

**THE
MACARONI
JOURNAL**

**Volume 37
No. 7**

November, 1955

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



NOVEMBER, 1955



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

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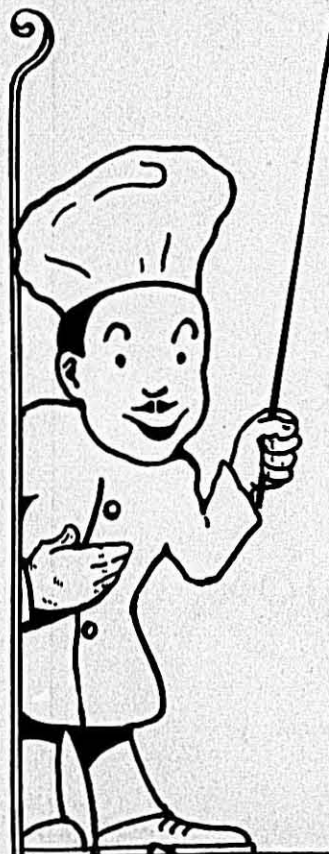
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Cover Photo

Two hearty dishes for Fall serving . . . chicken stock with fine egg noodles and vegetables makes a satisfying chowder, and the casserole combines macaroni with chicken and canned tomatoes. Fruit salad served in apple cups appeals to the younger generation.

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AT THE NEW YORK MEETING

More than fifty macaroni-noodle manufacturers and allies met at the Hotel New Yorker in New York City on September 14.

The meeting took on an international aspect with representatives from Catelli's in Montreal in attendance, Tom Cuneo from Memphis, Lloyd Skinner and Geddes Stanway from Omaha joining in discussions with the Eastern manufacturers. All were in agreement that the terrific heat of the summer had been hard on sales. Not only has weather been a factor, but business is harder to get and harder to hold because the grocer has so much of everything on his shelves.

The problem of deliveries was brought up. Peter LaRosa cited their experience in having a customer who forbids deliveries on Mondays, Tuesdays, Wednesdays and Fridays, and they don't work Saturday and Sunday, so that leaves Thursday. Situations like this make for problems in scheduling and efficiency in getting to docks and unloading.

On the subject of durum, there was considerable discussion as to what industry practice should be, and the consensus of opinion was that at this time not enough is known about the size and quality of the crop or what prices are going to be for the industry to standardize. There was general agreement that poor quality caused by the shortage of good durum in the past crop year has hurt business and that it is just good practice for individual firms as well as the industry to improve quality as fast as possible. 50-50 blends now selling at about the same price that 25-75 blends sold for a short while ago has automatically pushed most durum sales into the 50-50 class. With 100% semolina still a dollar above the 50-50 level, there is a question of economics that must be resolved before a firm decides to use it exclusively. As one manufacturer said, hard wheat at \$5.50 is still competition, and the industry isn't ready to make a price advance at this



PETER LA ROSA

time. The entire durum matter will be thoroughly discussed at the January convention.

James J. Winston, Association Director of Research, reported increased activity on the part of the Food and Drug Administration in clamping down on insanitary macaroni products imported into this country. Joseph Giordano of the Standards Committee said that imports are running higher this year than last and that the possibilities of relief from government are slight. Basically it is the policy of the United States to engage in reciprocal trade. We have been very generous and made a great many concessions to Europe to promote international trade. With this in mind, the Committee strategy in contacts with Washington has been to put macaroni imports on the wheat quota which limits the amounts of wheat and flour that can come into this country. Both the Departments of Commerce and Agriculture have informed us that it would not be possible to establish quotas limiting the importation of macaroni because

the law is complex and because they regard the quantity as insignificant.

Another alternative on which the committee is working is to get an increase on duties. While we have had an increase of the cost of living through the inflationary spiral, tariffs on macaroni have actually been lowered. In 1922 the duty was 2¢ a pound, and this figure carried through the depression days of the 30's when macaroni was selling for as little as 5¢ a pound. In 1945 when the United States put reciprocal trade agreements into effect, the tariff was reduced to 1½¢ and was reinstated at this figure in 1948. In 1950 the duty was dropped to 1¢, which is the amount that prevails today with macaroni selling at retail at around 20-22¢ per pound. The contrast seems out of line.

"If there are those that think we are unduly concerned, they should look at the experience of the bicycle industry," Mr. Giordano stated. "They lost almost half of their business to imports, and it took a strong fight over a long period to get the government to change its position on tariffs."

