsidiary, Habitat Food Products, Ltd. in Montreal.

Dominion Preserving has been engaged in food processing many years, its products including Habitat soups and Primrose pickles. Plants are located in and around Montreal, and include the largest pickling station in Canada.

Commander-Larabee Shows Profit

Commander-Larabee Milling Co. and grain operating divisions were responsible for a substantial part of the earnings of the Archer-Daniels-Midland Co., for the year ending June 30. A-D-M reported about 30% increase in earnings over the previous fiscal year's earnings of \$3,853,319, equal to \$3.21 per share. An improved market and a long range program aimed at streamlining its plants and personnel accounted for a satisfactory year in the flour division.

The grain division is one of the more profitable operations and, barring extensive crop failures, will be a mainstay for many years. According to A-D-M's president, Thomas L. Daniels, the increased earnings were due to the company's long range program of diversification.

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

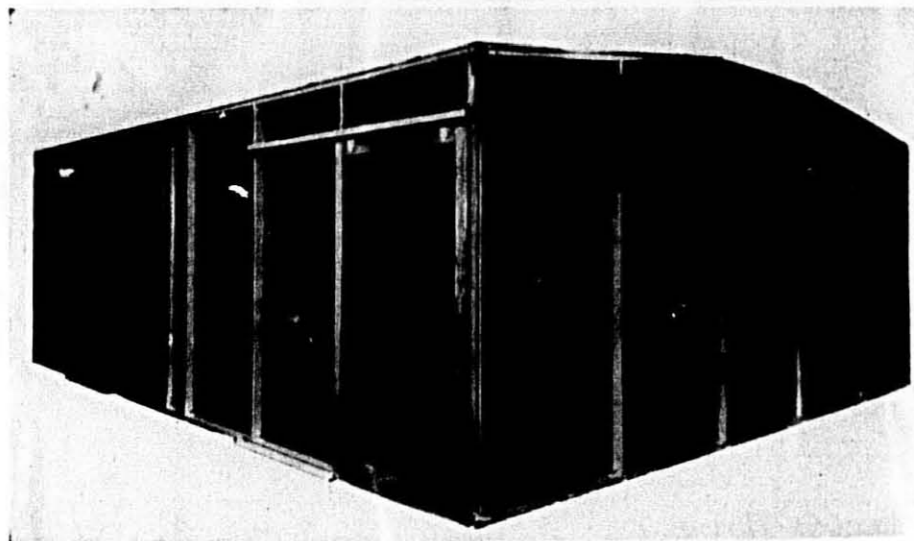
SAVES SPACE

SAVES MONEY

Spaghetti 070'

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

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

Ambrette MACHINERY CORP.

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

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION

... HIGH VACUUM SYSTEM*

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

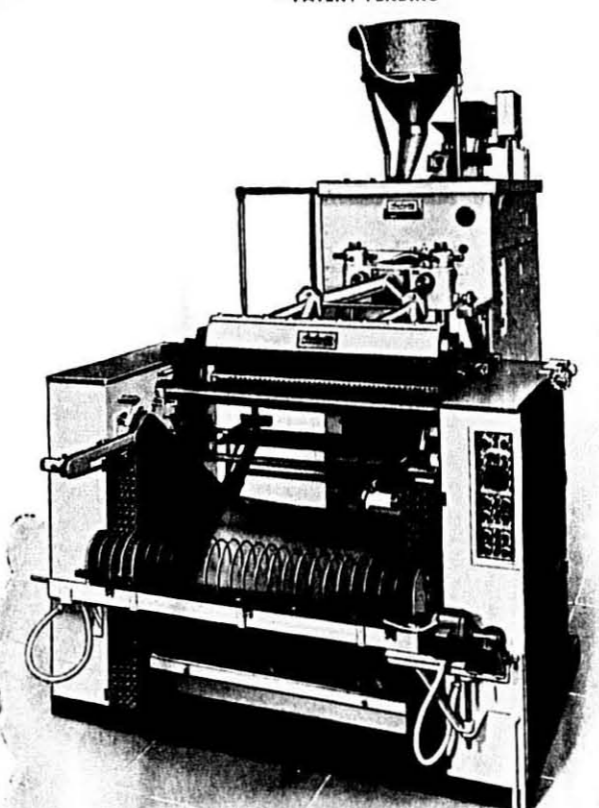
NOODLE
SHEET FORMER
TO PRODUCE
POSITIVE
RESULTS

VACUUMIZE
YOUR PRESSES

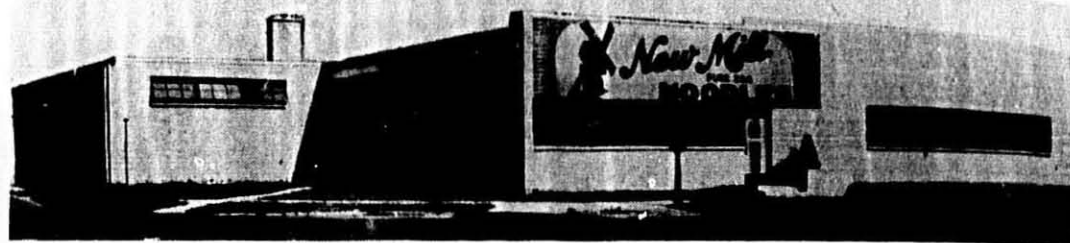
THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS



* PATENT PENDING



A NEW PLANT FOR NEW MILL

THE New Mill Noodle and Macaroni Company of Chicago has moved into its new \$250,000 building at 1300 N. Wood Street.

While the company carries the term "macaroni" in its name, actually they do not make macaroni but produce a full line of noodles. Mr. Felix Basista, owner and manager of the company, put "macaroni" there in the event that they decide to go into that phase of the business some day.

Mr. Basista, a Pole, claims to be the originator of Kluski noodles. The name "Kluski" means noodle in Polish. It is a broad, thick type noodle, closely approximating those made in the home. "In fact," says Mr. Basista, "we have letters from customers that say, 'We served



Mr. and Mrs. Felix Basista

his output with his own trucks, making direct to retailer deliveries in the city of Chicago. The balance of his production goes to other states through distributors. The new building is so situated that the trucks can pull in off of the street under covered docks.

The new plant gives the New Mill Company twice the capacity of the old establishment. They have been able to improve their flour handling and production layout, and run all of their operations in a single story. Press rooms get plenty of natural light through glass brick walls. There is room for expansion in the back of the present lot in the event that noodle demand continues to grow. Chester J. Tobolski of Chicago was the architect.

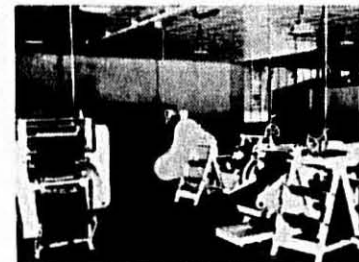
Mrs. Basista no longer makes the noodles but works in the office handling contacts with many of the old customers.

"Our success," says Mr. Basista, "comes from putting out a quality product that closely approximates noodles made at home—that and hard work have put us where we are today."

Recipes are given on the cellophane packages containing the New Mill products, thus adding to the sales and appetite appeal. On the Kluski packages



Kluski packed on Triangle set-up.



Clean and light production department.

Kluski noodles to our family the other night, and they didn't know they were not home-made noodles."

Kluski noodles have grown rapidly in popularity not only in Chicago, but in other markets. One housewife tells another how good they are, and radio spots on foreign language stations in Polish, Russian and German have helped sales increase.

While Mr. Basista was born in Chicago about forty-nine years ago, his mother took him back to Poland when he was just a year old. He was reared in Poland, but returned to the United States in 1923 at the age of nineteen. After being a baker, machinist, restaurateur and laundry man, he began selling door-to-door the home-made noodles made by his wife.

In 1938 he set up shop on Armitage Avenue. In a year and a half he needed larger quarters and moved to West Erie Street.

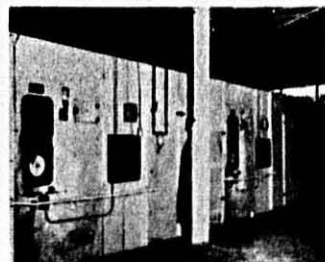
Today he distributes three quarters of

there are the following authentic recipes:

Eggs and Kluski (Serves 6 to 8)

- 1/2 lb. pkg. New Mill Kluski
- 6 eggs
- 3/4 tablespoon salt
- 4 tablespoons butter
- 1/2 cup milk
- 1/4 teaspoon pepper
- 1/4 lb. American type cheese (if desired)

Cook New Mill Kluski as directed on pkg. and rinse in cold water. Melt butter in large skillet and add drained Kluski. Heat thoroughly. Mix remaining ingredients except cheese; pour over hot Kluski. Lay cheese on top. Let cheese melt.



