

THE MACARONI JOURNAL

Volume 36
No. 12

April, 1955

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because handling will cause further damage.

CONGRATULATIONS...

to
the
MACARONI JOURNAL

on
its

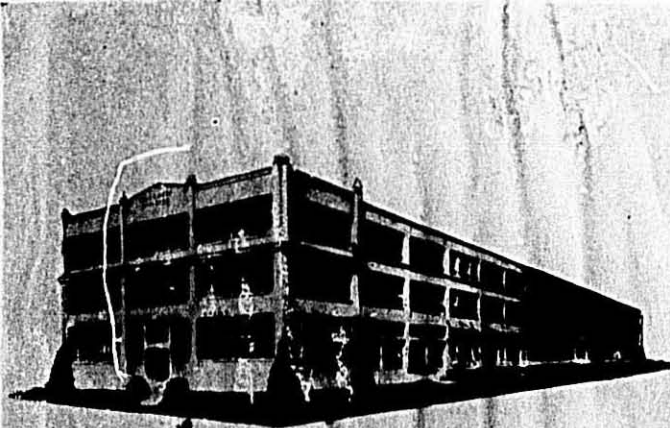
36th Anniversary

ROSSOTTI LITHOGRAPH CORPORATION

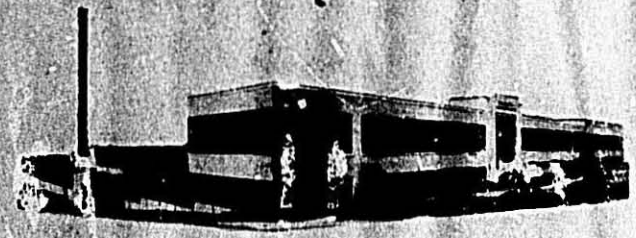
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WILBRAHAM PAPER CORPORATION

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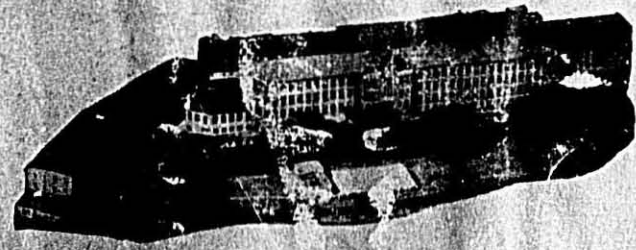
A RELIABLE SOURCE OF SUPPLY
SINCE 1898



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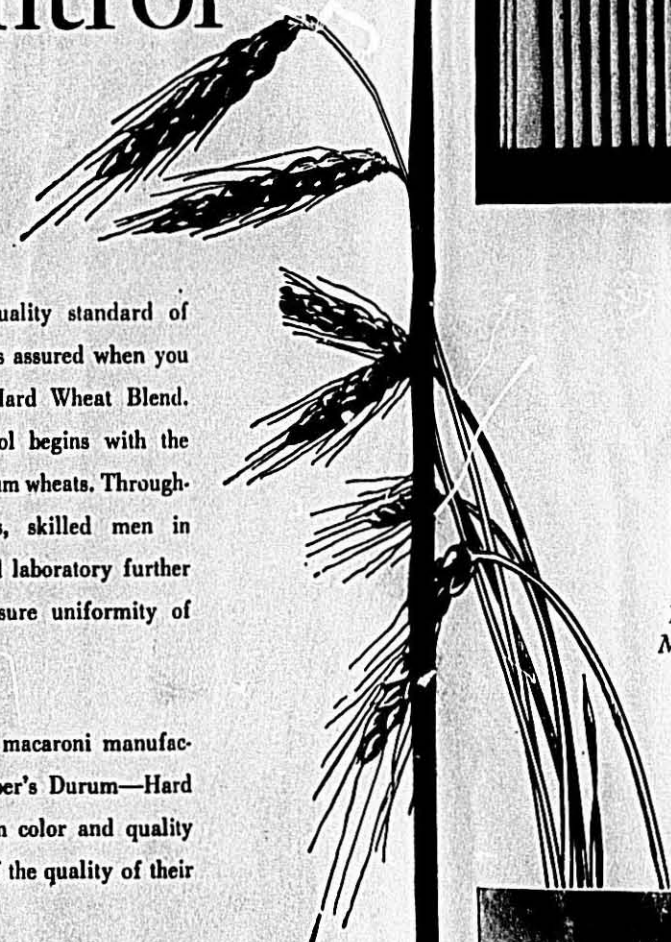
Rosotti has fulfilled the requirements of our customers for over 57 years with a full measure of responsibility to deliver its very best in quality and service.

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

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



Quality Control



Easier control of the quality standard of your macaroni products is assured when you use Amber's Durum—Hard Wheat Blend. Then your quality control begins with the careful selection of premium wheats. Throughout the milling process, skilled men in Amber's modern mill and laboratory further control every step to insure uniformity of color and quality.

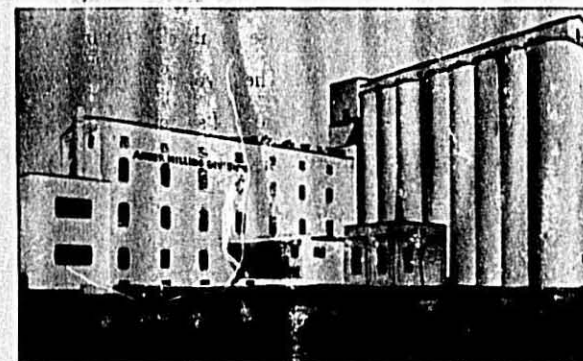
More and more, leading macaroni manufacturers depend upon Amber's Durum—Hard Wheat Blend for uniform color and quality . . . for easier control of the quality of their macaroni products.



FARMERS UNION GRAIN TERMINAL ASSOCIATION
MILLS AT RUSH CITY, MINNESOTA
GENERAL OFFICE, ST. PAUL 8, MINNESOTA



ST. PAUL,
MINNESOTA



MILL
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SUPERIOR,
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AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
MILLS AT RUSH CITY, MINNESOTA
GENERAL OFFICES, ST. PAUL 8, MINNESOTA



The MACARONI JOURNAL

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You'll Find:

	On Page
The Importance of Packaging.....	8
Del Coronado, Site of 51st Annual Meeting.....	10
Grow Durum Profitably.....	12
24th National Packaging Show.....	20
Easy Summer Serving.....	21
The Egg Situation.....	26
Macaroni vs. Noodles as Weevil Food.....	32
BUYERS GUIDE.....	34, 35
A New Long Goods Drying System.....	38
Association and Institute Members.....	56, 57
Available Literature on Composition of Macaroni.....	58
Out of Stock.....	62
Market Basket Around the World.....	64
Index to Advertisers.....	68
Retrospections by M. J. Donna.....	70

Cover Photo

John Linstroth of the Creamette Company, checks in supplies. A Buyers Guide of suppliers to the macaroni-noodle industry aiding the Association program may be found on pages 34 and 35.

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April, 1955

THE MACARONI JOURNAL

7

The Macaroni Journal

FOR THIRTY-SIX YEARS OFFICIAL PUBLICATION
OF NATIONAL MACARONI MANUFACTURERS ASSOCIATION



M. J. DONNA, EDITOR 1919-1953

TO all its readers the Macaroni Journal sends greetings.

With this 432nd issue the Journal completes 36 years of service—bringing news of developments and happenings in the macaroni-noodle manufacturing industry. With the April issue chosen by editors in past years to mark anniversaries, the Journal brings a Buyer's Guide for the purchasing agent's use and to give recognition to the associate members of the National Macaroni Manufacturers Association and/or advertisers in the Macaroni Journal who help make the Association's program possible.

Many evidences of the Association's work will be found in the stories appearing in this issue. The first article on "The Importance of Packaging" by Ennis P. Whitley, vice-president for distribution for the Doheckmun Company of Cleveland, Ohio, was presented at the Association's Winter Meeting in January. It was one of the highlights of a most successful convention.

In this issue you will find a description of Del Coronado, scene of the 51st Annual Meeting of the National Macaroni Manufacturers Association to be held June 20, 21, 22 and 23. This will be the first macaroni convention to be held on the West Coast.

The National Macaroni Institute is holding a series of Merchandising Meetings to discuss plans for a summer-time sales drive with canned meats. Other Institute items on activities during Lent and day-to-day promotional efforts will be found in this issue.

The special people being saluted in this Anniversary Issue of the Macaroni Journal are the suppliers. While the only thing constant is change, and change has been occurring at a rapid rate in the macaroni industry, it is the suppliers of goods and services who have been in the vanguard of pioneers that has kept this industry on an upward curve of growth and progress.

The durum millers, stalwart behind the Association and Institute programs, have had trying times with the durum crop failures of the last two years, and their efforts to provide the industry with quality raw materials are to be commended. Several items indicate the work that is being done on the durum situation, as for example, research to solve the long range problem, advertising by both the mills and the Association to encourage additional acreage and to discourage the planting of undesirable varieties, and legislative efforts in Washington to free durum from wheat acreage allotments and to provide growers with financial protection against loss.

The machinery manufacturers have also come to the fore in time of emergency. The introduction of vacuum presses was most timely because it afforded a means of turning out products with better appearance and cooking tolerances in the face of the deterioration of the raw materials being used. Special stories appear on the Braibanti organization and Ambrette's new long goods drying system.

Gum gluten, egg whites, enrichment are optional ingredients that are finding favor today because they are giving macaroni products better strength, cooking tolerances and nutritional qualities.

The importance of packaging is not only stressed in Mr. Whitley's address, but it is pointed up in the plans for the 24th National Packaging Exposition to be held at Chicago, April 18-21. The package today is your salesman in the



PRESIDENT PETER LA ROSA

modern supermarket.

At the same time as the Packaging Show, the Glenn G. Hoskins Company will conduct their annual Plant Operations Forum at Northwestern University to discuss management and methods to help plant superintendents to do the best job possible under today's circumstances.

There are other suppliers offering specialized goods or services which are called to the attention of macaroni-noodle manufacturers through the pages of the Macaroni Journal from time to time.

Also listed in this Anniversary Issue are the names of the firms belonging to the National Macaroni Manufacturers Association dedicated to cooperative competition, and to the Macaroni Institute, the educational organization of the industry's products. It is these firms with their financial and moral support that are the backbone of this magazine, the official publication of the National Macaroni Manufacturers Association, and of the industry's organized efforts to gain recognition and representation.

The solicitation for an annual anniversary celebration for the Journal is to put forth extra effort for readers' benefit. We hope you like it.

THE IMPORTANCE OF PACKAGING

Presented by Ennis P. Whitley, Dobeckmun Company
at the NMMA Winter Meeting

THOSE of us who have torn 50 or more leaves from the calendar have lived in an age which truly must be characterized as revolutionary. We have witnessed vast changes in the economic picture—from the horse and buggy age to the atomic age. Events have moved with such amazing speed that the changes in the last five decades are as vital and far-reaching as the cumulative changes of centuries in another era. In no field has there been a more complete revolution than in that of merchandising and packaging.

We naturally ask ourselves the question, "what should we do in this new and different merchandising climate?" The steps to be taken and the programs to be initiated in any era depend on the business conditions at that time for merchandising plans must, like all other business moves, rest on a sound economic basis. Hence, a brief review of our fundamental economic conditions are in order.

Opinions on this subject are legion. I shall quote only enough to illustrate the point. Early in 1951, some weak-hearted prophets tried to talk us into a depression or a recession. It just didn't come off. As long ago as last September, the Chase National Bank September quarterly letter said in part: "The business trend has turned up. Production which hit bottom in April began to rise in May and June. Recent trends in economic sectors point to a further

gain in business activity as the year progresses. Now that the business downturn has been checked, the job ahead is clear. It is believed that the current business upturn will develop into a period of sustained, soundly based economic growth."

When Dr. Arthur Burns, President Eisenhower's economic adviser, was head of the National Research Council, he and his associates made an exhaustive study into the characteristics which marked either an upward trend or a downward trend in our economy. From the numerous factors which indicated an upward trend they selected eight super or key factors. From analysis, they found that when a majority of these eight key factors were favorable, an upturn in business conditions was certain to occur. Those factors are:

1. New orders for durable goods: trend, up.
2. Authorized residential building: trend, up.
3. Authorized non-residential building: trend, up.
4. Industrial stock prices: trend, up.
5. Commodity prices of the 22 most sensitive materials, such as steel, paperboard: trend, up.
6. Average hours worked by wage earners and wages paid in terms of buying power: trend, up.
7. New business incorporations: trend, up.
8. Liabilities and business failures: trend, down.

Thus, it will be readily seen that all eight of these factors are now favorable. Seldom, if ever, has there been such an encouraging outlook for business expansions.

It is difficult to appreciate the tremendous increase that has taken place in America's buying power during the last 15 years. The attached chart which appeared in *Newsweek* tells the story. It is important to keep in mind that the phenomenal increases shown are in terms of constant dollars. In other words, the inflation has been taken out of this picture. This brings us to the close of 1953. The most comprehensive overall formula I have seen on this subject is a recent brochure prepared by McGraw-Hill, "The 25 Years That Remade America."

And I repeat, in no segment of the economy have these revolutionary changes been more evident than in packaging and merchandising. This



ENNIS P. WHITLEY

statement applies to macaroni and indeed to everything sold through modern food chains and supermarkets. And, if the principal portion of your product is not now distributed through these outlets, it soon will be. It is needless to observe that if your volume is satisfactory and that if your product has all the consumer acceptance you desire, there is no reason for you to think of a change in either your package or your method of merchandising. If, on the other hand, you are seeking expanded business volume and more sales, the following comments may be helpful.

I will not labor you with well-known statistics as to the number of supermarkets in the country and the trend toward supermarket merchandising. Rather, let's consider the conditions under which food items are sold today. Your principal customers are, of course, women—God bless them. So, we are faced with the very pleasant, if baffling, task of trying to learn more about women and what motivates them. Psychologists tell us that they are:

1. Curious and inquiring.
2. Sanitation conscious.
3. Responsive to appearances.
4. Impulsive.

Apply those feminine traits to packaging and it means that women—

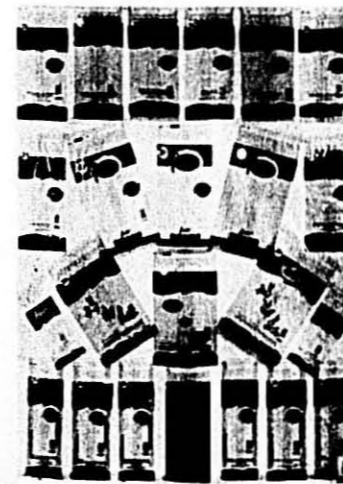
- A. Want to see what they are buying.
- B. Want clean, sealed merchandise.
- C. Are attracted by colorful, smartly styled packages.
- D. That they decide to buy or not to buy in the flash of an eye or the passing of a second.

Further, psychologists tell us that men think—women feel. Men are impressed by facts—women by imagination. Men want reasons why they should change—women want reasons why they should not change.

Let's consider more facts about this army of women who spend approximately 80% of America's income.

1. There are 36 million of them.
2. They marry younger than ever before.
3. Their average age is about 39 years.
4. They shop for an average family consisting of 3.3 persons.
5. They are in a hurry. They have to be. They have a lot to do.
6. This typical woman shopper who is going to spend approximately \$20 in supermarkets three times a week has to get in and get out quickly.
7. Many of them have a youngster riding on the cart, another following alongside, and in many cases, another in escrow.
8. Frequently, this shopper has discarded her list and makes her selection from impulse. She shops with her eyes and buys what looks good. Two out of every three purchases she makes in the supermarket are on impulse—not pre-planned. These impulse purchases are made from some 4,000 items in the modern supermarket. Curiously enough, this shopper is more likely to look to the right than to the left as she pushes her cart through the aisles of attractive packages; and since she may be going or coming in any direction, how in heaven's name a manufacturer can get his product so displayed that it might likely be on her right side is something that nobody has ever figured out.

There's a quick picture of your customer. How to catch her eye is your problem. And here are some more facts which need to be considered. When



A COMPLETE LINE of candy bags tie in color and pricing marks to catch attention.

many of us attended school there was no such subject in our courses as "Art Appreciation". As a consequence, most of us are not particularly conscious of the importance of color, line and design. But that's not true of Mrs. Young America. Whether she attended a public or parochial school she was given training in art and art appreciation. If you think that isn't important, just remember what happened to Chrysler Motors when they too long continued to emphasize engineering and nuts and bolts while General Motors and Ford were dwelling on line, color and design.

What are the characteristics of a good package? Frankly, I don't know. Suffice it to say that a good package is one that makes this shopper which I have described "stop, look and want." If it misses any one of these three essentials, your merchandise stays on the shelf. Food chain and supermarket operators must have turnover. If the shopper doesn't "stop, look and want" where your package is displayed, you won't get a repeat business.

America is design conscious as never before. Just a few examples—take a commodity like "Spirits of Frumenti", otherwise known as liquor. No one can question its broad consumer appeal and acceptance, yet look at the battle of the bottles which meets our eyes especially at the holiday season.

Competent design authorities in the country are loaded with more business than they can handle. They naturally command high fees for their services. It is reported that Kroger paid Raymond Loewy many thousands of dollars to re-write the Kroger name in color. In America's merchandising history there are hundreds of examples where development of a more appealing design multiplied the sale of a given product several hundred percent.

Just one other thing. Many manufacturers are concerned with "keeping qualities". That, of course, is important. However, I frequently recall the classic reply of a Dobeckmun representative when a manufacturer asked him whether or not a proposed package would keep his product. The prompt answer was *no. It will sell it.* That's the kind of package we must look for.