"We have observed increased promotional efforts on behalf of Italian macaroni in the New York market," he continued. "The Italians have exploited the fact that we are short on durum and claim a 100% semolina at lower prices than we could buy 25% durum with 75% bread wheat even though our standards for semolina are much higher than theirs. Apparently granulation rather than the variety of wheat is the means of differentiation in Italy. So the importers have made inroads, and we regard this situation as serious."

A report from a committee composed of John Zerega, Jr. and Anthony Cantella in conference with government officials on possibilities of export subsidies was given. Details appear on page 7.

Ted Sills, just back from a trip to Spain and Italy, reported that trim and beautiful Italian girls are great consumers of macaroni products and



AROUND the table: Joseph DeFrancisci, Arthur Kohn, Geddes Stanway, Anthony Cantella, Evans Thomas, Fred Mueller, Lloyd Skinner, Romeo Desjardins, Rex Werts and Donato Malderi.

AROUND the table: Joe Coniglio, Louis J. Coniglio, John Zerega Jr., Anthony Pasquale, Louis Viviano, Joseph Giordano, C. F. Moulton, Peter LaRosa, Walter Oudshel and Arthur Simonetti.

offer publicity possibilities that will be utilized. A picture of Sophia Loren, 20-year old Italian movie star, sent out in a release to trade publications, appears on page 12.

Mr. Sills reported on his difficulties in movie making in Spain, but suggested that the problems he ran into there would not exist in this country. The National Macaroni Institute Committee is considering the possibility of an industry movie of possibly 10-minute length for movie house, 12½ minutes for television, and 30 minutes for educational showings in schools, clubs and similar groups.

Heather Allen of the Sills organization gave a report on publicity for National Macaroni Week, October 20-29. The story appears on page 12.

Secretary Bob Green showed slides from the convention presentation of the First Hundred Days of National Macaroni Institute publicity in 1955.

Bob Higgins of Wm. Underwood Company described the advertising and merchandising promotion of noodles and deviled ham being conducted by his company during the third quarter of 1955. Details appear on page 16.

In round table discussions on how to increase macaroni sales, macaroni manufacturers and allies agreed that foremost was the use of best ingredients possible. "You can't make quality products unless quality materials are used." These better products must be better packaged with pictorials backed with advertising, stressing recipes and new ways of using macaroni-noodle products.

The importance of public relations was stressed and the need pointed out of tapping non-users in the market by making macaroni an item for everyday consumption. The importance of children as a market was emphasized. Plant visits were mentioned as a good way of educating kids. Use of educational films was considered to be very much worthwhile.

Better promotion which is possible only with adequate margins is a prime requirement. "Our products should be sold at prices fair to farmers, jobbers and manufacturers." Along the same line the suggestion was made to take macaroni and noodles from the

staple class and put them into the "promotional" class. Convenience aspects of macaroni could be emphasized more than they are, and the nutritional story if told properly can do much to overcome the so-called "fattening" problem.

Export Subsidies For Macaroni

Government officials in the U. S. Department of Commerce have made a suggestion that it might be possible for the macaroni industry to receive export subsidies to compete in foreign markets. To follow up this suggestion, Association President Peter LaRosa appointed John P. Zerega, Jr. and Anthony Cantella as a committee to explore the possibilities with government officials. They conferred with Department of Commerce officials on August 24 and were informed that the Department of Commerce is instrumental in making recommendations to the Department of Agriculture in moving processed surplus farm commodities.

The problem of surplus commodities is a big one, and if food manufacturers can develop plans showing how exports can be increased and surpluses reduced, the Department of Commerce is ready to present such proposals to Agriculture and the State Department.

The United States is now participating in world trade fairs in foreign countries to promote the export of American-made goods, but this does not seem to be a very good way to promote sales of macaroni products for export.

Government officials pointed out that various religious and political relief agencies are active in exporting goods, particularly foodstuffs.

The committee told the Department of Commerce that the macaroni industry is in a position to export a hundred million pounds of products per year, approximately 12% of total annual production. Exports in 1948 totalled 223,000,000 pounds and have declined sharply since that time. Exports in the first four months of 1955 totalled only slightly more than 1.5 million pounds.

It was stated that export of American macaroni has traditionally taken place from our Eastern and Western seaboard and had met with success as to quality and price until recently. The export market belongs to our country as an area for sales which would help reduce surplus commodities. The fact was discussed that without any drawback or subsidy relief, much of our export market has been taken over by other countries. It was stated that American methods of manufacturing can compete with any foreign country if our wheat costs are on the same level as competition. Our efficient manufacturing methods make this possible, and we want only the opportunity to demonstrate this.