Dry rooms are automatically controlled.

Ground Meat and Kluski (Serves 6)

- 3 tablespoons shortening
- 2 medium green peppers (sliced)
- 2 tablespoons salt
- 1/8 teaspoon red pepper (optional)
- 1 can tomato soup
- 1/2 lb. pkg. New Mill Kluski
- 2 lbs. ground beef
- 3 medium onions (sliced & quartered)
- 1/4 teaspoon black pepper
- 1 medium can tomatoes
- 3/4 cup water

Cook New Mill Kluski as directed on pkg. and rinse in cold water. Brown meat in hot shortening. Add green pepper and onion and brown; then add remaining ingredients and cook covered for 25 minutes. Add cooked Kluski to above mixture and simmer an additional 10 minutes.

INSURE THE PERFECT COLOR

IN YOUR PRODUCT

WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



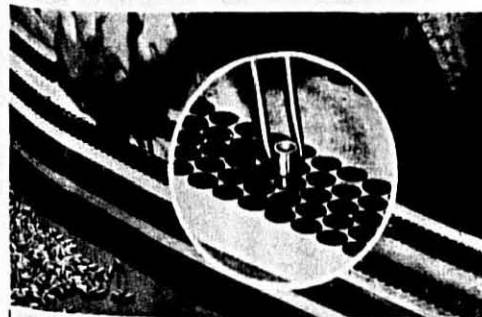
"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS

... prove the unequalled performance

LET ME PROVE TO YOU

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



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

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

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

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



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

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

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

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

MERCK VITAMIN PRODUCTS
FOR
ENRICHMENT OF MACARONI

Research and Production
 for the Nation's Health



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

IN THE PLANT . . .

Glass-Surfaced Storage Structure Announced

The Harvestore, a glass-surfaced steel storage structure said to be the modern solution of difficult storage problems, has just been announced by Sprout, Waldron & Company, Inc., Muncy, Pennsylvania, exclusive distributors for A. O. Smith Corporation, manufacturers of the equipment.

The glass-lined Harvestore structure ends maintenance upkeep, rust and corrosion problems and is fire, weather, wind and rodent proof.



Sprout-Waldron's Harvestore

A layer of glass is fused to both sides of steel plate and the Harvestore is constructed of many curved plate sections all bolted and sealed together. All work in erection takes place at ground level. Special tools, jacks and a superintendent of erection are furnished by Sprout-Waldron.

Designed for use with the Harvestore is the A. O. Smith sweep-arm mechanical unloader with which the materials are unloaded from the flat bottom (no hoppers needed) structure. The unloader literally eats its way around the bottom and allows the easy unloading of material that has a tendency to pack and bridge. The unloader is also adaptable for installation in existing bins and storage silos.

When desired, the Harvestore can be furnished with a breather system of twin vinyl plastic bags in the top and vented to the outside air to prevent intermingling of outer air with the structure's content. Units are also now in service storing air-sensitive materials in an in-

ert gas atmosphere since the sealed construction and breather system has many obvious advantages for this type of application.

Thoroughly tested and proved in the field, the Harvestore is already in use storing many hard-to-handle materials such as various dry chemicals, sawdust, ground cork, all kinds of meal and grain (both whole and ground), rice hulls, dried milk, starch, flour and many others.

The Harvestore is furnished in three different diameters; 14, 17, and 20 feet and in seven different heights, from 20 to 50 feet. Capacities are from 2500 to 14,000 cubic feet. For more information, request Bulletin 99 on the Harvestore Structure and Bulletin 103 on the Mechanical Sweep-Arm Unloader from Sprout, Waldron & Company, Inc., Logan Street, Muncy, Pennsylvania.

Fuller Bulletin on Pneumatic Handling

"How to Pull Dollars out of Thin Air", a bulletin offered by the Fuller Company, Catasauqua, Pa., tells how handling costs can be reduced substantially by using the proper pneumatic handling system.

Advantages of the Airveyor and Airslide systems are given, including information on when to use each.

The bulletin concludes with a section on the Fuller manufacturing facilities, a look at automatic operation, and a data sheet for recording information from which can be specified the proper pneumatic system for a particular handling operation.

For copies of this bulletin G-2, write to the Fuller Company, Catasauqua, Pa.

Seven Steps to Safety

The Illinois Occupational Safety Committee has suggested the following seven steps to safety in an effort to help promote occupational safety:

- (1) The will to stop accidents;
- (2) Get help on the details;
- (3) Locate the hazards;
- (4) Make the job safe;
- (5) Control work habits;
- (6) Keep simple records;
- (7) Follow up.

An injury results from something wrong, which also causes delays, damaged material, damaged equipment, dissatisfied customers, rework, and poor morale.



Your best
cancer insurance...

"LIFETIME" POLICY...
See your doctor every year for a thorough check-up, no matter how well you feel.

"DAY-TO-DAY" POLICY...
See your doctor immediately at the first sign of any one of the seven danger signals that may mean cancer (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.

Many cancers can be cured, but only if properly treated before they have begun to spread or "colonize" in other parts of the body.

For any information about cancer just call the American Cancer Society or write to "Cancer" in care of your local Post Office.

American
Cancer
Society



Dott. Ingg. M., G.

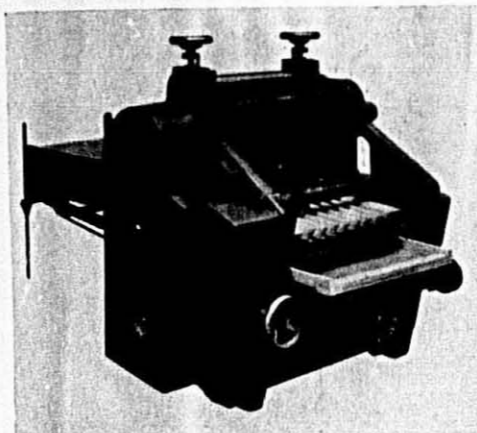
Braibanti e C.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1, (Italy)

THE NEW PLURIMAT MACHINE FOR COILED SPAGHETTI, SPAGHETTINI, VERMICELLI & NOODLES



The above pictures illustrate the "PLURIMAT" machine attached to a "MACRI" press with special mushroom attachment. This machine can make either one or up to five separate coils in a row on the tray from very small diameter to 5/64". For Noodles just as the length of the Skeins can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

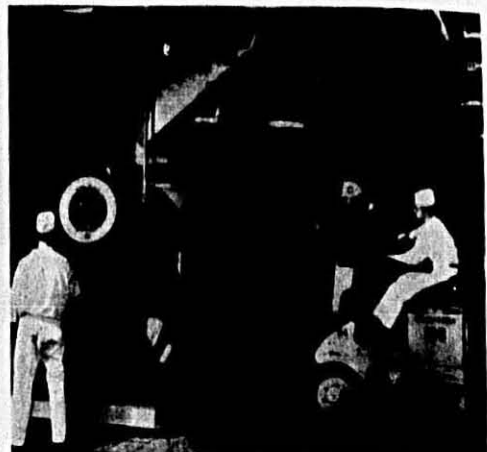
Write for full particulars to:

Eastern Zone: LEHARA SALES CORPORATION
16 E. 42nd St., New York 17, New York

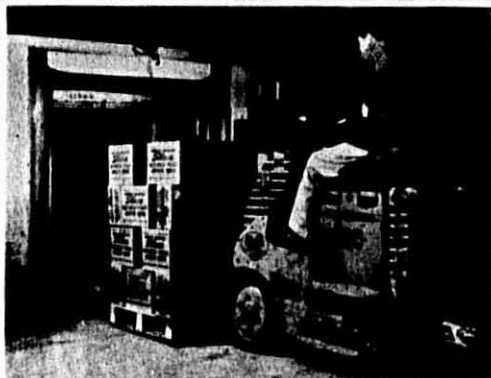
Western Zone: PERMASCO, Division of Winter, Wolff & Co., Inc.
1206 S. Maple Ave., Los Angeles 15, California



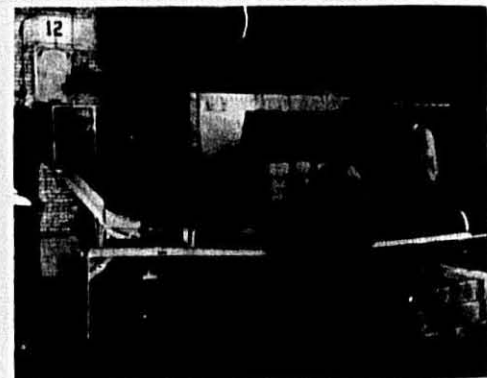
AUTOMATIC 'DUMP' TRUCK SPEEDS PRODUCTION—This specially designed electric fork lift truck dumps a half-ton load of blended cheese mixture into stainless steel continuous laydown pasteurizer. Two such trucks, equipped with dumping attachment, service hoppers and pasteurizers on a split-second schedule essential to cheese processing.