As a long-time supplier to the macaroni industry, Dobeckmun has been privileged to work with many of you on your design problems. We have a large staff of skilled, imaginative, creative artists. They have done some rather phenomenal things. They have helped Dobeckmun's volume to grow from \$3,800,000 in 1940 to approximately \$33,000,000 in 1951. Many macaroni manufacturers have been gracious enough to tell us that Dobeckmun designing contributed greatly to their

progress. In appropriate circumstances, we would be glad to have our director of package design or some one of his associates study your design problem with you. Their services are available without cost or obligation.

To address a moment—Every thoughtful American wants to make a contribution to the fight against communism. Many ask, "what can I do?" I've given this question much thought. The communists are the world's most skillful propagandists, and biggest liars. They accuse us of many things. They say that we are warmongers, that we are dominated by Wall Street, that we are guilty of germ warfare, etc. etc. But the ace card in their deck has been and always will be that the American economy will slip, that the free enterprise system will weaken, that we will fall into a depression and as a consequence, they will have their chance to move in. My friends, if and when that happens, the ball game will be over and the commies will have won it. So, obviously, each of us can make his greatest contribution right where he is, in his day by day job, by helping to keep the American enterprise system sound and profitable. We don't have to get on a soap box and orate or participate in a congressional investigation to make a substantial contribution to our Democracy and free enterprise system. A contribution to profits, industrial growth and expanding employment is the greatest service which anyone can render in the fight against communism.



New Noodle Package

The Gioia Macaroni Company new, heavy laminated cellophane bags for Enriched Egg Noodles have reduced product breakage. The bags also resist punctures and tears, thus reducing handling damage. To distinguish between the two sizes, twelve ounces and the one pound quantity, the colors on red, white, and blue bags are reversed. Red is predominant on the 12 ounce package; blue is predominant on the one pound package.

Two jolly Italian chefs holding servings of piping hot noodles flank the Gioia logo on the bag designed in traditional macaroni colors. Above the name, is a phonetic spelling of the Gioia name. The designer and supplier of the bag is Alprint, Inc.



ONE of the several charts used by Mr. Whitley to illustrate his remarks.

DEL CORONADO

"Just Across the Bay from San Diego"

Scene of the 51st Annual Meeting of the
National Macaroni Manufacturers Association

CORONADO is the superb play spot of the Pacific Coast. In a jewel-like, South Sea Island setting between Glorietta Bay and the blue Pacific, Hotel Del Coronado—directly on the ocean—has served as host to distinguished guests for over half a century. Here the modern tempo is pleasingly blended with old-time charm, resulting in a special gaiety that has given Coronado a famous reputation.

The climate of the area is celebrated for its delightful uniformity. The average mean temperature from April through September is 68 degrees, October through March 60 degrees. There are no summer rains.

Surrounding Coronado is country rich in romantic history and scenic beauty, ancient missions, fascinating desert, lofty mountains and forests. Tijuana in Old Mexico is only eighteen miles away reached by a magnificent highway. San Diego across the Bay is renowned for its drama, opera, lectures, ballets and concerts. Its famed Balboa Park has a great zoo.

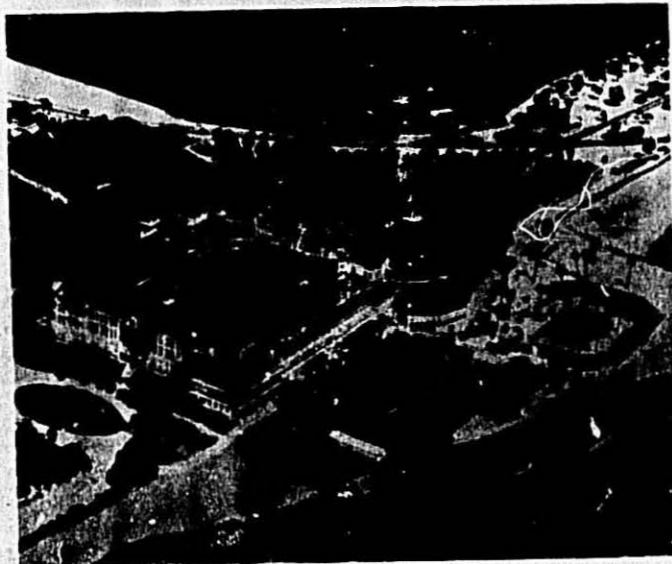
Coronado is famed for its rainbow fleet, colorful little boats that anyone can sail. A fast speedboat is maintained for those who wish to try their hand at aquaplaning and the very new sport of water skiing. San Diego bay affords a perfect setting for these thrilling activities.

The very finest of championship tennis courts are available for the use of the guests. Four courts are situated on the ocean terrace front, as part of the Beach and Tennis Club, and a fifth excellent court is in the West Gardens. Courts are free to guests. Expert tennis instruction is available.

The Hotel's open air pool is one of the principal recreational centers. The pool itself is 100 x 40 feet, and is filled with filtered, warm salt water taken from deep wells. Sand beach surrounds the pool and gay, colorful cabanas. Luncheon is served on the Terrace. Swimming also in the ocean from the fine beach in front of the hotel.

Literally in the front yard of Del Coronado is one of the finest of yacht harbors, and there is plenty of deep sea fishing for barracuda, tuna, yellowtail, halibut, white sea bass, barrata and the game, fighting marlin and broad-billed swordfish.

Hotel del Coronado is famed for the distinctiveness and charm of its



AERIAL VIEW of Beautiful Del Coronado.

public rooms. The Circus Room is the scene of many gay dances and parties. The Ocean Terrace is a delightful room for afternoon parties, cocktail hours, or small dancing parties. The famed circular ball room—some 112 feet in diameter—is the scene of parties for the guests as well as the movies which are part of the entertainment program. The Crown Room is one of the most beautiful dining rooms in America. The newest addition to Hotel del Coronado's attractions is the Lūau Room. This beautiful room, directly on the Ocean Terrace, is distinctive in its Hawaiian decor and rapidly becoming famous for its special Hawaiian and Chinese foods. The drinks are exceptional, too.

The fullest facilities are provided for the entertainment and care of children. During the summer months children's activity clubs are formed under the guidance of a competent child psychologist and staff. Games, swimming, sailing and handicraft are taught. There is a children's dining room in which specially prepared and suitable meals are served. Children under ten years of age and eating in the children's dining room are charged at a special rate, depending upon age and accommodations occupied.

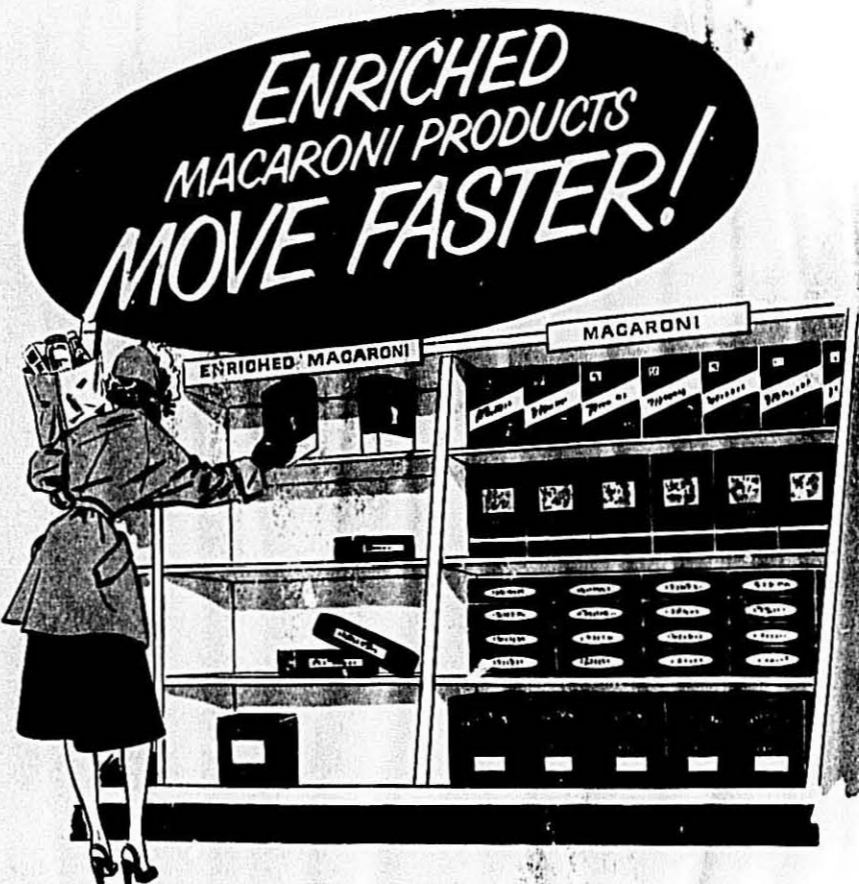
The National Macaroni Manufactur-

ers Association Board of Directors will meet at Del Coronado on Monday, June 20. The additional meeting with the millers will also take place on that day.

The 51st Annual Meeting will begin with breakfast on Tuesday, June 21, and run through Wednesday and Thursday, June 22 and 23. Traditional events, such as the Rossotti Spaghetti Buffet, the Early Birds' Breakfast, and the Association's Dinner Party are being scheduled. A fine array of speakers from the West Coast will headline the business sessions. And there will be plenty of activity for the ladies and children who have made these conventions family parties.

How to get there: Streamline trains over the Santa Fe Railway connect San Diego with Los Angeles in less than three hours. Frequent plane services by Western, American and United Air Lines connect with East and North-bound planes at Los Angeles. The finest motor highways—No. 101 from the North and No. 89 from the East via Yuma—provide direct motor connection. Major bus lines operate into San Diego also.

You are invited to attend the 51st Annual Meeting of the National Macaroni Manufacturers Association. So go West, young man, go West!



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B·E·T·S

(The original food enrichment tablets)

FOR THE BATCH METHOD

VEXTRAM

(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

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.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1430 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

GROWING DURUM PROFITABLY

By C. L. Sibbald, Director
Catelli Durum Institute



NORMALLY, the Canadian durum wheat crop is practically all used for making Macaroni Products, either in Canada or Europe. A very small percentage is made into breakfast cereals and some of the low grade durum is used for livestock.

The Export Market
Durum from Canada is marketed in Italy, France, Germany, Switzerland and the United Kingdom. The three main growing areas for durum are in the Mediterranean Basin, Russia, and the Great Plains region of North America. In the export trade picture, Canada's biggest competition usually comes from the Mediterranean countries because both Russia and the United States each have a large population to feed which generally consumes most of the home crop.

Canada's dependence upon Germany and Italy as export markets was aptly demonstrated by the sharp decrease in exports during the war years. Following the war exports were again on the upswing very definitely until 1951, when stem rust began to cut yields drastically. Since then, even with an increased acreage seeded to durum, Canada has not been able to produce enough durum to satisfy the demands of European nations. The exports of durum have tended to parallel crop production pretty well, indicating very little carry-over from year to year.

The Domestic Market
Canadians consume close to 100 million pounds of Macaroni Products annually, and this total has been rising each year. The annual usage of durum wheat for this industry is about three million bushels. Canadian firms also export a considerable volume of the finished Macaroni Products to countries that have not yet established their own industry. This latter market is expected to increase as these nations solve their current dollar difficulties.

Why Durum
Since the principal market is for use in making Macaroni Products, it is important to know why durum is preferred rather than bread wheat, and second why certain varieties of durum make better macaroni than others. The main reason that durum wheat is used lies in the fact that the gluten is stiffer than that of the bread wheats, enabling the dough to be worked and pressed into shape more readily. This factor also causes the various forms of Macaroni Products to hold their shape bet-

ter when cooked. In addition, durum wheat is hard and flinty, which makes it easier to mill into the coarse, granular "semolina" from which macaroni is processed. Last but by no means least, the pigments in amber durum are carried through into the finished product resulting in an appetizing, creamy-yellow macaroni or spaghetti. Bread wheat does not carry such a concentration of these pigments.

Cereal chemists at the Board of Grain Commissioners research laboratory in Winnipeg have perfected a method whereby the amount of an enzyme called "lipoxidase" may be measured in samples of durum wheat. This enzyme is responsible for a severe loss of color which takes place when the varieties Pellissier and Golden Ball are processed into Macaroni Products. As a result there is a more limited demand for these two varieties than for high quality ones such as Stewart, Mindum, Carleton and Nugget. To satisfy the markets which demand good durum wheat, the Canadian Grain Act was amended so that these inferior types could not enter the top grades. That is why today, the varieties Pellissier and Golden Ball cannot grade higher than 3C.W. amber durum. A further change in the Act which will set these varieties aside in a separate grade has now been recommended, and is expected to go into effect August 1st, 1955.

Growing Durum Profitably

For many years durum was thought to be a "dryland" crop. This idea gained popularity during the dry thirties when farmers seeded durum because it grew taller and was therefore easier to handle at harvest time. However, extensive testing over the years has proven that at least a fair supply of moisture is essential for proper growth. Durum is still grown successfully in drier areas today, probably due in part to the fact that durum plants are often in the milk stage at a later date than bread wheat. Consequently they often miss the extreme heat which so many times has damaged crops severely at that stage. Durum also possess a degree of resistance to the wheat stem Saw-fly, which is a particular pest some years in the dry areas.

Of course dry weather during harvest is an important factor in producing good grades of durum, the same as it is in any other crop. Since color is one of the chief reasons why macaroni manufacturers prefer durum to bread

wheat, the importance of threshing durum before it becomes bleached can be readily seen.

Seeding Durum

Good durum seed is often hard to find some years because it can become mixed with common wheat so easily, and separation of the two is difficult. To combat this, registered seed works into a farmer's program quite nicely. By seeding a small plot of durum alongside his large field a farmer can, with care, grow enough seed for the following year. This is quite an economical way of obtaining good seed each year and will eventually pay its own way with higher grades. A simple rule of thumb is to buy ten bushels of registered durum for every 40 acres to be seeded the following year. It will not always work out exactly of course, but this can serve as a guide.

Harvesting Durum

All of the present durum varieties are bearded. It makes a good swath generally since the beards tend to hold the heads high. The yield is usually comparable to that of bread wheat, although this will vary from year to year in the various districts where it is grown. Excessive straw is a problem on heavier lands where durum will grow rank in a wet year.

By far the most important problem is in cracking the kernels. The word "durum" is the Latin for "hard". Therefore it is easy to see why this large, hard wheat would crack easily. Since many grade losses occur due to this factor, it is important to realize that in combining durum, the heads need more clearance between the cylinder and the concaves than does bread wheat. In this regard, a wider adjustment is necessary between Thatcher and durum than between Selkirk and durum.

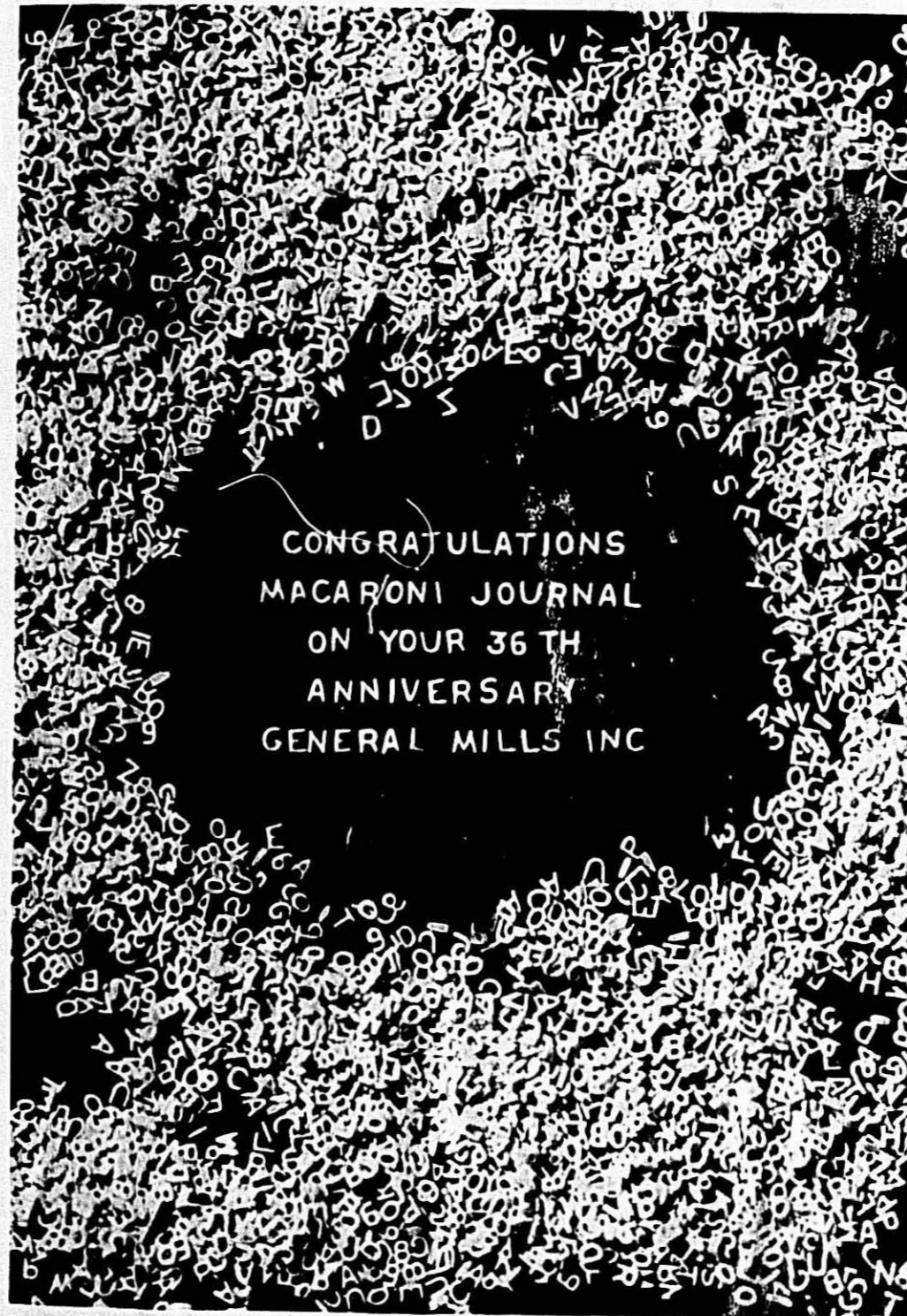
Summary

DON'T grow durum too far north until early-maturing varieties are available. Consult the provincial Department of Agriculture for suitable durum zones.