The matter of flour subsidies for export was discussed. At present, millers present a certificate of shipment for payment of money or release of loan wheat at less than regular price to accomplish the same total dollar difference.

Operating in bond to export macaroni products might involve: (1) purchase of Canadian durum; (2) U. S. factories made bondable in areas of international trade boards with rigid inspection following material through processing (there would be government inspectors in the plants); (3) certificates of shipment certifying that all bonded products are exported would be required.

The committee feels that further efforts should be made to put macaroni products under the wheat subsidy program. The procedure would be simple to follow and there would be immediate benefits. The subsidy now being paid approximates \$1.50-1.68 a hundredweight.

The committee urges that all interested manufacturers gather prices being quoted in foreign markets as well as prices at which business was lost, whether currently or in the past, and that this data be sent to the Association office in confidential form. The committee needs this price information before revisiting Washington for a follow-up conference. Unless they have facts and information as to what macaroni prices are in the countries where we would want to export, there is nothing much to talk about.



AROUND the table: Conrad Ambrette, Roger DiPasco, Louis Petto, Thomas Cuneo, Robert Cowan, J. J. McMahon, Ernest Horstman, Paul Vermylen and Joe Kurtz.

SEATED: David Wilson, Lou Delsen, Herace A. Gioia, Sam Arena, Louis Roncace, Irwin Grzenberg. Standing: Dola Cook, Jim Winston and Bob Higgins.

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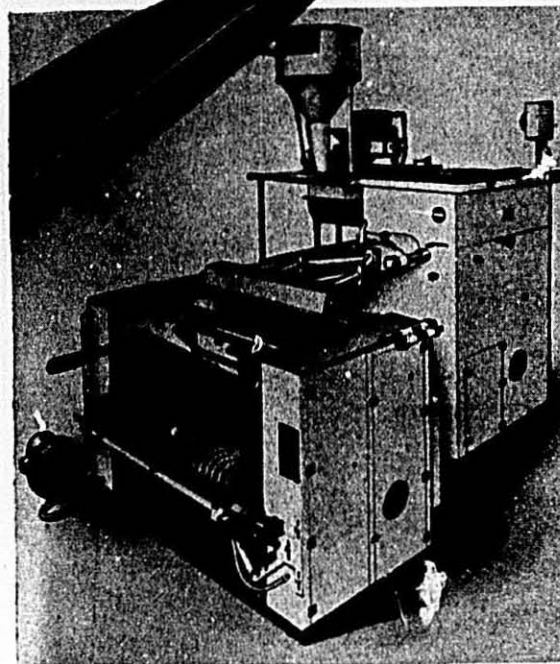
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F. Rex Werts
Horace A. Gioia
Robert I. Cowen
Joseph Giordano
Peter LaRosa
Joseph Kurtz
Dale Cook
C. Frederick Mueller
Joseph Coniglio
Louis J. Coniglio
Louis Roncace
Anthony J. Cantella
Thomas J. Cuneo
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NATIONAL MACARONI WEEK

Heather Allen of Ted Sills' New York office reported at the September meeting that National Macaroni Week promises to equal the sensational success of Lenten and Summer promotions. These early results give an indication of how widely the promotion is accepted by newspaper syndicate editors:

Ida Bailey Allen of King Features will release photo and recipe for Hungarian Goulash with Noodles. Marilyn Meisel of Bell Syndicate will feature photo and recipe for Spaghetti with Shrimp Sauce on an October food page. Alice Denhoff of King Features has scheduled three macaroni recipes for October release. Cecily Brownstone of Associated Press has just released a model picture and recipe of Quick & Easy Macaroni & Cheese for AP's special back-to-school supplement. This will be carried by newspapers through the next seven or eight weeks.



MACARONI QUEEN Sophia Loren, 20 year old Italian movie star, will reign as Queen of National Macaroni Week, October 20 to 29. Sophia gets ready to sink her teeth into a forkful of spaghetti in a Rome restaurant. Join Sophia and expand your volume and profits by tying into the Week. Feature macaroni, spaghetti and egg noodles with a wide variety of related items. Contact your macaroni product supplier for further details.

Sunday magazine supplements have all been supplied with special National Macaroni Week material. Demetria Taylor of Parade used a wine-cheese spaghetti sauce for her October 9 food page.

Magazines will give specific news of what will appear only when we work very closely in helping to prepare articles. There is every indication that macaroni products will be featured widely in October.

Family Circle is running an article entitled "Good Cooks Count on Macaroni."

LOOK Magazine has included spaghetti and meat balls in the list of America's Favorite Foods - feature story in the October 18 issue.