KRAFT USES FORK LIFT TRUCKS—Automatic Skylift fork lift truck picks up 1,000-pound load of blended cheese from hopper at Kraft Foods Company's Sacramento boulevard plant in Chicago, for transporting to pasteurizers where contents of "bucket truck" will be dumped by special Automatic attachment on forks. Two trucks serve eight hoppers and seven pasteurizers on plant's second floor.



AUTOMATIC TRUCK MOVES THROUGH ENCLOSED TRUCK DOOR—Ten enclosed truck docks at the Kraft plant permit handling operations despite bad weather conditions. Here, palletized cartons of Kraft American cheese are taken through weather barrier door for loading onto waiting highway truck. Kraft's industrial truck fleet includes 26 Automatic Transportation Company Skylifts, like the one above, to service the truck docks and enclosed rail siding on plant's first floor.



WALL PORT CONVEYOR SPANS RAIL SIDING—To utilize fully unloading area, Kraft Foods Company employs wall ports opening out to truck park on other side of wall. Discharged truck cargo flow via conveyor across siding between boxcars, where incoming raw cheeses are palletized and taken by fork lift trucks to plant's first floor coolers or third-floor cheese blending and grinding area.

**From Shipper to Shelf
In 90 Seconds**

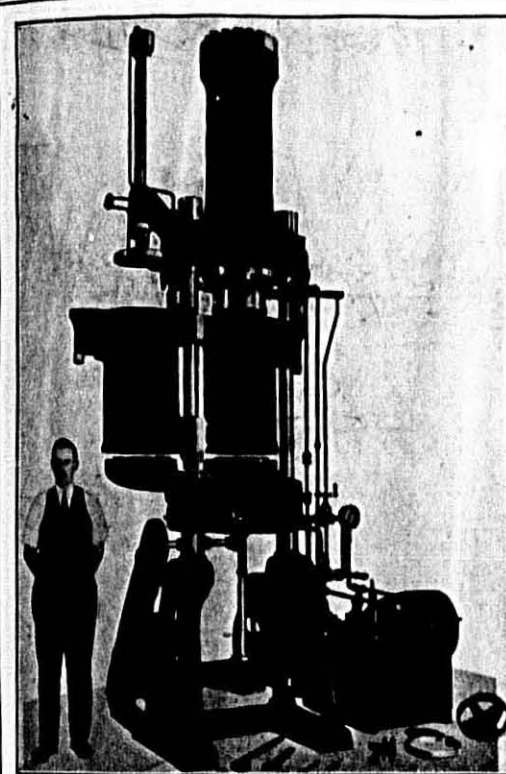
Easy handling is the Kraft Food Company's appeal to grocers to place Kraft Dinner on their shelves. Kraft's open shipper does the trick. The grocer, upon receipt of the shipper, simply removes the special tape and the shipping carton opens like a pack of cigarettes. The case makes a display tray for twenty four Kraft Dinners packed upright ready for quick price marking. The tray is then placed on the shelf with mass or related item displays. Each package of Kraft Dinner carries a food idea illustrated in color to help sell related items. There are four different ideas in each case. So the grocer saves time in unpacking, pricing and shelf-stocking and gets point-of-sale help as well.

Elec-Tri-Pak Bulletin

Triangle Package Machinery Company of Chicago announces the availability of a six page bulletin, "Profitable Solution to Your Package Filling Problems". The bulletin describes Triangle's line of Elec-Tri-Pak net weighing and filling machines and lists the advantages of using a versatile Elec-Tri-Pak unit to do many of the packaging jobs now done by hand. Six models of Elec-Tri-Pak, from automatic, one-scale Model A1C to the three-scale Model A3C are described in the bulletin. The bulletin also points out that there is a semi-automatic or an automatic Elec-Tri-Pak machine for packaging nearly any type of dry product into most any style container.

Fiberglass Tote Pans

A new lightweight, non-corrosive, reinforced fiberglass plastic tote pan has been developed by the Molded Fiberglass Tray Co., confectionery products, meats and chemicals. The new rugged tote pan provides a 50 per cent weight reduction over its metal counterpart and has stacking pads molded on the outside of each corner for secure locking and for additional reinforcement. The toteline pan is dimensionally stable from minus 60 degrees Fahrenheit to 250 degrees Fahrenheit. It will not dent or bend out of shape. The pan resists most chemicals, has a smooth, non-porous, easy-to-clean surface which requires no painting or other maintenance—even if the pans are stored out-of-doors.



PRESS No. 222 (Special)

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Engineers - Machinists

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Since 1881

- Presses
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ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop 255-57 Center St.
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DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



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American & Berks Sts.

"WE CUT PACKING COSTS IN HALF" . . .

"We have cut our long goods packing crew from twelve girls to five and are turning out better production," says Arthur Russo of A. Russo & Company, Chicago.

We put in a Clybourn line with a feeder, carton sealer and compression belt, and now pack a full line of long goods products on it. The products handled on the line include spaghetti, spaghetti, capellini, farfalle, penne, tortellini, linguine, tagliaroli and macaroni.

Both 3-ounce and 1-pound sizes are packed on the line. The present crew consists of two girls weighing the long goods in scales and placing the correct weight in pans on a feeder belt that conveys the product to a third girl. This operator picks up the load from the pans and alternately drops each load into the rotating funnels passing before her. Under each funnel is a carton which has already been bottom-sealed.

After the carton is filled, it passes under a top-sealing device and goes through a compression belt to insure perfect closure.

A fourth operator works at the end of the compression belt, packing the finished cartons into shipping cases. The fifth operator keeps the machine supplied with knocked-down cartons and keeps the two weighers supplied with long goods to be packed."

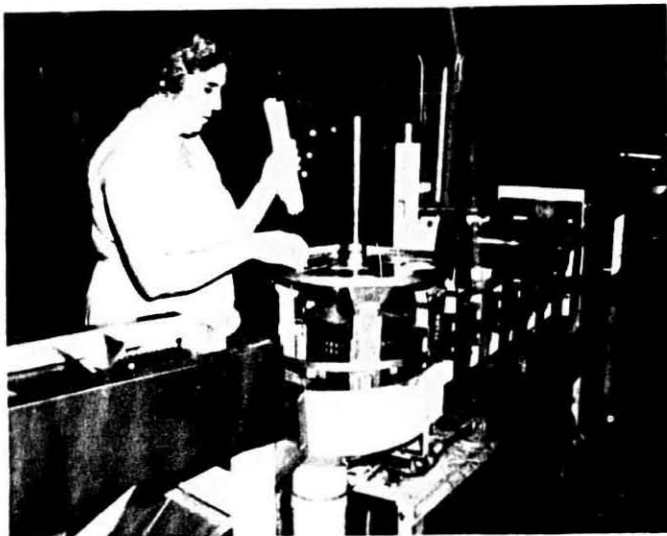
Russo claims that the crew of five can produce about 575 cases of 24 one-pound packages in a 7 1/2-hour working day. They do a bit better on 3-ounce sizes, turning out 700-725 cases.

Blocks that support the open carton as it is carried around the filling device must be changed for different package sizes. The changeover can be made in 15 to 30 minutes. When they can, this is done at lunch time.

On certain cuts it takes three girls to weigh enough product to keep the girl on the filling machine and the packer operating at top efficiency. With three girls weighing, the machine speed can be set at 35 packages a minute. If only two girls are weighing, the machine is usually set at 25 packages a minute.

Art Russo says, "We've had the machine about three years and we think it paid for itself long ago. It is versatile and made to order for an operation like ours where we have a great variety of items in various package sizes to be packed. The machine can also be used for volumetric filling of short cuts, but we don't use it for that."

"By having the machine open the cartons and not requiring the packers to tuck in the carton flaps before sealing, we have doubled our production and cut our costs in half."



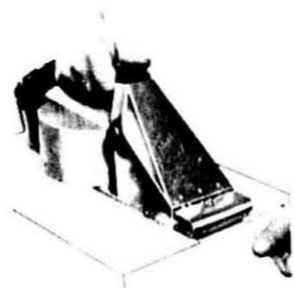
Operator alternately drops load into rotating funnel.

Roll-on Sealer

The Roll-on Sealer, as the name implies, rolls on gummed tape in continuous operation, making possible a wide variety of packages including boxes, rolls, bundles, etc. Packing Machines of Milwaukee are the national and export distributors of the sealer.