DON'T seed low quality varieties that are not acceptable for making Macaroni Products. Grow Stewart, Mindum, Carleton or Nugget according to the recommendations of the province.

DO seed early, using some registered seed and phosphate fertilizer.

DO adjust the combine at harvest to allow for the large, hard durum kernel.



CONGRATULATIONS
MACARONI JOURNAL
ON YOUR 36TH
ANNIVERSARY
GENERAL MILLS INC

General Mills • Durum Sales • Minneapolis 1, Minn.

GOLDEN BALL DURUM

By T. E. Stoa, Agronomist
North Dakota Agricultural Experiment Station

THE promotion and sales of Golden Ball durum has resulted in many questions coming to the Experiment Station with respect to the suitability of this variety and the reliability of the claims made for it.

Golden Ball is not a new variety. It was introduced by the U.S.D.A. into the country from South Africa about 1910. The tests which followed it showed no advantage in yield or in resistance to the then common races of stem rust. On the other hand it proved distinctly less desirable than other amber durums for processing into macaroni products. Hence Golden Ball never came into extensive production. Over the years the wheat puffing industry has afforded a limited outlet for Golden Ball, and in some sawfly areas it has been in favor among some growers, because of sawfly resistance. (all durums are more resistant to sawfly than are the common wheats).

In search for resistance to Race 15B which might be used in the breeding program, Golden Ball is one which was found moderately resistant to 15B, and Canadian wheat breeders have used it in their durum breeding program. Ruben Heermann with the North Dakota Experiment Station and the U.S.D.A. has used a durum introduced from Palestine, also Khapli, an emmer and closely related to the durum species, as a source in breeding for 15B resistance. None of these lines by themselves have the quality characteristics that would make them desirable varieties, but they are of value in a breeding program, as they contribute this one important and urgently needed character.

In years when there is a heavy infestation of 15B stem rust, Golden Ball, moderately resistant to rust, can be expected to yield better than present durum varieties. The North Dakota Experiment Station, however, cannot recommend any durum which does not promise acceptable semolina quality. In Canada, where much of the seed now offered is coming from, Golden Ball cannot enter the top grades, but grades No. 3 C.W. or less; thus selling at a correspondingly lower price. This is their method of discouraging its production.

Dr. R. H. Harris, Cereal Technologist at the North Dakota Experiment Station, in expressing his appraisal of Golden Ball semolina states:

"If consumer acceptance of macaroni products is to maintain its position the quality of durum wheat must increase rather than decrease. Blends of bread wheats and durum yield an inferior



product to that produced by 100% straight durum product. A still more inferior product will be obtained if the percentage of durum in the blend is replaced in part by Golden Ball.

Loss of color in processing, caused by enzymatic changes, is very marked in Golden Ball and renders this variety very unsuitable for the production of high quality macaroni. Good amber color is the chief requisite for selling macaroni products successfully. North Dakota durum has established an enviable reputation for excellent macaroni color, and we do not want to do anything to tarnish this reputation."

Will Golden Ball Benefit the Durum Growers?

Is the bringing in of Golden Ball in the best interests of the durum growers? If rust occurs in 1955, Golden Ball can be expected to yield better than other durum varieties. (However, it may not yield any better than a good common wheat such as Lee.) If no serious rust damage occurs, other durum varieties should yield as well or better. How will the 1955 crop of Golden Ball be sold? For seed to sow again in 1956, or will it be disposed of for grinding? These are factors to be considered seriously, and especially by farmers and elevator men in the durum growing area, who over a long period have built up a reputation for themselves and their community for growing and shipping high quality durum. Any appreciable acreage of Golden Ball, when marketed and processed into macaroni products, is certain to affect unfavorably the quality of the macaroni products and therefore the future outlet for North Dakota durum. The present shortage of good dur-

um has resulted in extensive use of durum substitutes. A low quality durum is not likely to either hold or win back the market for North Dakota grown durum.

Durum Producers Think

The semolina millers are greatly concerned about the introduction of Golden Ball variety of durum wheat in the durum area. The following mills are co-operating to place advertising throughout the section where durum may be grown: Amber Milling Company, Commander Larabee Milling Company, General Mills, Inc., International Milling Company, H. H. King Flour Mills Company, King Midas Flour Mills, and the North Dakota Mill and Elevator. This is the ad being run in newspapers:

DURUM PRODUCERS THINK

- Before planting Golden Ball or Peliss Durum
1. They are not as acceptable to the macaroni industry.
 2. They lack amber color when processed.
 3. They have therefore normally been avoided by durum mill buyers.
 4. They are readily distinguished by mill buyers and could be severely discounted.
 5. In Canada these varieties can grade only No. 3 or lower.
 6. Before planting we suggest you contact one of the following for information regarding durum varieties:
 - A. County Agricultural Agents
 - B. State Agricultural College
 - C. State Agricultural Experiment Stations
- THE SEMOLINA MILLS

NORTHERN STAR

THERE'S NO SUBSTITUTE FOR EXPERIENCE...

as proved by



CLIFF W. KUTZ

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



ROSS McRAE

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

here's what this label means...



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



Commander-Larabee

MINNEAPOLIS

NEW YORK DANIELS MIDLAND

DURUM DATA

Congress Considers Durum Incentive Plan

A bill calling for incentive loans to durum growers was introduced early in February by Senator Milton Young of North Dakota authorizing the USDA to provide non-recourse loans of \$20 an acre to durum producers to apply against costs. According to the bill if the farmer wins in the gamble against the weather and gets a crop he would pay off the loan. If the crop is again this year and the weather is other poor crop, the loan would be cancelled.

Senator Young's proposal was referred to the Senate Agriculture Committee for study, including the hearing of testimony by the USDA. In presenting the bill Senator Young indicated he believes a monetary incentive will be needed, in addition to the recent congressional action lifting the limits on durum acreage, to assure anything like the durum output needed this year.

Weather conditions and race 15B rust, with the latter the larger factor, during the past three years have slashed durum production from a 1912-51 average of 37.4 million bushels down to 22.5 million bushels in 1952, down further to 13 million bushels in 1953 and way down to 5.6 million bushels last year.

The bill to increase durum acreage states specifically that: Farmers who live in any county in Montana, the Dakotas and Minnesota, where any durum has been planted in the last 10 years, can plant durum on the acreage diverted from wheat under allotments.

Senator Young said the measure providing for the lifting of acreage limits paves the way for an increased durum production but declared he felt an additional incentive, in the form of the non-recourse loans, would be necessary to persuade durum producers to take full advantage of the increased acreage and produce a badly needed normal crop of around 37 million bushels.

Included among those presenting the case of Northwest durum producers to recent Agriculture committee hearings were Ole L. Olson, GTA president, and Jess Cook, GTA durum specialist. Olson told the senators that the acreage bill didn't go far enough in providing incentives. He explained that it costs a farmer at least \$25 an acre to buy durum seed, get the ground ready for planting, put in the seed, fertilize the land and spray the field, and urged the senators to consider making non-recourse loans of up to \$25 an acre. Without sufficient incentives, durum is too big a risk, he declared flatly.

WHEAT RUST PICTURE BRIGHTER

Rusts—which knocked out 75 percent of durum wheat and 25 percent of the bread wheats in 1951—were the main topic of discussion at the hard red winter-wheat conference at Kansas State College in Manhattan, Kansas.

Of special significance was the announcement by Dr. E. R. Sears of the Missouri Experiment Station that he had obtained a wheat which resists all races of leaf rust. To do this, he succeeded in getting a segment of a wild-grass chromosome attached to a wheat chromosome. Grasses resist these rusts.

E. S. McFadden, U.S.D.A. agronomist in Texas, found evidence that a single factor from Kenya wheat may furnish resistance to a large number of races

of stem rust and that another single factor from Thatcher wheat may resist the remaining known races of rust.

These and other findings by wheat breeders make it look as if the fight against rusts may be won more quickly than we had hoped.

History of rusts is that they develop first in Mexico, then spread through the wheat belt into Canada. E. C. Stakman of Minnesota pointed out that Race 15B of stem rust was prevalent in Mexico. The Selkirk variety, which is rapidly increasing in acreage, is susceptible to some isolates of Races 29, 48A, and 15B. Breeding programs in the United States should anticipate movement of Races 29 and 48A, Stakman warned.

TALBOTT TALKS UP DURUM

Philip Talbott of the U. S. Department of Agriculture spoke recently at a series of meetings sponsored by the Northwest Crop Improvement Association. Henry O. Putnam of Minneapolis, Executive Secretary of the Association, was in charge of the arrangements.

Mr. Talbott covered the durum area last fall to get first-hand information on durum and the rust situation. He was a featured speaker at the North Dakota State Durum Show at Langdon in November. He discussed the details of the new law permitting increased durum acreage, and explained how farmers in the states and counties of the approved durum area can cooperate.

Under the law which was introduced

by Senator Milton R. Young of North Dakota and supported by the senators from South Dakota, Minnesota and Montana, the Secretary of Agriculture is authorized to permit wheat growers in the four states to plant extra acre to durum besides their regular wheat acreage allotments.

Mr. Talbott spoke at the following meetings: In the afternoon of February 28 at Watertown, South Dakota and in the evening of February 28 at Appleton, South Dakota. He spoke on the afternoon of March 1 at Jamestown, North Dakota, March 2 at Crookston, Minnesota, March 3 at Devils Lake, Minnesota, March 4 at Minot and March 5 at Williston.



PHILIP TALBOTT (right) and Ruben Heermann examine durum samples.

*Best wishes
for continued success
to the
Macaroni Journal
on its 36th Anniversary
of Service to the
National Macaroni Manufacturers
Association*

Durum Products by

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

BULK FLOUR SERVICE IN NEW YORK AREA

From a Report in the Northwestern Miller

A BULK FLOUR delivery service for bakers and macaroni manufacturers in the New York metropolitan area will be started in the near future by the Delaware, Lackawanna & Western Railroad Co.

James L. Barngrove Jr., general traffic manager for the railroad, explained that the service will include transport of 40-ton Airlide rail cars from the Lackawanna's railhead at Hoboken, N.J., transfer to bulk trucks to be operated by Semolina Haulage Co. and routing shipments to New York Pier 41, New York, for delivery to bakeries and macaroni plants in the area.

The Brooklyn plant of La Rosa Macaroni Co. will be the first consignee to use the combination bulk rail car and trailer truck delivery service arranged through a contractual agreement between the railroad and the Semolina Haulage Co.

A shipment of durum blend from a Minneapolis mill will lead what is expected to be an increasing flow of flour in bulk delivery form to this area. Although the exact date for shipment of the initial carload has not been determined, Joseph Giordano of La Rosa Macaroni Co. said it would probably be within the next few weeks.

Mr. Barngrove explained that the bulk delivery service is a three-way proposition involving the Airlide rail cars, the services and facilities of the Lackawanna and also of the trucking firm. The railroad will be responsible for transferring the flour from the bulk rail cars to bulk trucks at its Hoboken terminal and delivery to the New York pier, he said.

New York point tariff rates will apply to shipments handled in this manner, according to Martin A. Ehlers, assistant general freight agent of the railroad. The consignee will be responsible only for the cost of hauling the flour from the pier to the plant. In this connection, Salvator Giarraputo of the Semolina Haulage Co. explained that consignees will make arrangements directly with his firm for transporting shipments of flour from pier to plant.

Lackawanna's railhead facilities have been modified to include electrical connections for operating fluidizing mechanisms on trucks. Trucks will be loaded by gravity flow under elevated tracks. The facilities at present can accommodate eight bulk rail cars carrying 800,000 lb. flour. It was indicated by Mr. Barngrove that space is available at the railhead for expansion of unloading and transfer facilities whenever it becomes necessary.

The trucks to be used in the operation of the delivery service are of the Airlide design. Semolina Haulage plans

to begin deliveries with two trucks built under the Fuller patent by Veenema & Wieggers, Inc. of Paterson, N.J. Arthur Veenema of Veenema & Wieggers said the bulk trucks are almost completed and will be ready after testing.

Capacity of the bulk trucks will be approximately 40,000 lb. or more. They are one sectional and all aluminum. An accessory pump can deliver flour to a distance about 120 ft. Cost of each fully equipped truck will amount to about \$21,000 according to Mr. Giarraputo.

Mr. Giarraputo also said he believed additional trucks could be manufactured in the time required for bakers who desire to utilize the new-delivery service to make necessary alterations in their storage facilities.

Mr. Barngrove and Mr. Ehlers estimated that 75% of the flour to be moved in bulk to this area will come from western flour mills, principally Minnesota. The remaining 25% will originate at Buffalo and local points along Lackawanna's line.

Mr. Barngrove said the service will broaden eventually, and he added there will be a good market for accessory equipment and services. Several railroads have discussed the delivery idea at various meetings, but the service here is being provided only through the initiative and independent action of Lackawanna. He defined it as a progressive step in line with the accomplishments of his company.

The La Rosa Macaroni Co. has already leased at least 40 Airlide rail cars. Bulk shipments of durum blends are being made in these cars direct to sidings at their Danielson, Conn., and Hatboro, Pa., plants. Storage and conveying facilities have been installed at the Brooklyn plant. Unloading from bulk trucks will be by gravity flow and pneumatic equipment into basement storage bins.

A. Zerega's Sons, Inc., macaroni manufacturers at Fair Lawn, N.J., are also using Airlide rail cars at their plant.

Rossotti Appoints Eastern Field Manager

Rossotti Lithograph Corporation, North Bergen, N.J., has announced the appointment of Louis A. Delsen as Eastern Division Field Manager.

Mr. Delsen, a resident of Paramus, N.J., has been with the Rossotti organization for the past ten years as Sales Representative for the Metropolitan and Northern New Jersey Area. He will continue to service these areas and, in addition, will now be responsible for sales activities in the Florida, West Virginia, Eastern Ohio and Western Pennsylvania territories.



WALTER E. OUSDAHL

Amber Milling Names Eastern Manager

Appointment of Walter E. Ousdahl to the position of Eastern Sales Manager for Amber Milling Division of Farmers Union Grain Terminal Association, St. Paul, was announced by Gene Kuhn, Manager of Amber Milling Division.

Mr. Ousdahl, well known to the macaroni trade where he has spent his entire business career, will open offices in New York City. From 1910 to 1953 Ousdahl operated his own brokerage firm in Reading, Pennsylvania. In 1953 he joined Amber Milling as sales representative in the Reading area.

General Mills Building In Minneapolis Sold

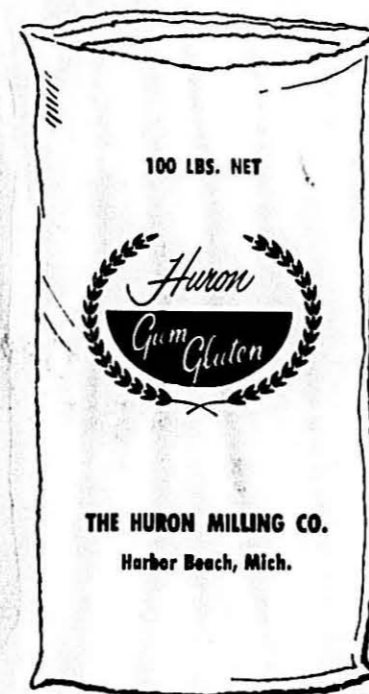
C. H. Bell, president of General Mills has announced sale of the General Mills Building, 400 Second Avenue South, Minneapolis, to Julius Epstein of Chicago. The sales price was reported at well over \$1,000,000.

The General Mills Building has been the home of the company's general office since 1916. Under terms of the sale, General Mills will continue to occupy the building for three years and to retain part of the space for a longer period.

President C. H. Bell said the company will now move forward with plans to construct a new general office at the northeast corner of Wayzata Boulevard and County Road 18, west of Minneapolis. Purchase of a 40-acre tract at the location was announced in July, 1954.

Plans for the new building are now being considered with the Chicago architectural firm of Skidmore, Owings and Merrill. Planning and construction, Bell said, will require two to three years.

Negotiations for the sale of the General Mills building were handled by John B. Welch, vice president of Draper and Kramer, Inc., 606 National Building, and Robert J. McNulty, Draper and Kramer have also been appointed rental agents for the property.



Because of the nature of the present crop you may need gluten to increase the binding strength of your farinaceous material. Gum Gluten can increase mechanical strength in macaroni products and also give better cooking quality as it reduces total amount of dissolved solids during cooking. Under the Standard of Identity for macaroni and spaghetti Gum Gluten is an optional ingredient to the point where the total protein does not exceed 13% of the weight of the finished food. Write for details and quotations.