An added advantage of this sealer is that it can now be used for reinforced tape (nylon, rayon, sisal, etc.) as well as for the more commonly used kraft tape. For kraft tape, when the desired length of seal is reached, the sealer is given a slight twisting movement and a serrated blade makes the cut without waste of tape.

For reinforced tape, the serrated blade is replaced by a sharp, razor steel blade. Change from one blade to the other is done in a few seconds by re-moving two screws.



Roll-on Sealer

In operation, the roll-on sealer pulls, measures, and cuts off the tape, seals, and cuts off the tape. The sealer is pulled over the tape and a seal is desired. The sealer will cut tape to any length, either horizontally or vertically, over flat joints or a curve, in just the right length. The stainless steel construction makes the sealer resistant to the severe usage of the shipping.

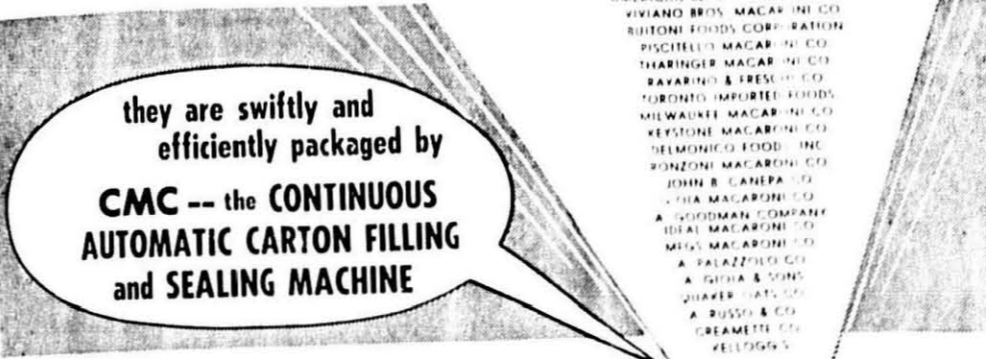
One of the features of the sealer is that it is readily portable since it weighs only 21 1/2 pounds without tape. This weight makes it ideal for use by women.

Any width of tape up to 1 1/2 inches can be used. Adjustment from one width to another is instantly done by a knurled knob which keeps the tape taut with the moistening and rollers. The sealer will hold a 100-foot roll.

When sealing, the tape is fed from the roll and is moistened by a sponge roll. As the tape passes over the sponge roll, it leaves the sealer soft rubber rollers which apply pressure to make a firm seal. This pressure from this roll removes air bubbles and eliminates finger rubbing.

Water is automatically fed to the sponge roll from a built-in reservoir which delivers just the right amount of water for moistening the gum. Can be operated in any position.

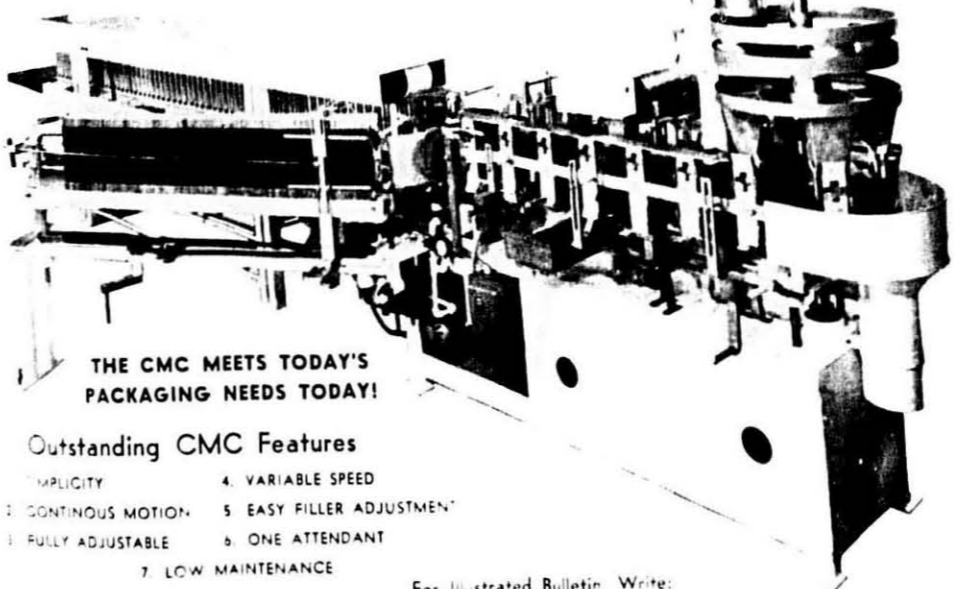
INTO THE CMC HOPPER GO PRODUCTS OF SUCH OUTSTANDING FIRMS AS . . .



they are swiftly and efficiently packaged by CMC -- the CONTINUOUS AUTOMATIC CARTON FILLING and SEALING MACHINE

- V. VIVIANO BROS. MACARONI CO.
- AMERICAN BEAUTY MACARONI CO.
- VIVIANO BROS. MACARONI CO.
- RUSTONI FOODS CORPORATION
- PIGARELLI MACARONI CO.
- THARINGER MACARONI CO.
- BARBERO & BRESCHI CO.
- TORONTO IMPORTELLI FOODS
- MILWAUKEE MACARONI CO.
- KEYSTONE MACARONI CO.
- DELMONICO FOODS, INC.
- PONZONI MACARONI CO.
- JOHN B. CANEPA CO.
- THE MACARONI CO.
- A. GOODMAN COMPANY
- IDEAL MACARONI CO.
- MARY MACARONI CO.
- A. PALAZZONI CO.
- A. GIGLIA & SONS
- QUAKER OATS CO.
- A. RUSSO & CO.
- CREMETTE CO.
- WELLS CO.

FOR BOTH SHORT AND LONG GOODS



THE CMC MEETS TODAY'S PACKAGING NEEDS TODAY!

Outstanding CMC Features

1. SIMPLICITY
2. CONTINUOUS MOTION
3. FULLY ADJUSTABLE
4. VARIABLE SPEED
5. EASY FILLER ADJUSTMENT
6. ONE ATTENDANT
7. LOW MAINTENANCE

For Illustrated Bulletin Write:

CLYBOURN MACHINE CORPORATION

6479 North Avondale Avenue, Chicago 31, Illinois

AMERICA REMADE

In 25 Years: Depression — War — Boom

THE past twenty-five years have had enough change packed into them to do for a century. The effect, in retrospect, is dizzying.

In early October, 1929, business felt confident and secure, and yet that was the month that saw the great change, the start of the Great Depression. By November, gone was the comfortable sense of security and confidence. And it never came back. The economy had turned and was starting down the long, slow, grinding road towards collapse.

The Depression lasted a long time, and there was no real relief until World War II when war production brought prosperity. Following the end of war there was an uneasy peace rather than a feeling of security. The depression expected to follow the war, however, did not develop. There was a great demand for civilian goods which kept factories busy and labor employed to maintain purchasing power. Since then our economy has continued to expand and grow.

Everything Is Bigger

During the past 25 years national production has more than doubled, and for sheer size, sheer power, sheer ability to produce, there has never been anything like our present economic machine. Last year we produced 112,000,000 tons of steel, 7,000,000 cars and trucks, 1,000,000 new houses, 275,000,000 tons of food, 7,500,000 tons of machinery, and over 350,000,000 tons of petroleum products.

Our population has increased by 40,000,000, which in itself provides a bigger market for everything. But, the greatest factor in our expanding economy is the increased earning power of the lower income groups.

Twenty-five years ago the great bulk of United States families were able to buy only the necessities. The great achievement of the 1920's then was that, for the first time in history, nearly everyone could afford the necessities. However, more than 60% made less than \$3,000 per year and the purchase of even the smallest luxuries was limited. No one gave much thought as to what motivates the consumer to buy or not to buy. Now over 60% of U.S. families have an income in excess of \$3,000 and more than 50% are in the bracket between \$3,000 and \$7,500 per year.

More Spending Power

This is the group that now has "discretionary" spending power. It is upon their spending power that the economy must depend to maintain the continuous, expanding demand for all kinds of goods for easier, more comfortable, and more leisurely living. It is this group that has made necessities of most one-time luxuries. And it is the insatiable

desire of this group for these new necessities that keeps up the drive of the growing economy.

The family car—once regarded a luxury—averages one to a family. There are over 45,000,000 cars on the road today. The automobile industry provides employment for about 12% of the Nation's labor force and accounts for about 10% of the gross national product.

New growth takes place with the introduction of new big products. 6,000 television sets were manufactured in 1916, which expanded to 7,000,000 in 1953. 65% of American families purchased TV sets in the seven year span.

Today there is a larger mass market, and the so-called class market has practically disappeared. The market is more mature because it is better educated and it's older.