B.4.11

THE HURON MILLING COMPANY

9 Park Place, New York 7, New York

24th NATIONAL PACKAGING SHOW

Sponsored by American Management Association
in Chicago, April 18-20

EVERY aspect of the \$10-billion-a-year packaging industry will be explored in Chicago the week of April 18 when the American Management Association holds the two major events of the packaging field—the 24th National Packaging Exposition and the Annual A. M. A. Packaging Conference.

More than 30,000 persons will be on hand for the two programs. At the Palmer House, April 18-20 some 1,500 speakers will discuss packaging, shipping, traffic, and materials handling with their packaging problems and techniques of a wide variety of industries. At the accompanying exposition in the International Amphitheatre April 18-21 an estimated 30,000 visitors will tour more than three acres of exhibits showing the latest in equipment, materials, and services for the packaging, packing, and shipping of industrial and consumer goods.

The conference at the Palmer House will be the largest and most comprehensive ever staged in the packaging field by the 20,000-member management educational association. At 15 sessions spread over three full days more than 40 speakers will report the newest developments in packaging materials, machinery, and methods for almost every major American industry.

In addition to the problems common to all businessmen who package products, the particular needs of manufacturers of specific goods will receive detailed attention in the conference sessions. This is the first time, according to the association, that the packaging problems of so many individual trade fields ever have been covered so comprehensively.

Exposition

More than 380 exhibitors already have reserved more than 95 per cent of the 140,000 square feet laid out for the Packaging Exposition at the Amphitheatre.

The Packaging Exposition, one of the nation's largest annual trade shows, is being held in Chicago for the eighth time. This is the first time, however, that it has been scheduled for the International Amphitheatre. The Amphitheatre was selected because its newly constructed street-level Exposition Hall, together with the adjoining South Hall, makes it possible to house the entire panorama of the rapidly expanding young packaging industry on a single floor.

The show will be on display for 32 hours, as compared to 26 last year. It will open at 10 a.m. daily and will close at 6 p.m. on Monday, April 18; 9 p.m. Tuesday; 6 p.m. on Wednesday; and

3 p.m. on Thursday, the final day. The exposition is open without admittance charge to anyone with a business affiliation. Richard Wellbrock, vice president, New Jersey Machine Corporation, Hoboken, N. J., heads the Exhibitors' Advisory Committee for the 1955 show.

Conference

Packaging, newly winning recognition as a major element in the operations of almost every business, will be scrutinized on a broad front in the conference sessions. Speakers will stress its growing ramifications for marketing, production, warehousing, and transport.

Sessions designed for manufacturers of consumer goods will cover the new sales opportunities offered by an expanding economy and the changes in packaging techniques demanded by shifting distribution patterns. Cost reduction will receive primary emphasis in the industrial goods discussions, with attention to improved techniques and more efficient use of new and existing materials.

Trends in packaging of food and drugs, hardware, and other specific products will be considered in detail, along with such over-all problems as equipment needed for testing of industrial and consumer packages, standardization and efficient packaging of multi-product lines. Both users and suppliers of packaging materials and machinery are expected to hear representatives of prominent user companies share their experience and suggest ways in which service of packaging suppliers could be improved.

The conference will open at 10 a.m. Monday, April 18, with a morning-long discussion of cost cutting in warehousing and materials handling. Representatives of Lever Brothers Company, Liggett Drug Company, and Sylvania Electric Products, Inc., will tell how they have improved their scheduling to coordinate production, packaging, warehousing, and materials handling.

Tuesday morning sessions will take up the packaging requirements of food supermarkets and drug and cosmetics merchandisers and some specific cost-reduction methods for industrial packaging. Speakers from Penn Fruit Company will suggest package improvements they consider desirable for product protection, shelf display, ease of handling, pricing, and marking. A group of sellers of drugs and cosmetics will evaluate the packaging requirements imposed by such trends as self-service and store fixture standardization. Wagner Electric Corporation, Whirlpool Corporation,

and United States Radiator Corporation will tell how they are using accounting techniques, automation, and concurrent design of product and package to reduce waste.

Tuesday afternoon topics include handling bulky materials, making the most of packaging machinery, and pre-packaging meats and fresh foods. The packing and handling of bulky materials will be discussed by The Dow Chemical Company, which is using a new corrugated container for shipping plastic pellets in 1,000-pound lots, and the Ternstedt Division of General Motors Corporation, which has devised, for shipping of parts to auto assembly plants, such improvements as a flexible pallet pack, a floating innerpack, a "no-block" pallet, and a color-coded tape.

Three large users of packaging machinery will take up such aspects of efficient equipment utilization as instrumentation, integrated changeover units, and corrective and preventive maintenance. In the fast-changing area of prepackaging of meats and produce, research executives from Armour and Company and Swift and Company will examine the capabilities and limitations of materials with which they are working and an official of the United States Department of Agriculture will report on progress now being made in prepackaging fruits and vegetables at the source.

The program for the final day will present the variety store viewpoint and also will cover cushioning, preservation, and protection aspects of packaging and the whole field of package materials. In the morning a panel of executives from leading national chain variety stores will outline their merchandising, purchasing, and operating problems in terms of packaging, and speakers from eight companies will take up automatic plastic coating of parts, weight reduction without sacrifice of safety, and foam plastics for interior packaging.

In a full-afternoon session titled "Know Your Materials" a panel of experts will evaluate the functional properties of available packaging materials and the possibilities of new ones. They will supply information on films, foils, paper, paperboard, and their combinations.

Although there will be no luncheon speeches, informal luncheons will be held daily in the Palmer House for conference registrants. Attendance at the meeting is open to both members and non-members of the American Management Association.

FOR EASY SUMMER SERVING

Macaroni-Canned Meat Promotion

THE National Macaroni Institute is holding a series of merchandising meetings around the country to fully explain and discuss plans for the macaroni-egg noodle and canned meat promotion scheduled for *Easy Summer Serving*.

The meetings were scheduled for March 9 at the St. Francis Hotel in San Francisco, March 23 at the Hotel New Yorker, New York City, April 13 at the Hotel Sherman in Chicago, and April 20 at the Hotel Roosevelt in New Orleans.

All meetings start promptly at 10 a.m., concentrating on promotion until lunch time. Following luncheon, round-table discussions on macaroni management will be held. This discussion technique proved to be highly successful at the Winter Meeting and offers a good way to cover a considerable amount of material in a short period of time.

The National Macaroni Institute announces that sixteen breaks, featuring macaroni, spaghetti and egg noodles, have appeared in national magazines in the first two months of 1955. Most of these placements carried full color illustrations of macaroni recipes and several devoted the entire food article to macaroni products. In the list:

Red Book had a story on "Eight Dinners Budgeted to Serve a Crowd".
Family Circle had a colored picture

and recipe of Red-Devil Barbecue using noodles.

Better Living had a macaroni casserole.

Better Homes and Gardens used a colorful picture of Veal Roll-ups and Wide Noodles.

Ladies Home Journal had a picture of Noodles with Tomato Clam Sauce.

Woman's Home Companion had the meal of the month featuring a colorful main dish of Swiss Steak with Noodles.

House and Garden had six recipes under the heading "Macaroni, Noodles and Spaghetti".

McCall's gave four recipes using noodles, spaghetti and lasagna.

Everywoman's had a recipe for Spaghetti and Veal Balls.

This Week magazine supplement for January 23 gave a recipe for a buffet dinner—Spaghetti and Chicken Livers.

Tan used two illustrated macaroni recipes.

Everywoman's had three color pictures of Sardine Macaroni Supper, Tuna Nut Casserole with Noodles, and Clam and Shrimp Sauce with Spaghetti.

Ladies Home Journal had a color picture of Swedish Meat Balls and Noodles.

Good Housekeeping had a picture of Lamb Kabobs and Noodles.

Family Circle had a color picture for Noodles Neapolitan, and a recipe for Busy Day Macaroni.



TED SILLS (above) and Bob Green are attending regional meetings around the country to explain the details of the "Easy Summer Serving" campaign.

Household had "Sure Fire Supper Trio". Macaroni, spaghetti and noodles had three pictures and a wide selection of recipes.

Seventeen features an article called "Pasta Plus".

Chevron Macaroni Casserole (Makes 4-6 servings)

- 1 table-spoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 10½ ounce can condensed cream of mushroom soup
- 1 cup milk
- 1 cup grated processed Cheddar cheese (about ¼ pound)
- 1 teaspoon Worcestershire sauce
- Freshly ground pepper
- 1 12-ounce can luncheon meat, cut in ¼-inch strips

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

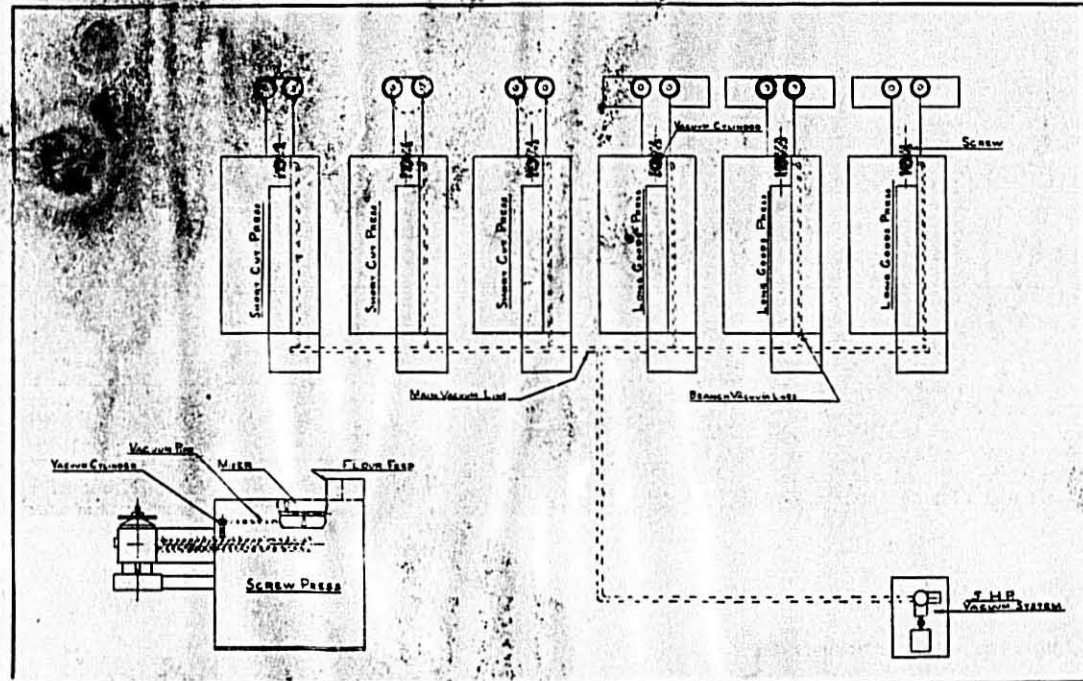
Combine soup, milk, cheese, Worcestershire sauce and pepper; place over low heat and cook, stirring occasionally, until cheese is melted. Add macaroni and luncheon meat, reserving 6 strips luncheon meat for garnish. Turn into a greased 1½ quart casserole and place meat strips on top of casserole to form chevrons. Place under broiler about 3 inches from heat for 10 minutes, or until lightly browned and sauce is bubbly.

FOR EASY SUMMER SERVING



Chevron Macaroni Casserole

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



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

GET ALL THESE ADVANTAGES

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

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

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

SAVINGS IN HORSE POWER:

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

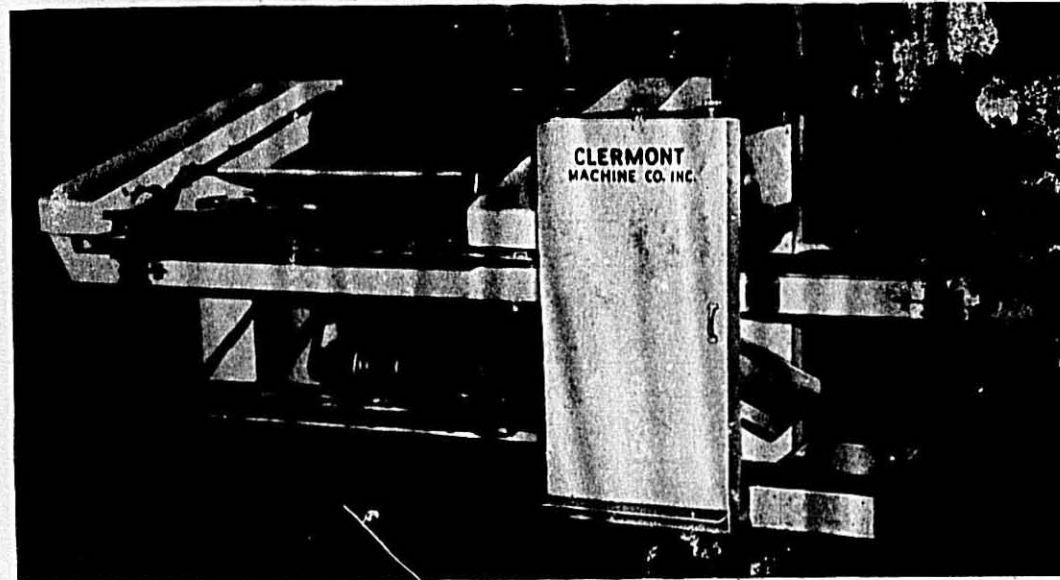
Performance proven in Europe where this patented ZARO vacuum process originated. Major proportion of macaroni manufacturers in Italy, France and North Africa employ it. Conversions effected in Netherlands, Greece, Canada. Now available to the U. S. macaroni industry SOLELY THROUGH CLERMONT.

Get Bigger Sales From Zero Vacuum Processed Product
 Unsurpassable Quality, Color
 Please consult us for costs to convert your press setups.

Clermont Machine Company, Inc.

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

Clermont Long Goods Stick Remover and Cutter



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

Please consult us for full information.

Clermont Machine Company, Inc.

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

FOR EASY SUMMER SERVING



Tomato Frankfurter Sauce over Noodles (Makes 4 servings)

3 tablespoons butter or margarine
1 medium-sized onion, chopped
1 4-ounce can sliced mushrooms, drained
2 8-ounce cans tomato sauce
1 8-ounce can frankfurters, cut in crosswise slices
Salt and pepper to taste
1 tablespoon salt
3 quarts boiling water
8 ounces medium egg noodles (about 4 cups)
Melt butter or margarine and add onion and mushrooms. Cook over medium heat until browned. Add tomato sauce, frankfurters and salt and pepper to taste. Cover and continue cooking 15 minutes, stirring occasionally. Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Arrange on heated serving dish and serve sauce over cooked noodles.

Lent Lifts Macaroni Mentions

Tremendous national advertising, publicity and merchandising backed up the National Macaroni Institute's Lenten promotion — Tuna-Macaroni Bake. A full page ad by Jones and Laughlin Steel Corporation appeared in the March 26 Saturday Evening Post giving the recipe, while Pot Milk's radio and television personalities, Arthur Godfrey, George Gobel and Red Skelton reached an audience of more than 60,

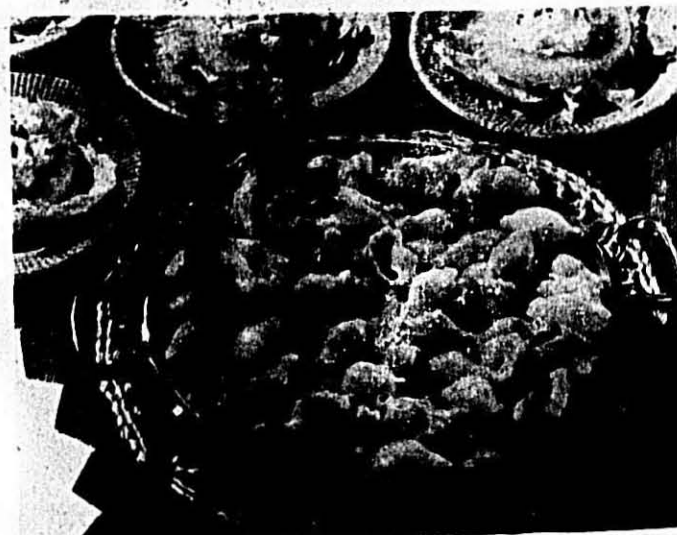
000,000 with details of the recipe. The publicity program got off to a bang-up start with a commercial on the popular "Mr. Peepers" TV show sponsored by Reynolds Wrap. Between the Tuna Research Foundation and the Macaroni Institute, newspapers throughout the country, wire services and syndicates were avalanched with recipes and photographs. Related item advertising and individual macaroni brand promotion has

been excellent in various markets. Special mention goes to General Mills' Betty Crocker, who on a nationwide network of over 300 radio stations promotes the following recipes:
March 2, Old Fashioned Macaroni & Cheese
March 30, Macaroni Supper Casserole
April 6, Spaghetti and Meat B.'s
April 20, Canned Spaghetti
April 27, Lumberjack Macaroni

Coronado Shell Casserole (Makes 6 servings)

1 tablespoon salt
3 quarts boiling water
3 cups macaroni shells (8 ounces)
1/4 cup butter or margarine
1/4 cup all-purpose flour
3 1/2 cups tomato juice
1 1/4 teaspoons salt
Dash cayenne
1 pound shrimp, cooked, shelled and deveined
1 cup cooked peas
1/2 cup grated processed American Cheese

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni shells so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Melt butter or margarine over low heat; add flour and blend. Gradually add tomato juice and cook until thickened, stirring constantly. Add 1 1/4 teaspoons salt, cayenne, shrimp and peas. Mix well. Fold in macaroni shells. Turn into greased 2-quart casserole. Top with grated cheese. Bake in moderately hot oven (375°) 25 minutes, or until cheese is melted and golden brown.



Coronado Shell Casserole

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THE EGG SITUATION

An Analysis by Merrill Lynch, Pierce, Fenner & Beane

EARLY last year egg prices were high and the entire industry became very optimistic about the outlook for the rest of the year. The natural result was an expansion of the laying flock and hatching by all concerned in the industry. The rate of the good production was high in the office and in the field. Before, the force of the egg market was in the hands of the speculators.

The late hatchings that took place during the May-August period resulted in a smaller number of pullets to be added to the laying flock. On January 1, there were 24 million pullets not of laying age on farms, 8 per cent less than a year ago. During the period of August to November the hatchings for farm replacement were at a rate of 20 per cent less than the previous year. All in all, everything points toward a reduced laying flock during the coming season.

One thing that should be noted is that each year the production of eggs during the normally seasonally low months of production has shown greater gains. Through scientific management the seasonal swings in production are being flattened out so that the outlets for both shell storage and frozen eggs each year become smaller.

The feed situation is favorable for the producers of eggs. A record supply of feed concentrates is estimated for the year ahead and heavier supplies of protein concentrates are available. These two factors, along with lower support prices on grains, should pretty well assure that there will be no significant increase in feed prices. The egg-to-feed ratio, which was 1.7 in December, is expected to become more favorable as egg prices rise seasonally.

Outlook

The situation during the coming year is probably more susceptible to modification and revision than any post-war year. Potential layers numbered 115,529,000 and are only slightly larger than a year ago at this time. Rate of lay continues to increase but at the seasonal peak of egg production, which should come some time in March, this increase in rate of lay is not an important factor. However, in the summer and fall it does become a significant factor.

Current Situation

The big question at the moment is how many eggs are we going to have in 1955. It now looks as though we will have adequate supplies early in the year. But it won't be long before the reduced hatchings, which have recently been taking place, along with the current heavier culling of layers, begins to have a definite effect upon the production of eggs. These two factors alone have already resulted in a re-

duction of what was a very heavy flock to one of only 391,357,000 as of January 1. This figure is only 1 per cent greater than was on hand a year ago. It was only a short time ago, October 1 for example, that the laying flock was a full 8 per cent greater than the previous year. It should be remembered that the flock is presently at its peak and from now on will show a seasonal decline.

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pected to be considerably larger and, with the outlook for better prices for poultry, we look for the rate of culling to continue at a good level. It appears there are a greater number of hens ready to be culled than is normally present in the flock at this time of the year.

Since November, hatching for flock replacement has been at a rate of 28 per cent less than a year ago. Eggs in incubators are far down, especially in those areas where we normally have a heavy production. Here again the outlook points toward continued reduction in hatchings with the resulting reduction in egg production.

New pullets going into production will be considerably less so that the seasonal increase in layer numbers will continue to fall behind last year's sharp increase. Pullets were late and, therefore, because they are less mature, egg size and production will not increase at their usual seasonal pace. We look for this reduction in both size of flock and production of eggs to continue to lag as the year progresses. Egg production during July to September could fall fully 4 to 5 per cent below a year ago.

The recent advances in cash prices are contra-seasonal and may result in heavier orders for chicks by farmers during the April-June period. These chicks however, would have little or no effect upon the production until the winter season. Should strong prices early in the year result in this heavier replacement of flocks, it is possible that the winter flock could be considerably larger than is now anticipated.

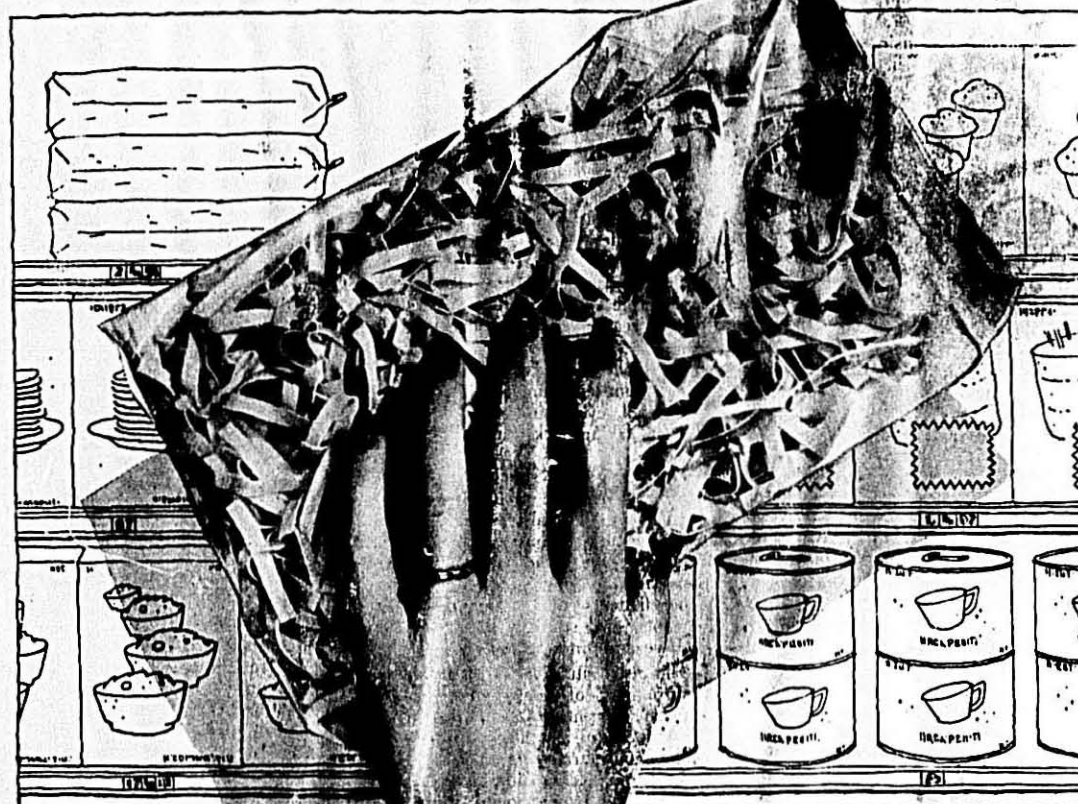
The exceptionally good premium for the fall futures contracts over the Chicago prices of large eggs may do several things—

(1) Inasmuch as these futures prices anticipate relatively high egg prices during the fall, farmers may become confident in the ultimate course of prices and, therefore, unduly expand their late hatchings.

(2) They could also revise their plans for their flocks and cull considerably fewer than they had previously planned to do.

(3) Heavy storing could be induced in the Spring that could result in burdensome supplies of stored eggs as we get into the Fall. The present premium of Fall contracts over cash eggs is considerably larger than it was last year at this time. This could provide the inducement for storing eggs this year despite discouraging results in last year's storage operations.

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Egg Solids Requirements For Noodle Production

James J. Winston, Director of Research, reported on February 3 that in the recent Notices of Judgment under the Federal Food, Drug and Cosmetic Act, there was reported a number of legal actions taken against manufacturers of noodle products. These noodle brands violated the Standards owing to the deficiency in egg solids.

In the continuous operation of noodle manufacturing, it is necessary for the production department to check carefully the flow of raw material and egg content. This will guarantee the required amount of egg solids into the production of a noodle product with good quality.

The formulation of Egg Noodle products containing the minimum of 5.5% egg solids on a moisture free basis is as follows:

YOLKS—(45% Solids)—11.1 lbs. per 100 lbs. of flour; **WHOLE EGGS**—(25% Solids)—20.0 lbs. per 100 lbs. of flour.

It is strongly recommended that manufacturers have noodle products analyzed periodically to make certain that the products comply with the Standards both as to moisture and egg solids content.

In the event that a manufacturer must attend a hearing relative to his noodles before the Food and Drug Administration, the reports of analysis should show that in general, the products do comply and are in accordance with good practice for the industry.

"An Ounce of Prevention is Worth a Pound of Cure".

More Egg Solids Used

The Egg Solids Council reports that 22,438,000 pounds of egg solids were processed in the United States during the 1951 calendar year. This is a gain of 17 per cent over production figures for the previous year. Approximately 800 million fresh shell eggs were required to produce this poundage—or more than 65 million dozen eggs.

The growth pattern in egg solids production has been a steady one since the development of the new, stabilized product shortly after World War II. Production of egg white solids (albumen) during 1951 reached an all-time high of nine and a quarter million pounds which was almost 60 per cent greater than 1953 production. The greater part of this growth is due to the overwhelming acceptance of angel food cake mixes by the homemaker. The new, high-whipping, stabilized egg white solids which are a "must" ingredient of every complete angel cake mix have been the major factor in revolutionizing the baking habits of millions of American women.

Production of egg yolk solids increased 23 per cent to ten and a quar-

ter million pounds in 1951 while the production of whole egg solids showed an apparent drop from 5,311,000 pounds in 1953 to 2,925,000 pounds in 1954. However, when commercial sales alone are considered, the 1954 production of whole egg solids is slightly higher than the previous year for it was during 1953 that three million pounds was purchased for the Armed Forces.

With new methods in food technology and scientific improvements in egg solids, whole egg, yolk and egg white solids are finding wider acceptance as fine food ingredients in the preparation of baked goods, packaged mixes, noodles and fine confections.

Liquid Egg Production

Liquid egg production during January totaled 30,715,000 pounds compared with 29,988,000 in January last year and the 1949-53 average of 24,632,000 pounds, the Crop Reporting Board announced. The quantity used for immediate consumption and drying were larger than a year ago. The quantity used for freezing was smaller.

Dried egg (egg solids) production totaled 1,919,000 pounds, compared with 1,698,000 pounds in January last year and the average of 1,816,000. The January production consisted of 91,000 pounds of dried whole egg, 900,000 pounds of dried albumen and 925,000 pounds of dried yolk. Production during January last year consisted of 132,000 pounds of dried whole egg, 612,000 pounds of dried albumen and 951,000 pounds of dried yolk.

Frozen egg production during January totaled 20,228,000 pounds compared with 21,916,000 pounds and the 1949-53 average of 16,134,000 pounds. Frozen egg stocks decreased 9 million pounds during January, compared with 4 million pounds in January a year ago and the average decrease of 10 million pounds.



INTERNATIONAL DURUM CHAMPIONS, Mrs. Alvin Olson, Alvin Olson and Morris Olson were presented with the National Macaroni Manufacturers Association trophy won at the International Grain Show in Chicago by Bill Sebent, field representative of the Greater North Dakota Association at a dinner held for them by the LaMoure North Dakota Community Club.

Seed Growers and Elevator Managers Honored

Four Minnesota farmer seed growers, three grain elevator managers, a crop improvement worker and an Ivanhoe seed firm were honored at the annual dinner of the Minnesota and Northwest Crop Improvement associations.

It took place in Coffman Memorial Union on the University of Minnesota's Minneapolis campus as part of Farm and Home Week.

Honored as "Premier Seed Growers" for their outstanding work in producing and distributing approved varieties of farm crop seeds were: H. W. Bly, Hancock; Elmer J. Grathwohl, Fairmont; Hillard H. Graupman, Biscay; and Arthur Hjeltman, Cambridge.

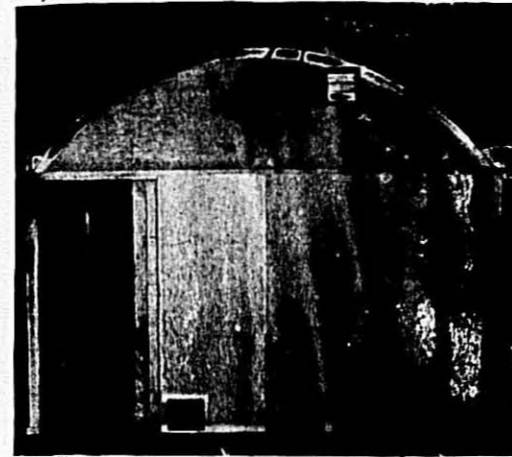
E. J. "Ed" Mitchell of the Flax Development Committee of the Flax Institute, Minneapolis, was named an "Honorary Premier Seed Grower."

Honored for crop improvement work as elevator managers were: Erwin W. Bluhm, Commander Elevator, Janesville; Carl Gjernes, Osborne-McMillan Elevator, Thief River Falls and William Svare, Mc Cabe Bros. Elevator, Kennedy.

Continuing a plan inaugurated last year, the association honored a Minnesota retail seed company for its efforts in crop improvement. The firm is the Farmers' Seed and Supply company, Ivanhoe. Its manager is Graham Fuller, Lincoln county agent at Ivanhoe from 1937 to 1948. Fuller was elected to the state legislature last fall.

Rodney A. Briggs, extension agronomist at the University, presented the Premier Seed Growers' Awards; Leo J. Carlin of the Northwest Crop Improvement association, the elevator managers' awards and Charles V. Simpson, Waterville, president of the Minnesota Crop Improvement association, the seed firm award.

Last year's seed firm award winner was Farmer Seed and Nursery company, Faribault.



Exterior View—Lazzaro Drying Room

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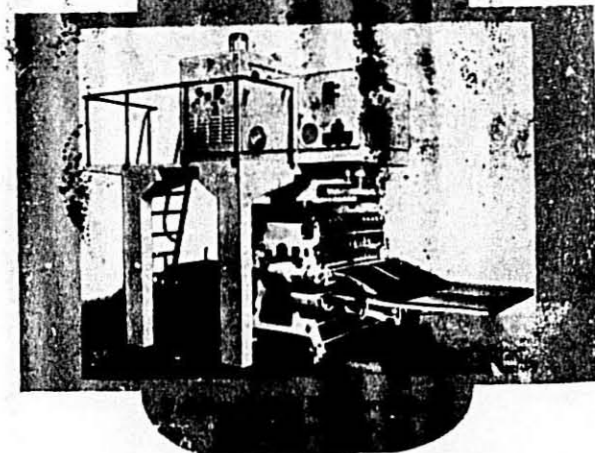
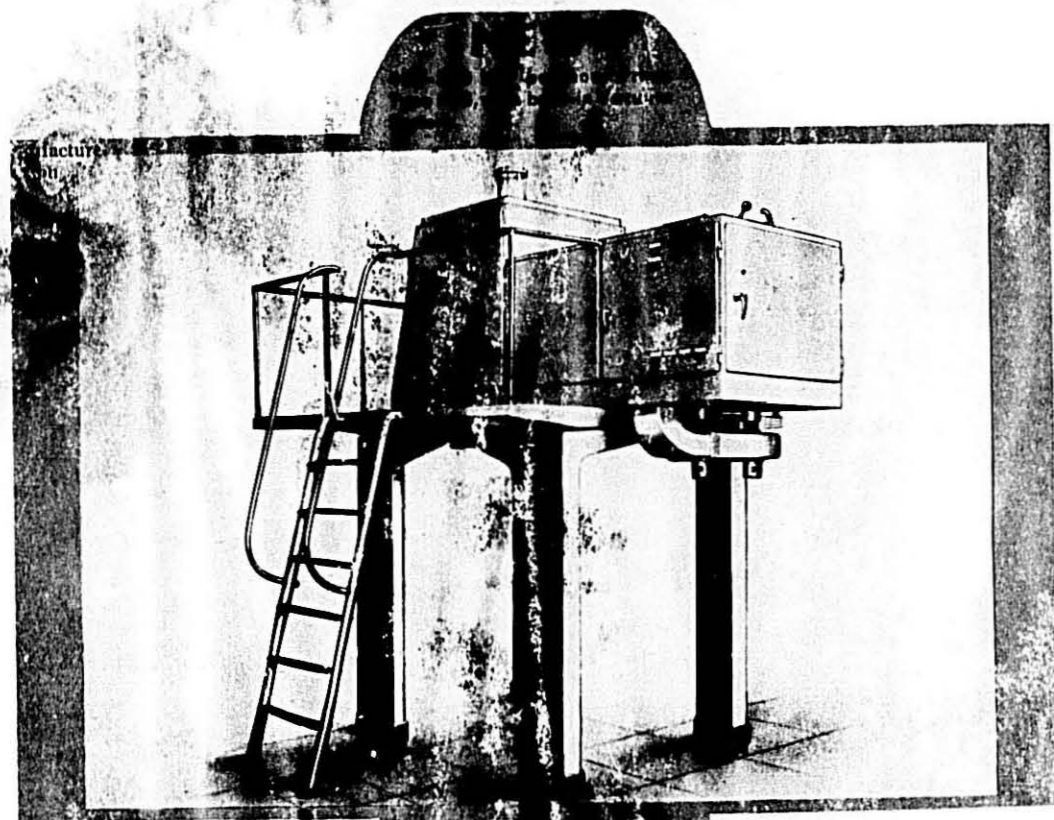
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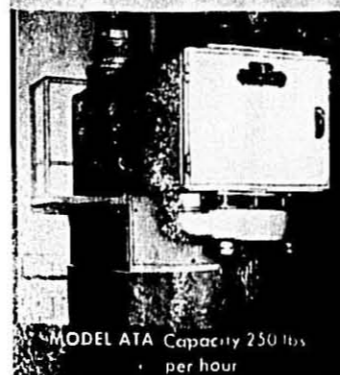
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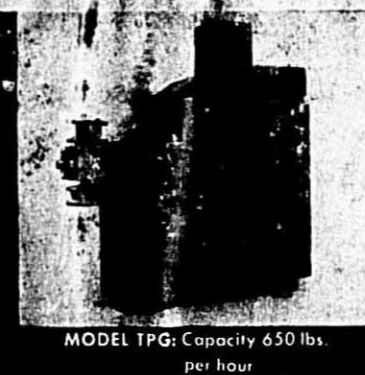
ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

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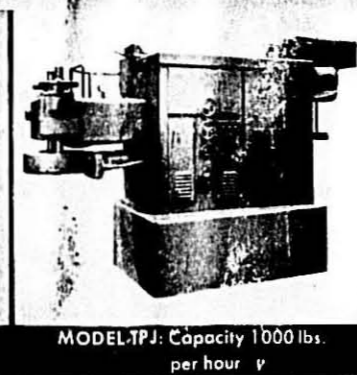
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MACARONI vs NOODLES AS WEEVIL FOOD

By T. L. Sage, American Sanitation Institute,
and H. Geddes Stanway, Skinner Manufacturing Co.