Advertising men are keeping a sharp eye on this growing maturity of the market, and radio, television and magazines have had their influence on rural buyers. Today the farmer's wife and daughter want the same kind and style of clothes that are being worn on Fifth Avenue.

Mass production has made the price per unit small. Electrical appliances, office machines, garden tools, once treated with care and well maintained, are now used to their ultimate and replaced rather than repaired. This keeps the market going for every kind of product, and swells the demand for new plants and new machinery for production at the lowest possible cost.

Bigger Government

In 1929 Government purchases of goods and services amounted to a little better than 1% of the national gross product. In 1953, it was over 16%. It has varied greatly over the twenty-five year period, as high as 40% during the war years and as low as 8% in 1950, and it will continue always to be an important prop under the national economy.

In 1929 any tampering by Government with business met with deep suspicion. It was generally assumed that such tampering could have only unhealthy results. Since 1929, there has been a great change in this attitude. A social-political-economic revolution has taken place. The result is a new philosophy of Government. It started in the early thirties with the "New Deal", when Congress voted a \$200,000,000 revolving fund for loans to the states for relief of the people in need. Then, in 1933, the Civil Works Administration was launched which provided work for 1,000,000 people at a cost of \$900,000,000, and an additional \$10,000,000 in the following years. The basic aim today is to prevent the need for relief, but

there is no doubt that the Government would act promptly and in mass if the need arose.

The enactment of the Employment Act in 1946 definitely established the Government's responsibilities to control business cycles and to maintain an expanding economy, the maximum employment, production and purchasing power.

The powers contained in the act were of long standing, having been developed piece-meal to cope with the Depression. They guaranteed purchasing power to the farmer through price supports; purchasing power to labor through minimum wage, unemployment compensation, and social security; aids to housing; loans to business; public works. To curb excesses, margin requirements for buying stocks, regulations and restrictions of the stock market in general, controls of personal credit mortgage terms for federally insured housing, and manipulation of reserve requirements and rediscount rates were created. Out of these changes there developed a bigger and more prosperous market and a bigger and immensely more powerful Government.

New Kind of Management

In the past twenty-five years the philosophy of business management has changed radically. The fact is that the profit motive is no longer supreme. The corporation president today accepts as a regular part of his job responsibilities to the community and the nation akin to a public official. In contrast with the closely knit corporate organization of 25 years ago, ownership of the large corporations today comprises so many stockholders that they simply merge into a general public. They are capable of bringing great pressure to bear on any management. With regular detailed tax reports to the tax collector, reports to the Securities Exchange Commission of all of the essentials of a company's operations, controls by the Federal Trade Commission, and the possibility of a Congressional investigation of a company or an industry, there can be no privacy in corporate management today. This new open atmosphere is a healthy one for business, and a sizeable proportion actually welcomes the new conditions. The modern corporation is constantly faced with the necessity of justifying its actions to the public in order to overcome the tremendous load of antagonism and anti-business feeling from the Depression and the early days of the New Deal.

Businesses and the markets they serve have become so large and responsibilities so broad that the executive job has become too great to be performed by a single decision making, administering

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Now—ENRICHMENT IS MORE ECONOMICAL WITH

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(The original food enrichment tablets)

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VEXTRAM

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Both Enrich Macaroni Products to Conform
with Federal Standards of Identity

**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.

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Pioneers in Food Enrichment

Prompt delivery from strategically located
branch depots: Rochester, N. Y.; Evanston,
Ill.; St. Louis; Kansas City (Mo.); Minne-
apolis; Denver; Los Angeles; San Francisco;
Portland, Ore.; Dallas and Atlanta

head. Professional techniques have developed a professional managerial class. The college graduate today seeking to become a business executive enters a business school where he becomes familiar with all the ramifications of business management. He may specialize in some particular phase of management, such as marketing, personnel and public relations or accounting. Since 1929 professional managers have done much to gain the approval of the rest of the business fraternity, the government and the public. Many an economist will agree that the country pulled smoothly out of the 1953-51 recession mainly because management kept its nerve, and went ahead with plans for new plant and equipment in the face of such ominous signs as rising unemployment and dwindling orders.

Labor-Management Relations

In 1929, unions were weak and scattered. Public policy toward them was passive, and though the government did nothing to suppress them, no restrictions were placed upon employers in preventing labor to organize. On the contrary government often aided in keeping industry free from organization. In 1932 this attitude was changed first by the enactment of the Norris LaGuardia Act, removing the federal court's power to restrain union activity by injunction, and second, by the New Deal's intensive support of labor, never before approached in America's history. While these two events encouraged and promoted union organization, they are not wholly accountable for the tremendous upsurge in unionism.

Business did not oppose the union movement. It seemed to have lost its nerve and the 1930's saw an expansive growth in union organization. By 1940, union membership had reached 12,000,000. They were new massive agencies with great economic power operating in mass producing and mass employing industries. When the war broke, the union movement was one of the great powers of the land. The no strike pledge and appointment of the War Labor Board to adjudicate disputes took us through the war with little work stoppage. During the war, the union membership increased by 3,000,000 and the unions were secure throughout heavy industry.

Late in the year 1945, a number of strikes took place that in the following twelve months resulted in a new record for time lost through labor disputes. Public apprehension became so great that union activity became a national political issue in the 1946 Congressional elections. The Taft-Hartley Act was passed by Congress in 1947. Its effect was to make it more difficult for unions to organize and penetrate new areas, and it placed a heavier legal responsibility on unions for their actions. More important than the law was the "recovery of nerve" by management. Collective bargaining became a two-way pro-

cess when General Motors took the lead in dealing with the United Auto Workers and succeeded in negotiating the cost-of-living escalator contract in 1948. Later contracts have demonstrated the new attitude of management in the two-way bargaining process. In the early 30's the union's big job was to establish themselves in mass production industries. They had not been organized in these industries prior to the 39's so all efforts were bent on gaining recognition.

By 1940, having achieved this, they set about getting what was termed union security. Membership as a condition of employment was the aim in order to firm up their bargaining position and build their membership rolls. At the same time demands for more money were advanced to "keep wages in pace with the cost of living."

Federal controls on inflation put a ceiling on the union's activities in raising wage rates. The demands shifted to a series of fringe benefits such as paid vacations, rest periods, pay differentials between shifts, insurance and pension plans. A guaranteed annual wage has been brought up on many occasions and is on the agenda for settlement at some near future date. Fringe benefits will doubtless come in for much negotiation in the 50's.

These changes in management-labor relations have revised the process by which many important decisions are to be made. Many decisions once made by management by itself, must now be made in cooperation with labor. Management will find that there are fewer and fewer things it can order its work-

(Continued on page 42)

THE REVOLUTION IN FOOD

FOOD is still the country's most important industry. It is only after the consumer buys food that he buys other things, and as the relative cost of food goes lower, more disposable income is left for other industries.

Far from expecting a postwar rise in the percentage of income spent on food, most economists looked for a decline—to perhaps 20%. The inaccurate forecasts of the postwar food market were based on one general proposition: the higher a family's income, the smaller the percentage of income going for food. The rate of decline varies from one income group to another. Still the general principle holds true: at any moment in time, the groups with more income spend a lower percentage of it for food.

The food industry consists of farmers, brokers, restaurateurs, grocers, meat packers, roadside stands and peanut vendors, and employs some 10,000,000 persons. Since 1929, the balance among all these people—their relative importance—has changed significantly.

Twenty-five years ago city dwellers relied on the butcher's boy and the grocer's boy, and, if the housewife went to the market instead of telephoning, she did it in the daytime, the only time the stores were open. Here the clerk assembled the order on the counter, having to weigh out and package many of the items himself.

Meals for the most part were heavy, starchy, and for company—elaborate. Cake and much of the bread was home-baked, while fruits and vegetables out of season were unheard of. About 5% of the population ate small steaks or loin lamb chops for lunch and a rib roast for dinner, while a much, much larger group ate thick salami or cheese sandwiches for lunch and spaghetti or stew for dinner.