THERE has been a growing tendency in the macaroni industry toward establishment of a possible sanitation myth. This is regarding the fact that such stored product pests as Confused Flour Beetles, Sawtoothed Grain Beetles, Caddisflies, etc. are attracted and breed more readily in noodles than they do in macaroni products.

This is not altogether true, as has been entirely supported by the records kept by certain macaroni plants. These records have revealed that a larger percentage of their plants are infested for insect infestations; and despite the fact that noodles were a much smaller percentage of the plants' total production. In addition, sanitation consultants have found that equipment devoted almost entirely to noodle production shows higher incidence of weevil infestation than comparable equipment designated for macaroni production alone. This is particularly true, for example, of continuous dryers.

To ascertain the true facts in this question—which, after all, are important in tracing sources of insect infestations—the American Sanitation Institute and Skinner Manufacturing Company set up a joint research project. We feel that our findings should become common knowledge for the entire macaroni industry.

A dual feeding test program was accordingly set up to determine the preference of stored grain pests for egg-noodles in competition with macaroni. The first of these were simply the exposing of equal amounts of both macaroni and noodles to a given number of different types stored product pests including Confused Flour Beetles, Mediterranean Flour Moths, Caddisflies, Sawtoothed Grain Beetles, Carpet Beetles, etc. Periodic observations were then made to see which of the two food products had attracted and contained the most insects in feeding stages. It was determined over some period of time that the containers of noodles invariably had twice as many insects feeding thereon as the containers of macaroni.

The second similar test was the weighing out of equal samples of macaroni and noodles and placing them in nine cm. crystallizing dishes. These were retained at 80° F. with a relative humidity of 60 - 75°. The one-gram samples of each of the two food materials were exposed to exactly the same population of insects for determination of their preference. This was done by weighing the noodles and the spaghetti after the insects were allowed to feed upon them by choice. The results of the second test are indicated below:



H. GEDDES STANWAY

	Confused Flour Beetle	Egg Noodles	Macaroni
Sawtoothed Grain Beetle	23.17 mg.	12.3 mg.	
Indian Meal Moth	16.45 mg.	9.82 mg.	
Black Carpet Beetle Larva	12.6 mg.	8.1 mg.	
		Little Feeding	Slight Feeding

Obviously, the egg noodles were more palatable than macaroni to these four stored product pests tested by almost two-to-one. This work plainly indicates that added caution and control measures must be employed concerning egg noodle production. The equipment processing egg noodles must be given added attention. In analyzing return goods for insect infestation these above conclusions must be taken into account.

Basically, there are five avenues of contamination by insects in egg noodle products:

1. Insect infestations—either adult, immature stages, or eggs—contained originally in the flour or semolina.
2. Infested flour dumping, conveying, or handling equipment usually caused by inaccessibility of the equipment, poor cleaning techniques or improper spot fumigation.
3. Infested dryers usually caused by their inaccessibility or poor control measures.
4. Infestations originating from packaging materials or stored areas in which they are held.
5. Regrinding and re-use of infested returned goods.

A similarly interesting project is being considered to determine whether certain vacuum processes used in macaroni production are really detrimental or injurious to the same type insects' growth and development.

Sanitation Seminar for Food Processors

"Rodent Control as it Relates to Food Plants", by Walter W. Dykstra, Assistant Chief of U. S. Fish and Wildlife Service, Washington, D.C. will be one of the subjects discussed at the Arwell Seminar to be held in the Sheraton Hotel, Chicago, April 14.

The one-day conference which has as its purpose dissemination of up-to-date information to food processors and others, will further cooperation between the food industry and those engaged in pest control work. A question and answer period will follow each topic.

According to W. W. Scott, Arwell president, this year's seminar will cover latest developments in pest control techniques and other forms of food contamination problems facing food processors. About 300 industry and public health representatives are expected to attend.

Program details for the Seminar follow:

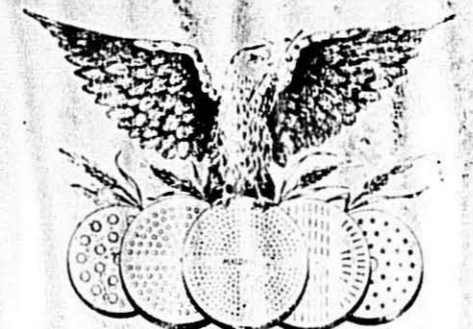
Thursday, April 14

- Dairy Sanitation, Dr. W. L. Mallman, Michigan State College
- Insecticides, Dr. George C. Decker, University of Illinois
- Grain Sanitation Program, Howard C. Hunter, Executive Director American Institute of Baking
- Rodent Control, Walter W. Dykstra, U. S. Fish and Wildlife Service
- Cereal and Granary Insects, William H. Schoenherr, Director of Sanitation, Lauhoff Grain Company
- Fly Control, Professor John V. Osmun, Purdue University
- The Khapra Beetle, John D. Mock, Entomologist, Arwell, Inc.

Borrelli Cutter Licensed to Codie-Kay

Alfonso Borrelli, owner of the Fresno Macaroni Co., in Fresno, California, and the West Coast Macaroni Co., in Oakland, California, recently licensed the Codie-Kay Co. of Los Angeles, Calif. to produce his patented automatic Long Goods Cutter.

Mr. Borrelli developed this Cutter in his own plant and has had it in operation constantly for about four years. This new machine was redesigned to eliminate the usual 'bugs' that go with any first machine. Of special interest to the macaroni manufacturer is that the cutter will hold 52 sticks of spaghetti or macaroni and can cut as many as 14 sticks per minute. Once the rack is loaded, only one person is needed to take away the cut product. This unique machine has an extra feature which, when attached to it will combine with the recently announced C-K Long Cut Packer and automatically feed it. A Variable-Speed arrangement on the cutter makes it very versatile.



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BUYERS GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

EGGS

ARMOUR & COMPANY, Chicago 9, Illinois. Packers of Cloverbloom Frozen Egg Whites and Spray-Processed Egg White Solids, also Egg Yolk Solids and Frozen Egg Yolks.

MONARK EGG CORPORATION, 601-11 E. Third Street, Kansas City, Missouri. Packers of dark, high solid yolks and other egg products with breaking plants in Missouri and Kansas.

WILLIAM H. OLLACH, American & Berks Stores, Philadelphia 22, Pa. Packers and distributors of frozen and dried egg yolk. Distribute nationally from warehouse stocks and located throughout the United States.

S. K. PRODUCE COMPANY, 565 W. Fulton Street, Chicago, Illinois. Packers of frozen eggs. Broker and Clearing House member, Chicago Merchandise Exchange.

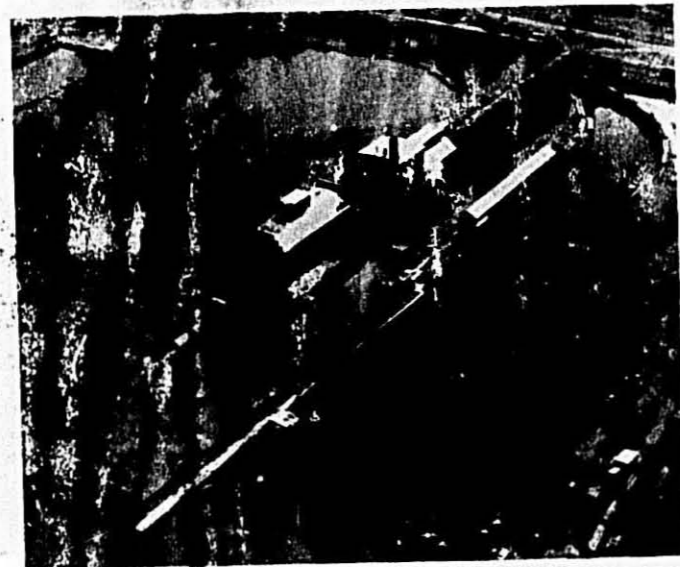
DURUM PRODUCTS

AMBER MILLING DIVISION, Grain Terminal Association, P. O. Box 3597, St. Paul 8, Minnesota. Manufacturers of Amber's Durum Hard Wheat Blend, also Ambo, Faralina, Durmix, Kubanka, Amber Fancy, Golden Gleam, Minola.

CAPITAL FLOUR MILLS, International Milling Company, McKnight Building, Minneapolis 1, Minnesota. Manufacturers of 25 Durum #1, 25 Blend, and 25 Promo Patent flour blends, and Special Farina and Special Mello Granular hard wheat products.



GENERAL MILLS' Joe DeMarco calls on a macaroni customer.



THE KING MIDAS DURUM MILL at Duluth, Minnesota.

COMMANDER LARABEE MILLING COMPANY, 733 Marquette, Minneapolis 2, Minnesota. Manufacturers of Northern Star, Semolina, Victoria Granular Company, Sentinel, Sunshine, Larabee, Farina and Theresa brands.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin. Manufacturers of Doughboy Durum Patent Flour and Doughmaster.

GENERAL MILLS, INC., 100 Second Avenue South, Minneapolis 1, Minnesota. Manufacturers of Premium Semoblend, Premium Granular Blend, Premium Patent Flour Blend, Hard Wheat Farina, Amberoni Hard Wheat Granular, Noodle Flours, Dupi Gluten.

H. H. KING FLOUR MILLS COMPANY, 1010 Grain Exchange Building, Minneapolis 15, Minnesota. Manufacturers of Gold-Mine Durum and Hard wheat Blends, King's All Gold Granular, and Royal Macaroni Flour.

KING MIDAS FLOUR MILLS, 660 Grain Exchange, Minneapolis 15, Minnesota. Manufacturers of King Midas Blends, Kubo, Premiata, Duro Blend and Sunbeam brands.

NORTH DAKOTA MILL & ELEVATOR, Grain Forks, North Dakota. Manufacturers of Durum and Hard Wheat Blends.

GUM GLUTEN
HURON MILLING COMPANY, 9 Park Place, New York 7, N. Y. Manufacturers of Wheat Gum Gluten, Monosodium Glutamate.
THE KEEVER STARCH COMPANY, 538 E. Town St., Columbus 15, Ohio. Manufacturers of Keeso Gum Gluten, guaranteed 80% protein.

FLOUR TRANSPORTATION
GENERAL AMERICAN TRANSPORTATION CORP., 135 S. LaSalle Street, Chicago, Illinois. Airslide cars for handling dry granular products in bulk.

MANUFACTURING EQUIPMENT
AMBRETTE MACHINERY CORP., 156 Sixth Street, Brooklyn 15, New York. Complete line of automatic machinery for the manufacturing and drying of macaroni and noodles.

BRAIBANTI COMPANY, Lebara Corporation, 16 E. 42nd Street, New York 17, N. Y. and Permeco, 1200 S. Maple Avenue, Los Angeles, Calif. Manufacturers of complete line of macaroni equipment. Automatic presses from 100 to 1200 lbs. per hour, vacuum systems, pneumatic flour handling systems. Free consultation service for factory layouts and engineering.

BUHLER BROTHERS, INC., 2121 State Highway #1, Fort Lee, New Jersey. Macaroni presses, vacuum or standard models.

BUYERS GUIDE



G.A.'s JESS COOK (left), an international buyer, and Gene Kuhn of Amber Mills inspect durum at the Minneapolis Grain Exchange.

JOHN J. CAVAGNARO, 255-57 Center Street, New York, N. Y. All sizes of macaroni equipment.

N. J. CAVAGNARO & SONS, 100 Third Avenue, Brooklyn 15, New York. New and rebuilt machinery for manufacturers of spaghetti, macaroni and noodles, including Chinese type noodles.

CLERMONT MACHINE COMPANY, INC., 226-276 Wallabout Street, Brooklyn 6, New York. Manufacturers of a complete line of machinery for the macaroni trade, including the vacuum process.

DE FRANCISCI MACHINE CORPORATION, 46-15 Metropolitan Avenue, Brooklyn 37, N. Y. A complete line of new and used machinery both hydraulic and continuous; special machinery for the macaroni trade. Catalog on request. In Italy; manufacturer of DeMaco Spreader Attachment, Meneghini, Via Scarlatti 29, Milan, Italy.

FRANK LAZZARO DRYING MACHINES, 9101-09 Third Avenue, North Bergen, N. J. Drying machines and large line of new and rebuilt machinery for macaroni manufacture.

DIES

DONATO MALDARI, 180 Grand Street, New York 13, N. Y. Specializing in all types of macaroni extrusion dies.

GUIDO TANZI, 3252-54 West 5th Avenue, Chicago 24, Illinois. Manufacturer of all types of macaroni dies.

PACKAGING EQUIPMENT

CLYBURN MACHINE CORPORATION, 6179 N. Avondale Avenue, Chicago 31, Illinois. CMC Automatic Carton Filling and Sealing Machine and CMC Case Gluing and Taping Machine.

CODIE-KAY COMPANY, INC., 1139 San Julian Street, Los Angeles 15, California. Manufacturer of C-K Long Cut Packer, C-K Noodle Packaging Line, The Borelli Long Goods Cutter, the C-K Cartoning Line.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin. Manufacturer of Doughboy's New "A1-C" Great Sealer.

THE FARRINGTON MACHINES, INC., 30 Bow Street, Cambridge, Massachusetts. Manufacturer of the Farrington Weigher.

J. L. FERGUSON COMPANY, Troy & Republic Streets, Joliet, Illinois. Trade name Packomatic. Complete line of carton filling, gluing and sealing machines and corrugated case-sealers, etc.

THE WOODMAN COMPANY, INC., 120 Avondale Road, Avondale Estates, Georgia. Designers and manufacturers of high speed machinery for packaging and weighing.

PACKAGING SUPPLIES

CRYSTAL TUBE CORPORATION, 6625 W. Diversey Avenue, Chicago 35, Illinois. Converters of cellophane, polyethylene, polyfilm, and other transparent packaging materials.

THE DOBECKMUN COMPANY, P. O. Box 5117, Cleveland 1, Ohio. Creative converters of films and foils.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Delaware. Manufacturers of a wide variety of packaging films.

THE GARDNER BOARD AND CARTON COMPANY, Middletown, Ohio. Folding cartons of all descriptions. Letter-press, gravure and offset printing. Boxboard.

GREEN BAY BOX COMPANY, Green Bay, Wisconsin. Manufacturers of corrugated shipping containers and folding cartons.

KALAMAZOO VEGETABLE PARCHEMENT COMPANY, Kalamazoo, Michigan. Manufacturers and converters of food protection papers, carton liners, waxed papers, printed waxed paper overwraps. Trademarks: KVP and KVP Super Kalamazoo.

MENDEL CORRUGATED PRODUCTS, 111 Zane Street, Louisville, Kentucky. Designers and manufacturers of corrugated shipping containers, specialty boxes, packaging material, skids and platforms, counter and floor displays, weatherproof export containers.

MILPRINT, INC., 1200 N. Holton St., Milwaukee 1, Wisconsin. Cellophane converters and lithographers.

THE MUNSON BAG COMPANY, 1368 W. 117th Street, Cleveland 7, Ohio. Complete packaging design facilities with Munson cellophane bags.

ROSSOTTI LITHOGRAPH CORPORATION, 4511 Tomelle Avenue, North Bergen, N. J. Lithographers of labels and folding cartons. West Coast plant San Francisco, Calif.

WALLOP PAPER PRODUCTS COMPANY, 2250 Wabash, St. Paul 5, Minnesota. Manufacturers of corrugated and solid fibre cartons including tear strip and pull tab opening features, folding cartons and advertising pieces.

SAUCES AND SEASONINGS

VAN-FRANK SALES CO., 568 San Fernando Road, Los Angeles, Calif. Sales agents for Lowry's Spaghetti Sauce Mix.

SERVICES

GLENN G. ROSE'S COMPANY, 125 E. Church Street, Troyville, Illinois. Industrial consultants, engineering service.

JACOBS-WINSTON LABORATORIES, 156 Chambers Street, New York, N. Y. Consulting and analytical chemists.

VITAMINS

HOFFMANN-LA ROCHE, INC., Roche Park, Nutley, New Jersey. Enrichment for macaroni products.

MERCK & COMPANY, INC., Rahway, New Jersey. Vitamin products for enrichment of macaroni.

STERWIN CHEMICALS, INC., 1150 Broadway, New York 18, N. Y. Producers of B-E-T-S Orange Label and B-E-T-S Yellow Label macaroni enrichment tablets, Vestram Blue Label macaroni enrichment powder single and double strength and Sterwin Feeder for addition of enrichment to macaroni products.

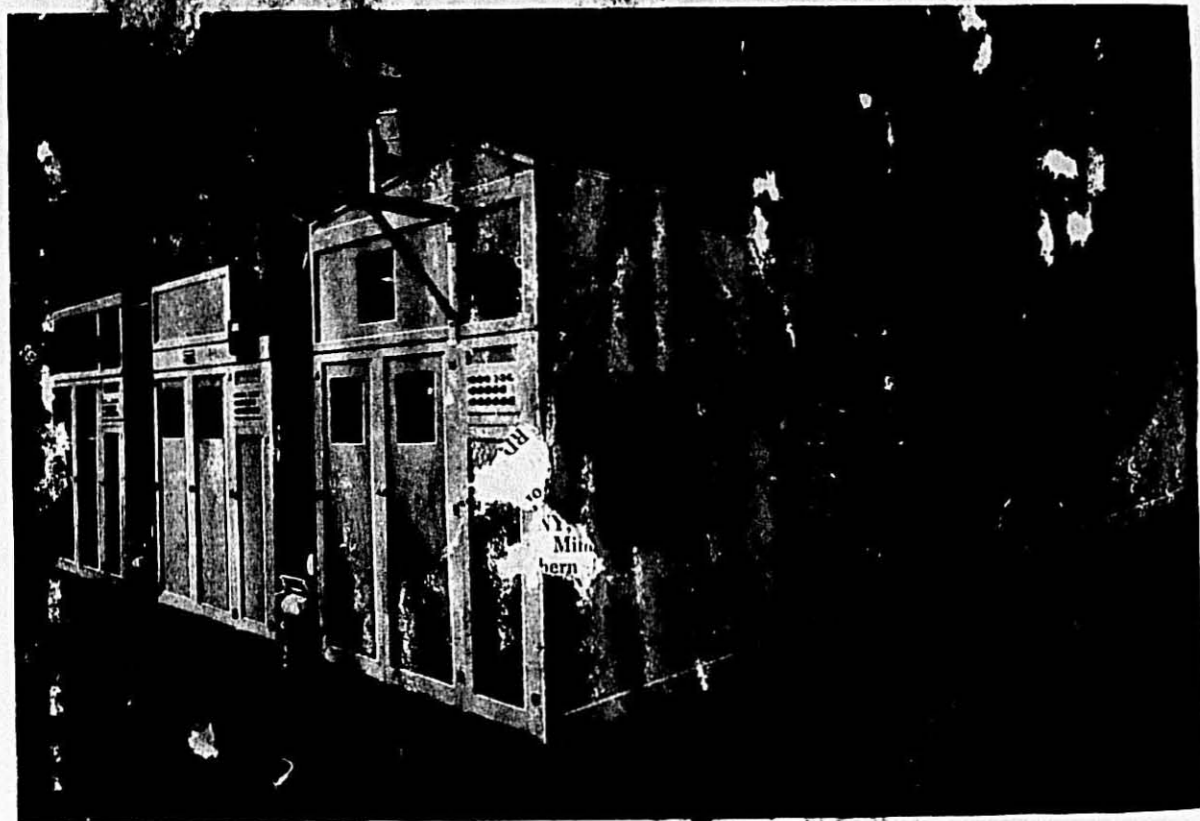
WALLACE & GIBSON, INC., Box 178, Newark 1, New Jersey. N. Richmond. Manufacturers of uniform enrichment of macaroni products.



CAPITAL'S PAUL PETERSEN and Pierce Wheeler examine spaghetti made from durum blend.

Check Proof Dryer Instrument Controlled Hygienic

Capacity 1/2 to 600 to 1,000 pounds of cut macaroni or noodles.



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

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

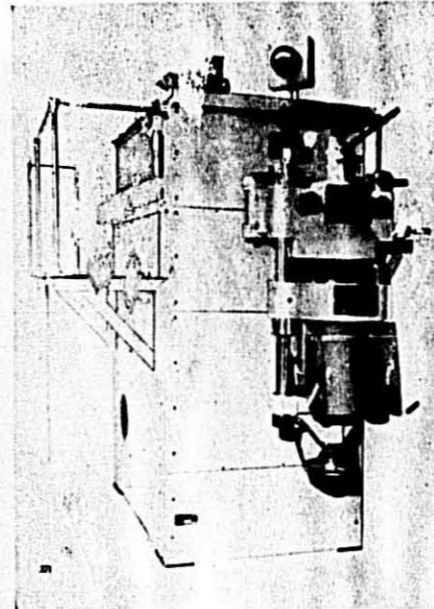
Ambrette MACHINERY CORP.

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

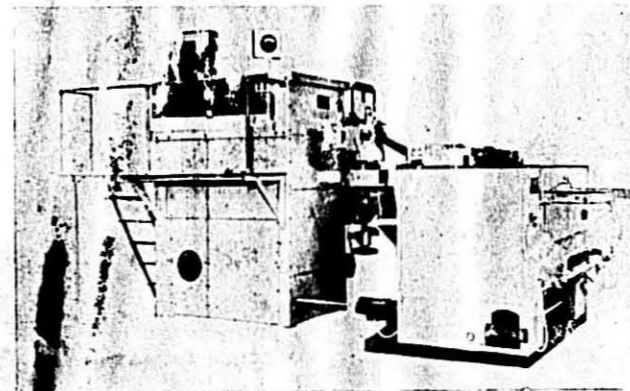
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PROPER VACUUM



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



CREATIVE
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for the
MACARONI
NOODLE
INDUSTRY

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

A NEW LONG GOODS DRYING SYSTEM

By Paul Ambrette, Ambrette Machinery Corporation

ANOTHER first for Ambrette is our New Fast Drying Long Goods Drying System. This system has been the answer in many plants to macaroni and noodle production expansion without expensive new building additions.

This system has cut long goods drying time in half and in this way, we are able to double long goods production in the same drying space. This space saved advantageously permits a short cut or noodle production.

Flexibility of this system is such that it can be used in every building housing a macaroni plant.

The accelerated long goods drying was accomplished in part by adding an automatic long goods semi-finish dryer to work in conjunction as a coordinated continuous unit with installed long goods automatic spreaders and long goods automatic preliminary dryers. Leaving the semi-finish dryer, the long goods are placed on trucks and finish drying is further accelerated in our new automatic self-controlled drying rooms.

This new semi-finish automatic dryer is a continuation of the drying principle of the automatic long goods preliminary which was the first to transmit long goods automatically in a drying process and was designed, engineered and patented in 1950 by Conrad Ambrette.

This semi-finish dryer dries down and returns the long goods to a point where it can be finish dried more quickly in our automatic self-controlled finish drying rooms in half the time that was needed previously in conventional finish drying rooms.

The moisture of the long goods upon leaving the drying part of the semi-finish dryer is less than 20%. The long goods now dried down to this point are then passed through the return chamber part of the semi-finish dryer where they are brought back to a plastic stage so that they can be easily handled without damage while being placed on trucks. In this returned plastic stage, the long goods are so conditioned that higher temperatures can be applied at the start of drying in our finish drying rooms than heretofore thought practical.

Our new automatic self-controlled finish drying rooms are so designed as to have an automatic balanced air intake and discharge so as to create uniform drying conditions at all times. Because of this uniformity, a high starting temperature may be used from the beginning to start this quick drying process. From this high temperature



PAUL AMBRETTE

starting point, heat is increased periodically to still higher temperatures in order to keep the drying accelerated for the fastest possible drying time.

The fans are reversed automatically in this room at the end of a predetermined period of time. The movement of the air by the fans during a given period forms a condition of drying one half the room while the other half of the room is returning. This half drying and half returning during a given period makes a needed balance for fast drying. This continuous drying and returning at the same time with periodic reversal of air flow at the proper time by the fans eliminates the possibility of too rapid continuous drying of the long goods which would lead to disastrous checking results.

The semi-finish automatic dryer and the automatic self-controlled room are scientifically designed in structure to create proper drying results and have positive controls for heat and humidity.

These dryers are sanitarily constructed with a structural steel frame and washable, hard faced plastic plywood. Facilities are provided so that all parts of the dryers are easily accessible for cleaning and so that no part will act as a harborer for insects.

The automatic semi-finish dryer which is the heart of this system may be located directly in front of the automatic long goods preliminary dryer if space is available. If this space is not available, the long goods may be conveyed from the preliminary dryer by means of a positive transfer system to this semi-finish dryer placed on the floor above either directly over the preliminary or in a position going away from the preliminary. Because of these possible arrangements, this system has

the flexibility to best utilize the space available in any plant.

Ambrette experiments and operational results observed with this system which has been in operation for almost two years has proven that quality long goods products may be quickly dried without resultant loss of color or damage in any way to the strength of the strands.

This system was first installed at the H. J. Heinz Company in Pittsburgh, Pennsylvania and, since this installation, a number of installations have been made in the United States and in Canada.

Each installation brought about a space saving by either condensing the present long goods drying space for increasing production of short cut or noodles or the doubling of long goods drying production in the same space.

Codie-Kay Long Cut Packer in Production

The Codie-Kay Co., Los Angeles, after five years of experimenting, has gone into production on their long cut packer. According to D. D. "Steve" Brodie, president, they have concluded an over-a-year's operation with one of their packers in a macaroni plant. Subsequently this trial machine was brought back to the manufacturer's plant and modified as was indicated necessary while under production runs. This was the third such test made in a macaroni factory, so that now the new production models have really been "tried and proved" . . . says Brodie and several installations have already been made.

The Codie-Kay Co. has devoted almost its entire time for the past several years in developing machines primarily for use in the macaroni industry. Their latest model combination noodle and specialty cut macaroni machine was recently installed in a midwest macaroni plant. This machine differs from the conventional noodle packer in that it will operate at 35 packages per minute, settling the noodles into the bags by juggling the bag. Of interest to the trade is the absolute sanitary design of this unit, with trim and covers high enough off the floor to allow easy clean up under the machine. This new packaging line embodies the much talked about scale that "weighs as it conveys". Actually, the weighing is done on standard check weight scales onto which is secured a conveyor. The old bug-a-boo of "product in suspension" is eliminated as the device, feeding the scales, rests almost on the scales. All of this, according to the manufacturer, comes under the head of progress in industry!

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Always priced right . . . assurance of finest quality.

Give your noodles that golden color and taste appeal with RICH, DARK, MONARK YOLKS. Color and solids tests made as the eggs are packed assure you of uniformity in every can.

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Superior Quality in Every Way

Let us tell you about our LOW prices. Our convenient purchase and delivery arrangements will please you. If you have used MONARK EGGS, you know. If you have not used them, you owe it to yourself to try these SUPER YOLKS.

BUY DIRECT AND SAVE

It's Easier To Do Business With Us!

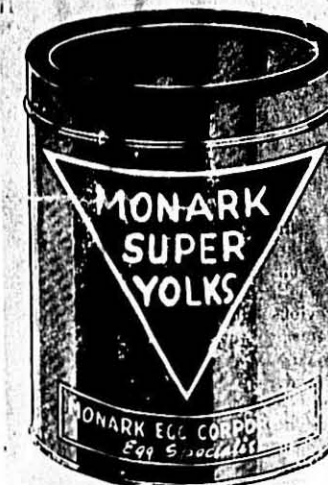
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ABOUT PACKAGING

Leadership Called for in Package Development

Leadership in package development can contribute as much to a company's success as can innovations in the product itself. L. Romney, technical director of packaging, The Proctor & Gamble Company, and vice president in charge of the packaging division of the American Management Association, declared in a statement announcing preliminary plans for the association's annual conference:

"Opportunities lie ahead in packaging," said Mr. Romney. "Starting as an inconspicuous infant not so many years ago, this field already has grown to a 'young giant,' he said. If handled casually, it can be a wasteful luxury, but if it is approached from a constructive viewpoint, 'packaging can be a powerful force that brings great reward to those who are wise enough to exploit it to the fullest.'"

Opportunities for increasing sales appeal in consumer packaging and for reducing costs in industrial packing will be emphasized at the three-day national meeting, scheduled for April 18-20 at the Palmer House in Chicago. Discussions of packaging materials, machinery, and testing equipment also will be included in the fullest program the association has ever developed for a packaging conference.

Trends in Packaging

Companies that have recognized packaging as an important function of management—an entity in itself, not an appendage of some other department—are in the best position to take advantage of the great opportunities ahead, Mr. Romney asserted. He urged "a sound program of research and development to realize these opportunities to the fullest."

Investigation of new packaging techniques should not be limited to current package manufacturing processes, he said, but should be aimed at making products more acceptable and businesses more successful.

"Convenience packaging" is an important trend in the packaging of consumer goods, according to Mr. Romney. Packages that are convenient to buy, store, open, use, reclose, and reuse are strongly favored by the customer. Packages that are easy to stack, display, identify, and price mark and that conserve shelf space appeal to the dealer and stand the best chance of getting a favorable place in his limited display area. As a result of the growth of self-service stores, where the package is the "silent salesman," there is a trend

toward multicolor design and more informative labeling.

On the technical side, Mr. Romney cited the tendency to tighten tolerances on packages for more efficient operation on high-speed equipment. There also is a trend, he said, toward tailoring packages to do a specific job for a given product by taking advantage of specific characteristics of the various packaging materials available. And, looking even farther ahead, he asked, "Isn't it possible that such a thing as atomic radiation might change our whole packaging pattern as we know it today?"

Packaging costs money, lots of it, Mr. Romney pointed out, and any investment in packaging should be made as intelligently as in any other major department of a business. Wise investment of package money requires able and experienced packaging engineers and managers. Where are the engineers coming from to meet this challenge?

"As things now stand, according to Mr. Romney, you grow them yourself. This points up one of the most pressing needs in packaging today—education and training of the package engineer. There are many opportunities offered for professional training; many more are needed."

"It is very much to the interest of businesses which need packaging engineers," he concluded, "not only to encourage to the fullest those agencies that are attempting to fill this void but also actually to support the development of additional educational facilities to train the packaging engineer of the future."

Packaging Conference

More than 1,000 packaging, test, and technicians from all parts of this country and Canada are expected to attend the packaging conference, one of a dozen national meetings in various fields of management to be sponsored by the association during the current fiscal year. The program will cover the whole range of protecting and merchandising the products of industry, from laboratory to retail store.

The marketing side of packaging will receive primary attention in the sessions designed for manufacturers and sellers of consumer goods. Speakers will describe their packaging programs and present case histories of what they have accomplished in packaging, combining the merchandising and operational aspects of retail marketing and calling attention to the packaging implications of changing distribution patterns.

Net Weight Compliance Of Packaged Products

James J. Winston advises members of the N.M.M.A. that State Regulatory Agencies associated with Weights and Measures have recently begun to enforce stringently the requirements on net weight of packaged goods.

Several manufacturers in our industry have been penalized for non-compliance with the declared weight. In a number of instances, the net weight as determined by the State Officials was below the requirement by an ounce. Most of the products deficient in weight consisted of short cut and variety forms of macaroni. These products are generally weighed by automatic mechanical scales.

In his discussion with officials engaged in this activity, he learned that the tolerance granted is $\frac{1}{8}$ of an ounce. Unfortunately, the state officials do not take into consideration moisture changes of the product while in storage. If macaroni has been stored in a retailer's outlet for several months, particularly during the winter months, low relative humidity at this time of the year may result in a moisture loss of 2 to 3%. This would therefore effectuate a loss in net of approximately $\frac{1}{8}$ to $\frac{1}{2}$ of an ounce.

It is incumbent upon management to check the weights of different products on a daily basis to make certain of compliance with the declaration on the label. It is also advisable to keep a daily record of the findings and to make the necessary repairs of the scales as promptly as possible. Furthermore, it may be prudent to avoid over-stocking the retailer, and at the same time, to insure proper rotation of stocks.

Du Pont's "Mylar" at Packaging Show

Cellophane packages designed for self-service, and a group of commercially feasible packaging applications for "Mylar" polyester film, will be featured by the Du Pont Company's Film Department at the 1955 National Packaging Exposition in Chicago, April 18-21.

On display will be a series of cellophane packages, designed by Du Pont specialists to stress convenience, variety, and informative packaging, and the latest applications for "Cel-O-Seal" cellulose bands.

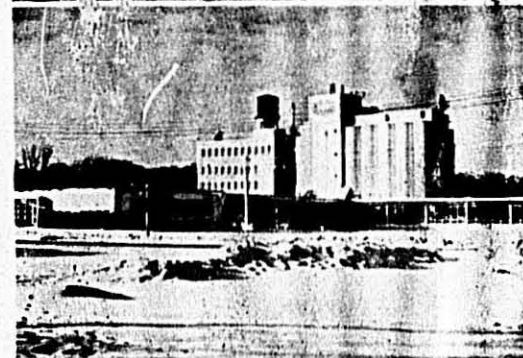
Special units also will dramatize the packaging properties of "Mylar"—the film's strength and toughness, as well as its dimensional stability under a wide range of temperatures.

In addition, other displays will graphically demonstrate what continuing population growth means to the food industry, and the importance of consumer shopping studies, one of Du Pont's many services.

"Say Doughboy for Flour that makes better, tastier noodles!"



"Say Doughboy for Heat Sealers that do the job faster!"