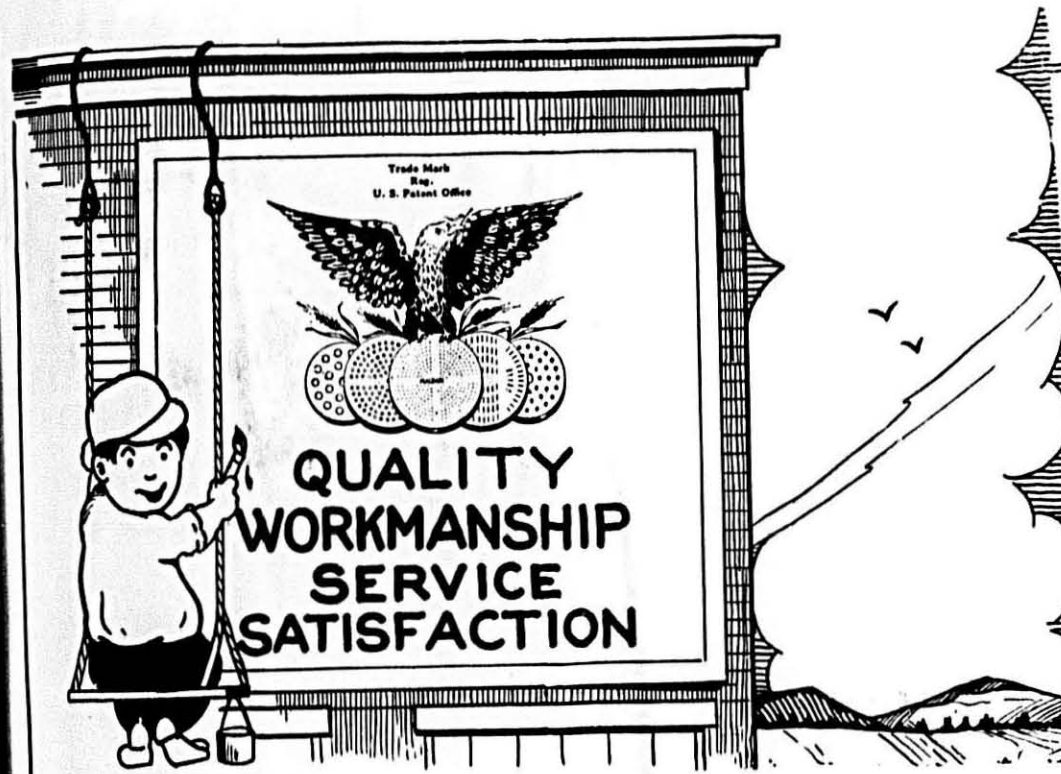
The kind of food consumers are

eating today has changed enormously, and is still changing fast. The bulky carbohydrates have been the big losers. Per capita consumption of flour and grain products is off by 18% from 1911 and potatoes and sweet potatoes are off by 23%. But meat (including poultry and fish) is up 9%, vegetables are up 5%, eggs up 29% and dairy products (excluding butter) up 10%.

The worker's family today is eating better than the rich man's family did in 1929—more nutritiously, at least, and no less lavishly when it comes to out-of-season foods. In the social revolution, the average American has upgraded both his paycheck and his taste.

People are eating more nonfattening, easy-to-prepare meals, partly because they are diet-conscious, partly because they can afford the convenience. In recent years there has been a vast expansion of the middle class but around the \$4,000-\$7,500 income groups. Right now there are 18,000,000 family units in this category, and they comprise 35% of all the families in the U. S. This booming middle class has got its hands on some 12% of the spendable income in the country. It is this group that wants not only better food, but is prepared to pay for whatever services the food industry can provide.

The most spectacular benefits from this increasing consumer demand for service have accrued to the frozen-food industry, now turning out about 6,000,000,000 pounds of food a year. But the services provided by frozen foods, pre-packaged meat and canned baby food, for example, are only part of a larger trend to service. The trend also includes air conditioning in supermarkets and television sets in restaurants. It also includes the swollen costs of labor, storage, transportation, refrigeration, assembly, etc.



MALDARI'S INSUPERABLE MACARONI DIES



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

Twenty-five years of change in tastes and buying power finds food processing and distribution still trying to catch up with the times. Here's what is happening: (1) high labor costs have led to more self-service, eliminating many clerks and delivery boys; (2) self-service has demanded more and more prepackaging; (3) the two together have resulted in a rapid rise in the chain supermarket carrying every kind of food; (4) food manufacturers have expanded their lines in order to more efficiently supply the supermarkets and to guard against seasonal ups and downs. In just a short while food manufacturing has become a highly engineered, mass-producing industry.

According to Progressive Grocer, it appears that there are about 17,000 supermarkets in the U.S. today, with sales ranging from the minimum to about \$100,000,000. Though they represent only about 4% of all grocery stores, they account for 41% of all sales.

Packaging, refrigerating, and freezing have reduced spoilage, thus helping stores to reduce markups. Intense competition between specialty stores and chains, and between rival supermarkets has kept the profit margin to a minimum—below 3% on the sales dollar. Distribution costs are difficult to cut down.

The only other alternative is to cut manufacturing costs, and this is where big changes are expected in the next quarter century. The trend is toward bigger and more efficient plants.

It is quite apparent that the food industry is a big market for the products of other industries. Yet in spite of the engineering and research talent available, these other industries have barely scratched the surface of food processor' needs for better machines.

The restaurant industry has fared rather strangely in the postwar food boom. Though it now sells \$13,000,000,000 worth of meals annually, it has about the same percentage share of food expenditures today as in 1938.

In the food industry itself while consumers have become acclimated to spending more for food and to spending for better, more convenient items, the big changes of the past six years have been caused by the movement of consumers past the \$1,000-income line. Right now the market is split. It may be divided, with extreme simplification, into the food market (below \$1,000) and the convenience market (at the higher levels).

If the food industry continues to exhibit as much technological talent and marketing ingenuity as it has in recent years, it is hard to say just where the boundaries of its market lie.

Sales by food stores rose 4.7% last year to reach a total of \$32,806,000,000, according to the seventh annual report by Food Field Reporter on how and for what the consumer spends her money.

OPTIONAL INGREDIENTS

WITH durum in disastrously short supply for the second consecutive year, macaroni makers are looking with renewed interest at the optional ingredients permitted by the Federal Standards of Identity.

The Federal Security Agency says, "Macaroni products are the class of food, each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with water and with or without one or more of the optional ingredients specified: (1) egg white; (2) disodium phosphate; (3) onions, celery, garlic, bay leaf, or any two or more of these in a quantity which seasons the food; (4) salt; (5) gum gluten."

Further along there is provision for such ingredients as milk, whole wheat, soy, and vegetables such as tomato, artichoke, beet, carrot, parsley, spinach.

Macaroni products may also be enriched with the B complex vitamins, vitamin D, iron, calcium, heat germ and yeast.

Vegetable Macaroni

On August 25, when the Wall Street Journal came out with a feature story on "Spaghetti and 15B, the Microscopic Spore Hitting Durum Wheat Fields", a special feature was made of the item on "Sales Rise for Maker of Asparagus Macaroni". Musolino Lo Conte Company of Boston were reported to be seeking national distribution of this new asparagus macaroni product. Not flavor, but increased mineral content is the big sales attraction, says Anthony J. Musolino. He says the asparagus type macaroni has four times as much calcium and phosphorus as regular macaroni. The asparagus is made into a puree and then mixed with the flour ingredients in processing. The firm recommends a retail price about a nickel a pound over the price of the regular product.

Enrichment Ingredients

Enrichment ingredients have taken on new interest with the shortage of durum this year. Some mills are now offering products enriched at the mill. Enrichment ingredient manufacturers are promoting the use of their products because of the added color they give to the mixes now made predominantly with hard spring wheat as well as the nutritional contributions made.

Egg Whites

Egg whites are being used by an in-

creasing number of macaroni makers to give added cooking tolerance to the products being made out of flour mixtures with greater hard wheat content.

For some years now the Quartermaster Corps has asked for egg white to be added to the products in canned rations because it not only gives the product greater rigidity, but greater strength under pressure retorting. The canned ration Ground Meat and Spaghetti specifies that the spaghetti have two pounds of egg albumin solids added to each hundred pounds of granular durum product used in the manufacture of the spaghetti. This takes full advantage of the egg white solids which cannot be added in quantities less than 0.5% and no more than 2.0% of the weight of the finished food, according to the Standards of Identity.

The Army ration of Ground Meat and Spaghetti is retorted at 250° for a two-hour period. The Quartermaster Corps maintains that an ordinary product without the egg white would mush up quickly under such conditions. Egg white sets up in a firm jell at 145° F. At 150° it becomes a solid mass as in a boiled egg.

Egg whites make significant contributions of protein. One hundred grams, edible portion, of egg white contains 10.8 grams protein and 87.8 grams of water. It has no fat and contains 50 calories in this amount.

Egg whites are an economical buy today, selling on the Chicago market in mid-September at 11¢ to 12¢. This represents a sizeable decline from a year ago when the price was 31¢ to 35¢ a pound for frozen egg whites. Breakers attribute the marked decline in value to the fact that cake mix manufacturers a year ago took large quantities of egg whites and drove the prices up, and then withdrew from the market. Whites have been dragging on the market since.