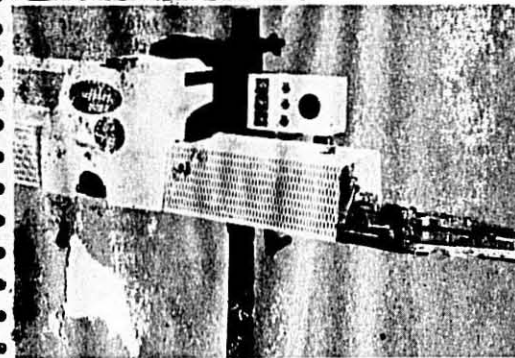


DOUGHBOY DURUM PATENT FLOUR is milled from only selected carloads of the Northwest's finest durum wheat. Made in one of America's most up-to-the-minute flour mills, every order of Doughboy Durum Flour is tested before shipment for uniform high quality. You're always sure with Doughboy.

Doughboy

DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

Let us send you complete information on Doughboy Durum Flour for noodles. Just drop us a line today—Doughboy Industries, Inc., Department MJ-453, New Richmond, Wis.



DOUGHBOY'S NEW "AT-C" HEAT SEALER runs through jobs fast! Maintains high speeds up to 900 inches per minute during continuous production. Offers code-dating and hole punching devices, pre-heaters and bag folding unit. Super speed, versatility make the "AT-C" the ideal machine for quantity output.

Doughboy

DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

For full details on a Doughboy Heat Sealer to meet your packaging needs, just write Doughboy Industries, Inc., Department MJ-453, New Richmond, Wis. No obligation, of course.

OPPORTUNITY IN THE GROWING RESTAURANT FIELD

FOOD purchases by restaurants and institutions will more than double by 1975, rising from \$7.2 billion to approximately \$16 billion, Harold H. Jaeger, executive director of the Canning Manufacturers Institute, told the National Canning Convention.

Addressing the canning industry that they can and must "win a larger share of the home food market", Jaeger said Americans already "one out of every five dollars Americans spend is for food consumed away from home".

Results released by Mr. Jaeger at the convention and eagerly awaited by the canning trade came from special studies undertaken last year by the Canning Manufacturers Institute under the leadership of Leo Nejedski, management consultant and chairman of the convention's panel discussion of the institutional market. The study was part of a long range program to broaden the institutional market for the canning industry. Twelve categories of eating places, ranging from fancy restaurants to singly-owned cafeterias, were included in the CMI investigation.

Jaeger warned that the restaurant and institutional field was a "sleeper market" neglected by too many canners. "We must realize that restaurant dining is growing faster proportionately than population and income."

"It is not a market that will be there merely for the asking. The potentialities of this market are just being recognized and spotlighted. I am pleased to tell you that through the Canning Manufacturers Institute we are among the very first to recognize its importance. We are also determined to maintain our leadership in this field. But, as the importance of the restaurant market is more widely recognized, competition for these billions of food dollars is bound to be stepped up, and we must be prepared to meet it."

The biggest percentage of increase in away-from-home eating is being registered by families in the moderate income brackets, and that is where the canning industry can take a major part of the credit, Mr. Jaeger declared. Many restaurant operators have taken a tip from the American housewife, he explained, in recognizing that modern American canned products provide the best source of consistently high quality foods at economical prices.

It is up to the canners to bring such recognition of the advantages of using more canned food products to the attention of many more key people in the restaurant field, Mr. Jaeger emphasized. The managers and owners, and not merely the chefs and cooks, must get the canners' message. The executives

must be convinced that canned foods "build consumer satisfaction more consistently and at lower cost."

The canning industry has a strong arsenal of factual weapons which can be used to win a greater share of the away-from-home food market. Among the score of points Mr. Jaeger discussed were:

(1) Cuts cost of kitchen labor; (2) Canned food costs less; (3) Perfectly adapted to portion control, the basis of restaurant cost control; (4) Consistent quality; (5) Easier and cheaper storage; (6) No spoilage; (7) Offers great variety in and out of season; (8) Avoids "out of stock."

Speaking at a session on "Developing the Institutional Market", Mr. Jaeger's promotional program for the canning industry was amplified in panel discussions by Leo Nejedski, management consultant; George D. Hanby of Cooley's Cupboards, chairman of the Profit Management Committee of the National Restaurant Association; Miss Beatrice Hughes of Hardings Restaurants, the association's Food Committee chairman; Joseph Schensul of Schensul's Cafeteria; and James E. Stinson of H. F. Beckwith & Sons, Inc.

Mr. Nejedski, who led the panel discussion, amplified the key role taken by the canning industry in bringing restaurant practices into line with modern trends.

With labor costs constantly rising and competent personnel more difficult to recruit and hold, Mr. Nejedski said, restaurant operators are finding the canning industry a potent ally in the maintenance of menu prices scaled to the moderate budget.

Since the canning industry provides a wide variety of quality foods, Mr. Nejedski explained, much of the burden of meal preparation can be lifted from the kitchen staffs. The restaurant kitchens are becoming much smaller, Mr. Nejedski added, because less food processing equipment is needed as more food processing takes place in centralized outside plants. These are two major means of cutting operation costs, he noted, and keeping restaurant prices within range of a majority of American pocketbooks.

Mr. Hanby, speaking as a restaurant operator, chided the canners for letting "the restaurant market develop by default."

"You have the products and potentialities a restaurant owner needs," Mr. Hanby declared. "You need primarily to do a better job of selling, promoting and advertising."

Miss Hughes, also giving the restaurant operators' view, stressed the need

for more detailed label information combined with more recipe material for canned food offered to the restaurant trade.

"The label on each can will do a tremendous job to help restaurateurs serve good meals at controlled costs if it will tell the grade and amount of product in the can, tell what you have done with it, tell what to do with it to make an appetizing and attractive finished recipe. Believe me, the restaurateurs will be grateful."

La Rosa Now Packs Italian Meat Balls

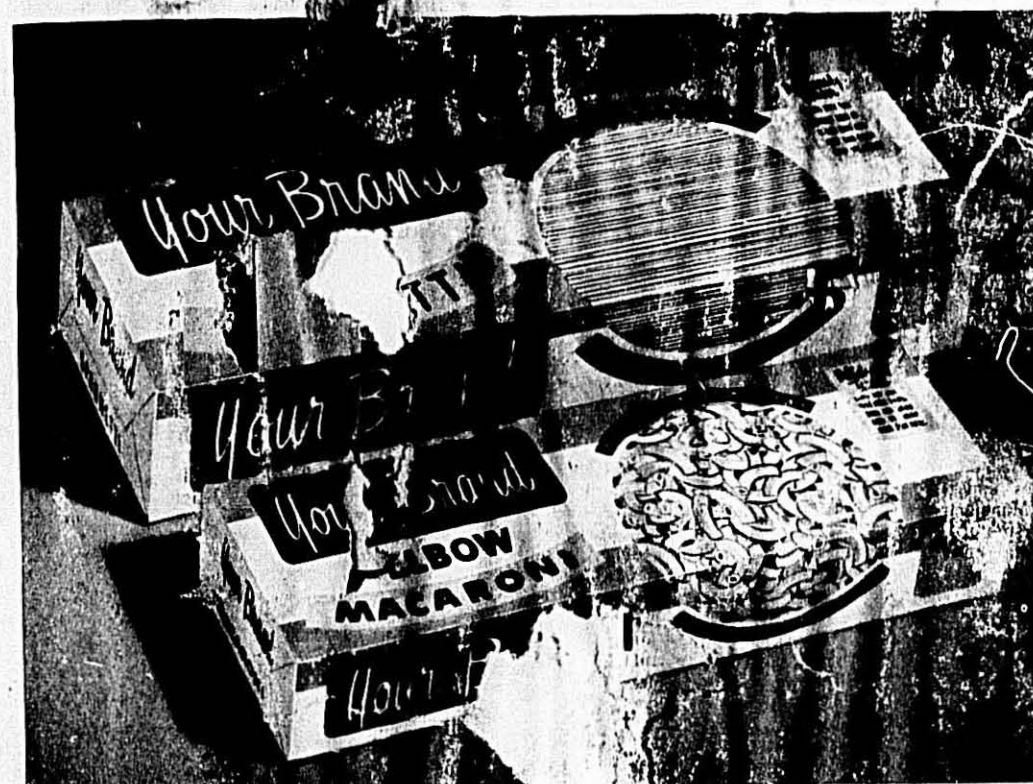
V. La Rosa & Sons, Inc., Brooklyn, New York, have introduced another new member to their Italian-style food line—Italian-style meatballs in sauce. These meatballs are prepared in their own sauce, just heat and serve.

These meatballs are made by La Rosa from pure choice beef and cooked in special infra-red broilers for a true



broiled flavor. Then they're slowly simmered for hours in La Rosa's special sauce to give them real Italian taste. "Now everyone can have the traditional Italian dinner of spaghetti and meatballs in minutes," says Vincent S. La Rosa, in charge of product advertising. He points out that "because the meatballs are packed in their own special sauce, they have real Italian taste already sealed in; and just have to be heated and served with La Rosa spaghetti to make a quick, complete real Italian dinner."

These new Italian home-style meatballs in sauce come packed under the traditional La Rosa label in a handy 15½ oz. can. Retail price about 50¢. La Rosa will support this new product with heavy television, radio, and car card advertising. As many as 30 announcements per week will be scheduled in each city.



NEW Sales Power... Lower packaging costs with KVP Super Kalakote®

This is important news in Macaroni marketing—the kind every producer likes to hear. It is now possible—using new KVP high-fidelity printing equipment on Super Kalakote—to add greater



MAKE THE NAIL TEST!

You can really be rough, and get nowhere, on a tightly sealed Kalakote wrap. Kalakote is unrivaled for its brilliant gloss and sure-sealing qualities.

sales appeal to macaroni products packages and reduce overall packaging costs. (The economies are possible for all who use more than an ordinary shell to package their products.)

Greater sales appeal comes from the perfect pic-

torial reproduction of the products, or the tempting dishes that can be made from them. The savings come from eliminating the inner wrap, the printing on the shell, or an expensive outer wrap. Full protection against moisture, mould, staleness, and infestation is provided by the tight seal and moisture-vapor resistance of Super Kalakote.

Would you like to see samples of this remarkable new wrap for your products, with suggestions for its use on your packages? Write us for full information.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
Parchment, Kalamazoo, Michigan

BRANCH AT DEVON, PA. ASSOCIATED COMPANIES: KVP CO. OF TEXAS, HOUSTON, TEXAS—HARVEY PAPER PRODUCTS CO., STURGIS, MICH.—KVP CO. LTD., ESPANOLA, ONT.—AFFLEORD PAPER PRODUCTS LTD., HAMILTON, ONT.; MONTREAL, QUE.

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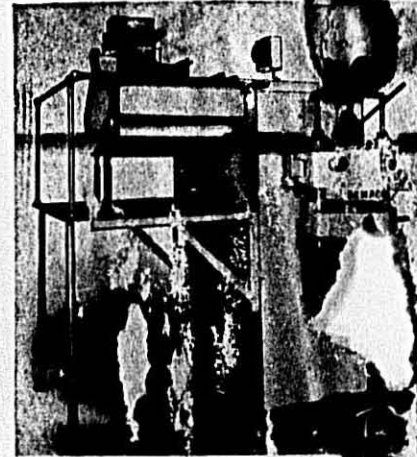
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THE "SECRET" OF THE PERFECT
EXTRUDED SHEET NOODLE.

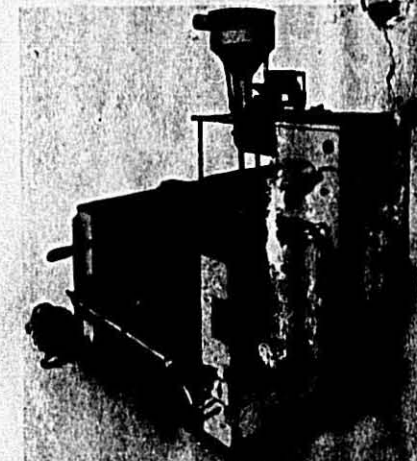
DEMACO **DEFRANCISCI MACHINE**
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LONG GOODS PRELIMINARY DRYER

Long Goods Preliminary Dryers with the new
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goods—a dryer specifically designed for a
2nd Stage and not another preliminary dryer.
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Mrs. Kiefer pointed out that many discriminations today are not direct price preferences. "There are all types of promotion schemes which give one group of stores preference in both allowances and facilities over competing retailers," she said. "Free goods for store openings, man power for stocking shelves, consignment sales, and so on, are very frequently offered on a preferential basis to buyers who have no scruples about making illegal demands on suppliers."

Although the Robinson-Patman Act prohibits discrimination in allowances and facilities, a number of people in the industry either do not know this or choose to ignore it, Mrs. Kiefer said.

"It is not understood the amount of money involved in discriminations of all kinds," she cautioned. "The public record shows that in one year a larger buyer received, in what the court termed 'headquarters allowances', \$6,400,000, which constituted 24.95 per cent of their total profit from all operations in that year. These headquarters allowances were the largest single source of profit for that organization."

Mrs. Kiefer continued: "The overwhelming majority of business people do not desire to stoop to injurious discriminatory and unfair practices, but if the willful few, who choose this way of doing business, are allowed to pursue their evil conduct then many will feel they must adopt similar tactics to meet unfair and unethical competition. If this is permitted, the ethical standards of the industry will sink to the lowest level followed by the most unscrupulous. Two decades of effort to wipe out discriminations and to preserve equality of opportunity for all are not vitiated by a resurgence of this old evil."

The Robinson-Patman Act is now structurally weaker than ever before in its history, Mrs. Kiefer said, citing instances in which the law is not being enforced or has been weakened by judicial and administrative opinion.

In urging support for the "Equality of Opportunity Bill," Mrs. Kiefer also stressed the importance of individual responsibility to foster fair competitive opportunities by refusing to countenance harmful practices known to be taking place. She suggested that brokers report known violations to the Federal Trade Commission.

Without brokers and the great advances they have made in expanding their sales volume, the situation in the industry today would be much worse, Mrs. Kiefer said. She asked the brokers to help lead a crusade to recapture the lost territory. "Food brokers can become the greatest constructive force for fair play there is in the industry," she declared.

Macaroni Purchases in Super Markets

Nineteen years ago Du Pont introduced the now-famous "Impulse Buys" surveys. Periodically since, studies have been conducted on buying habits of a regular service customer in the food package area.

The first study was conducted in 1936. It was the first time that a study was made of the buying habits of a regular service customer in the food package area. The study was conducted in 1936. It was the first time that a study was made of the buying habits of a regular service customer in the food package area.

"All this publicity, plus a retail profit for macaroni products of 24% in comparison to 16.5% for grocery items, are good reasons why both manufacturers and retailers be interested in how Today's Shopper buys macaroni products."

"Here are the results: 19.1% store decision, 17.6% are planned and purchased, and 63.3% are purchased as a substitute, and 61.7% are purchased without previous plan, making a total of 80.9% store decisions for macaroni products. This is considerably higher than 70.8%—the average store decision figure for ALL grocery items."

How the Survey was Made

The field work for this survey was conducted by S. W. Wilkerson and Associates, Philadelphia, Pa., in conjunction with Market Research Section of E. I. du Pont de Nemours & Co. It covered 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. In an interview—a surprise to her—the purchases she actually made were listed as she came to the check-out counter. Purchases were classified as follows:

- Specifically planned and purchased—A specific brand or item purchased as planned, like ABC thin spaghetti, lettuce or pork chops.
 - Planned in a general way and purchased—A general classification like "some" noodles, "a" vegetable, "some kind of" meat.
 - Purchased as a substitute—A change from specifically or generally planned item.
 - Purchased without any previous plan—An item bought which was not in mind on entering the store.
- A conclusion to this survey indicates that macaroni products should merit

able display position in super markets because they furnish higher-than-average retail profit margin. 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.

Life Magazine's Advertising Campaign Extends

The advertising campaign which resulted in a sizeable sale gain in 1954, Chef Line is being extended. The strong backing for 1955 includes a continuation of the distinctive Chef Line spaghetti sauces and quick-serve Italian foods, according to L. J. Sauer, Vice-President of American Home Foods, includes a continuation of 4-color Life Magazine space, as well as twice a week national television coverage over CBS-TV Network with "Love of Life", and four-times-a-week radio coverage with "Our Gal Sunday".

The merchandising opportunities for the Chef products advertised in 4-color in Life last year," said Mr. Sauer, "justified a continuation of this program. Eye and appetite appeal are two of the strong selling points of the Chef line which are very effectively demonstrated in this national Life campaign in color."

Newspaper Sunday Magazine advertising in 4-color is another phase of the big general plan of 1955 expansion. With the Life promotion and radio and TV participation furnishing an opportunity to promote the entire line of Chef products, backed by local daily newspaper advertising and local TV and radio support, American Home Foods is continuing its campaign to give strong support to sales efforts on the parts of retailers and brokers.

Rossotti Appoints Central Division Sales Manager

Joseph J. Rossotti, Lithograph Corporation, South Hackensack, N. J. has announced the appointment of Kenzie A. Mac Donald as Central Division Sales Manager.

Mr. Mac Donald, a resident of Chicago, has been with the Rossotti organization for the past five years as Sales Representative for the Chicago territory.

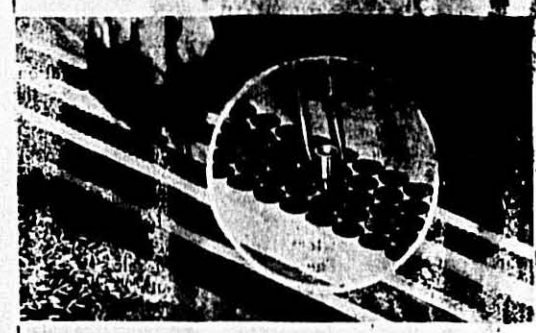
The Central Division sales office will be located at 1320 South Wabash Avenue, Chicago, Illinois.

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

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