Gum Gluten

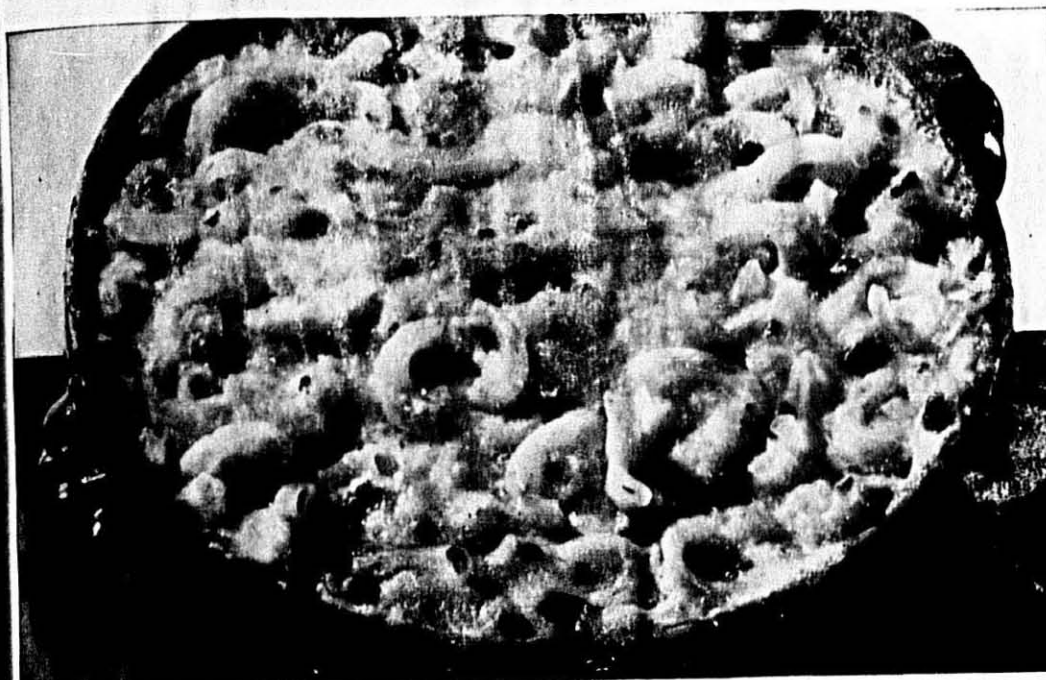
Gum gluten has been added to macaroni products by some manufacturers in the form of gluten flour. Only a few suppliers have this product although increased interest is attracting others into the market. It is currently selling for about 33-1/4¢ a pound f.o.b. Columbus, Ohio, shipping point of the Kievers Starch Company.

The Quartermaster maintains that they prefer the use of egg white rather than gum gluten because it has better acceptability under taste tests.

What Customers Spent for Macaroni Products in Food Stores (Add 000)

	1953		1952		1951	
	Domestic Consumption	Sales in Food Stores	Domestic Consumption	Sales in Food Stores	Domestic Consumption	Sales in Food Stores
Spaghetti	\$90,200	\$67,420	\$85,180	\$64,510	\$82,380	\$61,750
Macaroni	79,400	50,980	75,460	48,920	72,830	46,880
Noodles	68,740	43,300	67,020	42,630	61,210	40,590

Now Improve Your Macaroni... Solve Durum Supply Problem!



USE CLOVERBLOOM EGG WHITES!

New Economical Way to give your macaroni greater strength, more tolerance, additional protein!

Armour Cloverbloom Frozen Egg Whites or Spray-Processed Egg White Solids are the finest for macaroni. They give you the smoothness you want. And, because they are odorless and bland in flavor, the delicate flavor and aroma of your macaroni is protected.

You can actually improve the quality of your macaroni and gain an advantage over your competition by using Cloverbloom Egg Whites. Not only do they give macaroni more rigidity and greater stability when cooked, but they increase the protein content. By using them you also eliminate mushing of cooked macaroni caused by low Durum content.

Ask your Armour Salesman, or write, for the full story on how you can use Cloverbloom Egg Whites, frozen or solid, to make better macaroni products and eliminate the Durum shortage problem.



Be sure to contact Armour and Company for your Egg Yolk Solids and Frozen Egg Yolks. They're Armour Cloverbloom quality, too, so you know they're good.

ARMOUR AND COMPANY, Chicago 9, Illinois

Sanitation

By JAMES J. WINSTON

MANAGEMENT can insure itself of top quality macaroni and products by careful implementation of practical housekeeping suggestions.

The owner of the plant should place in charge a competent executive in this most important phase of food processing. He should be a sanitation expert who will make his recommendations to management a matter of record. After a survey of the plant's sanitary status, followed by recommendations for improvements in plant and housekeeping, you have the basis of a sanitation program that includes these seven practical steps:

(1) Make sure your plant is structurally okay. A detailed report should point out the way for management to carry out the necessary improvements so as to comply with sanitary regulations.

(2) Exert care in cleaning machinery, with precautions taken to eliminate accumulation of dust and grime in dead spaces.

(3) Check personal hygiene of employees with emphasis on the availability of clean washroom facilities. Girl workers should wear hair nets.

(4) Arrange for exterminating service to help eliminate pests. This service should be weekly with special attention given to all vulnerable and critical areas.

(5) Handle and store raw and finished goods properly. Materials should be placed at least 18 inches from the walls and wooden structures should be replaced with metal ones.

(6) Use non-toxic insecticides to supplement work done by the hired exterminator.

(7) Insist upon "wide-awake" porter service. The necessary tools should be available and a specific sanitation program should be mapped out to keep



JAMES J. WINSTON

the workers posted on their duties on a day-to-day basis.

It is also advisable to supplement the sanitation consultant's services with the chemist's microscopic examination for foreign matter. Management with the proper data can be more discriminating in the choice of suppliers and thus avoid possible conflict with the law.

Processors of cereal products should make careful checks of all cars of farinaceous material received, and particular attention paid to the car's interior after it is unloaded. This is one criterion for determining whether the raw materials are arriving under good sanitary conditions.

Elimination of rodents outside the plant must be resolved into a community affair wherein each member does his part in carrying out a sound sanitation program. A fundamental policy in each plant should be to ascertain that all doors leading to the street are constructed or repaired so as to come flush with the floor or ground to prevent the coming and going of rodents.

Quaker Oats Profits Up

Quaker Oats Company's sales and earnings for fiscal year 1954 set an all-time high although they were less than 1% above 1953. Net profit was up 6.2% to \$2.33 a common share, compared with \$2.23 in the preceding year. Great Britain, Denmark and Holland companies all had increased sales and profits. Canadian subsidiaries accounted for 11% of sales and 1% of profits in the fiscal year 1954, as compared with 11% of sales and 2% of profits in fiscal 1953. Net investments in plants were boosted by \$3 million to \$17 million. Among the larger undertakings were a warehouse at Shiremanstown, Pa., and conversion of the Memphis feed plant to bulk handling.



AT THE OPENING of the Chemical Laboratory of the Research Laboratories in Algiers. These fine facilities for research work in milling, baking and macaroni manufacture were dedicated this spring. Benjamin R. Jacobs, Director of Research Emeritus of the National Macaroni Manufacturers Association is in the center of the picture in the light suit.

Plant Sanitation Essential

In a bulletin to Association members, James J. Winston says that food seizures and sanitation in the food industries are again made important issues in the annual report rendered by the Food and Drug Administration for the year 1953.

A majority of the products seized had been prepared or stored under unsanitary conditions and contained evidence of foreign material such as insect or rodent matter. In terms of volume, nearly 6,000 tons, or about 141 tons a week of decomposed or filthy-contaminated food was removed from consumer channels. Of this, about one-fourth had become unfit after it had been shipped by the producer.

The following actions were taken on macaroni and noodle products for the year 1953. There were 19 seizures by Food and Drug resulting in 7 criminal prosecutions. Entry was denied to 46 import shipments.

In the total of 276 criminal actions terminated during 1953, the fines paid or assessed in cases pending on appeal totaled \$146,573. The heaviest fine in a single case was \$10,000. Jail sentences were imposed in 17 cases involving 19 individual defendants. The sentences ranged from 2 months to 1 year and averaged 3 months and 8 days.

Each manufacturer should make certain that he has in operation an effective and sound sanitation program.

Enrichment Prices Reduced

Merck & Company announced in September that the price on thiamine hydrochloride and thiamine mononitrate had been reduced from \$135 to \$100 per kilo. This reduction will be reflected in lower prices for vitamin mixtures containing thiamine.

Enrichment for macaroni products calls for 100 mg. of thiamine, 170 mg. of riboflavin, 2,500 mg. of niacin and 1,100 mg. of iron. Merck's mixture of these ingredients is now selling for \$1.58 a pound in drums of 25 to 100 pounds. Ingredients in water form are quoted at \$98.70 per thousand.



M. PIERRE VASSARD, Secretary General of the Industrial Committee of Milling, Baking and Macaroni Products Technology in Paris, France, shows his guest, Benjamin R. Jacobs, the facilities in the Research Laboratories in Algiers. Fine durum is raised in North Africa.

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

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

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES.

Dough Breaks — Dry Noodle Cutters — Wet Noodle Cutters — Kneaders

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

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Hydraulic Baling Presses for Baling All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

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- KNEADERS • MIXERS
- NOODLE MACHINES
- DIE WASHERS
- and many others

RETRASPECTIONS

By
M. J.



NOVEMBER: Cleanings and Recollections

35 Years Ago

- Cover insert reads: "There is no use starting out on the right road unless you keep moving along it".
- The Illinois Manufacturers Association, in September, had for its keynote,—"Our Country First". It condemned Price Fixing and Radical Propaganda.
- The cotton shortage creates a problem and the ruling that semolina sacks may only be re-filled under certain sanitary conditions.
- The once familiar mark,—"Made in Germany", has been discontinued as the result of adverse feeling against Germany.
- During World War I, the 3,700,000 American service men ate 800,000,000 pounds of roast beef; 1,000,000 pounds of flour; 487,000,000 pounds of potatoes and 7 pounds of Macaroni Products. Result, the average service man gained 12 pounds in weight.
- A Chicago jobber claims heavy losses due to weight shrinkage in large quantities of macaroni products stored to await an increase in the macaroni market. He asked the manufacturers a 50 cents per case rebate.
- Macaroni men and millers start a spontaneous demand for a National Macaroni Week when the Industry could launch an intensive advertising campaign to popularize macaroni food,—to increase its per capita consumption.

25 Years Ago

- A timely, sensible suggestion,—For a welcome, wholesome and appetizing change, use elbows or noodles for stuffing the Thanksgiving turkey.
- Benjamin R. Jacobs, Washington Representative and active representative of the NMMA Educational Bureau reports examining 101 samples of macaroni-noodle products, finding 15 artificially colored and 19 deficient in egg. Since completing that report for the convention in New York last June, he has examined 122 additional samples, finding 60 artificially colored and 62 deficient in egg.
- "Food Plant Sanitation and Cleanliness Is a Vital Necessity" says Glenn G. Hoskins, Vice President of The Foulds Milling Co. Libertyville, Ill., in an article in Food Industries magazine, October, 1929. The result—many macaroni-noodle plants have been converted into model factories.
- Robert B. Brown, Fortune-Zerega Co. Chicago, chairman of the Publicity

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Arthur	Milling	Dialo	29

Council, NMMA has submit

raising plan to the Board of L

• Edwin C. Forbes, NMMA's

retary (1904-1919) and the life

tor of The Journal of the Ma

Noodle Manufacturers of A

whi h ceased publication in 1919

the Association started publish

own magazine, tells his pre-origi

nation recollections in a special article.

15 Years Ago

• The Macaroni Industry

— Association-Journal-Institute—

meets the many needs of a rap

panding trade.

• Vital Statistics are badly need

by the Macaroni-Noodle Industry compr

ising nearly 300 plants, the big majority

personally owned and operated, accord

ing to the U. S. Bureau of Census. It is

a food business that converts annually

over 25,000,000 bushels of durum wheat

into appetizing and nutritious products;

employs several thousand workers who

produce edible goods with a total value

in excess of \$75,000,000.

• A charter was granted Salvatore

Telesco, Auburn, N. Y. to open and

operate a small macaroni factory. . . if

he guarantees that there will be no dis

turbng noise of machinery between

6:00 p.m. and 7:00 a.m.

• Thomas J. Viviano, son of Mr. and

Mrs. Joseph Viviano, Louisville, Ky.,

founder of the Kentucky Macaroni Com

pany, was married September 15, 1939

to Miss Jo Carrao, also of Louisville.

5 Years Ago

• 25 executives of macaroni firms and

19 suppliers constituted the enrollment

of the Pacific Coast Macaroni Confer

ence in St. Francis Hotel, San Franci

sco, October 23-25.

• The Bureau of Census, Department of

Commerce, U. S. A. in its 1947 Census

of Macaroni Products Manufacture just

released covers 226 plants in operation

that year. They produced 818,375,000

pounds, of which 692,891,000 pounds

were plain goods and 125,484,000 pounds

containing eggs. Their respective values

were \$85,805,000 and \$24,108,000,

which together with \$1,274,000 worth

unclassified, brings the total value of

the 1947 output to \$111,187,000.00.

• The 1947 census report states that

there were 557 plants in the U. S. A. in

1919, the highest of record. The num

ber has been cut by more than half

(226) in the 30 years under survey.

Scott Lithograph Corporation

Cover li

Sterwin Chemicals, Inc.

25

Venti, Guido

25

America Remade —

(Continued from page 36)

ers to do, more and more areas in which it must negotiate.

More Mechanization

The assembly line idea was developed in the 25 years prior to 1929. This idea in U.S. factories embodied two principles: (1) rather than move people around to work on products, let the people stand still and bring the products to the people; (2) rather than having one man build an entire product, assign many men to the job and let each do a specific operation.

The assembly line, while being a form of mechanization, still employs people. Since 1929, the development has been to do as much as possible without people. The system of doing as much as possible without the use of people is called automation.

It is the engineer's dream to produce a completely automatic production line. Fully automatic factories are rare and mainly confined to industries such as chemicals, petroleum refining, and some foods. However, most industries have felt the impact of the new technology with more automatic handling of materials, more automatic feeding, loading, machining, waste disposal, or inspection.

The reason for so much emphasis on the automatic production line is the high cost of labor. Wages are not only high, but skilled labor is hard to find at any price.

Since 1929, every business in the United States has been reshaped by social change, economic shifts, government policies, new theories of management, labor revolution and new techniques in production.



"The Most Important Single Factor"
To increase PASTINA sales . . .

Here's exactly what one of the leading advertising executives serving the macaroni industry states:

"We all know that the health appeal is tremendously important in the sale of all food products, especially macaroni. However, in the sale of pastina products to mothers the health appeal is all-important.

For pastina, I feel that enrichment is the most important single factor, from an advertising and selling point of view."

Mothers want the very best foods for their children so they will grow strong and healthy. What can make your pastina—and all of your macaroni products—better? One word gives the answer—enrichment. Why does enrichment make them better? Because enriched foods are nutritionally more valuable. Doctors and diet experts support enrichment for its great health value.

When you enrich your pastina you add

three essential "B" vitamins—thiamine (B₁), riboflavin (B₂) and niacin—plus iron. By enriching, you restore those valuable food elements which are unavoidably lost during milling and processing.

Make plans now to boost the sale of your pastina by enriching it, and by featuring enrichment's powerful appeal to mothers in all of your advertising and on your packages, displays, posters.

ROCHE Vitamins for enrichment

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.
In Canada: Hoffmann La Roche Ltd., 265 St. Paul Street, West, Montreal, Quebec



BECAUSE THEY TRAVEL 3 TIMES 'ROUND THE WORLD EACH YEAR—

You get better Durum Products from General Mills



Harry Bailey
Manager,
Durum Sales



Lee Merry
Assistant Mgr.,
Durum Sales



Lloyd Farney
Durum Sales
Western



W. R. Parsons
Durum Sales
Western



Earl W. Olson
Durum Sales
Western



D. W. Knutson
Durum Sales
Central



J. J. Belvedere
Durum Sales
Western



Joe DeMura
Durum Sales
Eastern



M. J. Gimball
Durum Sales
Eastern

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

Getting Harry Bailey, Manager, and Lee Merry, Assistant Manager of Durum Sales, in the same picture wasn't easy. They travel 50 to 75,000 miles a year—the equivalent of 3 times around the world! They're always on the go, keeping in touch with their many customers in the Macaroni industry.

Besides travelling thousands of miles Harry and Lee are in constant touch, particularly during the durum growing season, with other people who know the facts of the durum wheat situation.

By telephone, telegraph, and teletype they receive reports from the Durum Survey Crew in the durum growing region; they also communicate daily with their own grain buyers, with the mill, and the Products Control Department.

And because they get the whole picture on crop conditions and availability of the best types of durum, you get the facts and better, more uniform products throughout the year from General Mills.

Harry and Lee are experienced veterans in their fields—Harry has been with General Mills for 29 years, Lee for more than 25 years.

All the people in the Durum family of General Mills are specialists in their various fields and have but one aim: to produce for you the finest blended durum products that will help you to turn, manufacture macaroni products that will increase your business and the overall consumption of macaroni in the U.S.

DURUM SALES
General