Direct-to-editor mailings included a clip sheet with three photos and six recipes. Macaroni, spaghetti and egg noodles with combinations of inexpensive cuts of meat are given special emphasis. Some 1,810 editors of large and small newspapers throughout the country got the sheet.

Special interest stories go to special groups - farm publications, labor newspapers, Negro press.

A color photo of an Autumn Macaroni Dish has just gone to editors that carry colored food pages. The Newark News editor, Anne Guenther Petz, has scheduled the release for around Macaroni Week.

Four radio scripts, each with two hearty, economical recipes, are ready for distribution to over 700 home-making program directors of radio stations from coast to coast.

Approximately 500 disc jockeys across the country have received a copy of "The Rigatoni Rag" which is labeled as the theme song for National Macaroni Week. In addition to spinning the platters, we can expect many of the disc jockeys to chatter on about the Week, spaghetti and meat balls and the like.

A special matte-finish photograph and four recipes suitable for demonstration will hit the homemaking program directors of TV food shows in every major city.

A full program of gag stories, stunt



HEATHER ALLEN points out that spaghetti is one of America's favorite foods. She is pictured here at the New York meeting.

photos for newspapers and wire services, and radio and television material is in the works for National Macaroni Week.

A tentative plug has already been set for the Art Linkletter "House-party" show which is telecast coast to coast over the CBS-TV network, and another Macaroni Week plug is expected on the Tennessee Ernie show over NBC-TV and the CBS-TV networks.

Other shows will be forthcoming closer to the opening date of National Macaroni Week.

The Queen of National Macaroni Week has already been photographed. She is Miss Sophia Loren, 20-year-old Italian movie queen and LIFE cover girl. She was shot eating a platter of spaghetti in a restaurant in Rome. Shapely Miss Loren is a living testimonial of the assets of a spaghetti diet.

The trade press has been covered with stories and photographs on the Week. These publications include not only the grocery and retail and wholesale books, but the canning meat and restaurant or institutional type books.

Railroad dining car superintendents and airline catering departments have also been informed of the Week, and they have been requested to feature macaroni products on their menus during the promotion.

AMERICA'S FAVORITE FOODS

America's Favorite Foods are featured in LOOK Magazine for October 18. "When you are hungry and yearn for your favorite dish—what is it?" LOOK asked this question of a cross section of Americans, from the President and governors of forty-eight states to farmers, housewives, line-riggers, truckers, teachers and children. Answers ranged from President Eisenhower's beef stew and Lucille Ball's green fried tomatoes to Groucho Marx's favorite dish—Marilyn Monroe! Others voted for goat cheese and beer, enchiladas, turnip greens, cheese souffle, sukiyaki, sauerkraut with spare ribs and dumplings. But Ameri-

ca's top choices were simple, hearty foods. Steak won over all else as the most favored dish, with thrifty baked beans—twelfth choice—balancing the budget.

These are the twelve: (1) steak; (2) roast beef; (3) fried chicken; (4) lobster; (5) spaghetti; (6) shrimp; (7) apple pie; (8) strawberry shortcake; (9) ice cream; (10) hamburgers; (11) beef stew; (12) baked beans.

Good and hearty fare—that's what Americans like best. LOOK's poll of America's favorite foods reflects our food dreams as well as current tastes. While juicy steak is our most wanted

dish, we actually spend about four times as much on inexpensive pre-ground hamburger as on top-priced sirloin. Interestingly enough, four of the top favorite foods—steak, shrimp, lobster and hamburger—are also preferred foods for dieters. Spaghetti and meatballs are America's most widely used adaptation of popular Italian food—and a fast-growing favorite among American children. All-American old-fashioned apple pie, strawberry shortcake and fried chicken still hold their own—although ham and eggs, a top choice five years ago, has lost its star billing.

Food tastes cut across income and social lines. Beef stew is favored at the White House, hamburger and fixings rate anywhere and even ex-GI's yearn for baked beans at home: Americans used some 720 million cans of beans—their twelfth favorite food—last year.

In the section "Here's How to Prepare Some of America's Favorites," the following recipe was given for Spaghetti and Meatballs.

"Heat 1/4 cup oil. Chop and add: 2 cloves garlic, 1 onion, 1/2 green pepper; brown. Add 1 can (6 oz.) tomato paste, 1 can (1 pound) tomatoes, 1/2 teaspoon each oregano and pepper, 1 1/2 teaspoon salt, 2 cloves, 1 bay leaf, 1 can (1 oz.) sliced mushrooms and liquid, 2 cups water. Stir well. Simmer 40 minutes. Meatballs: Combine 1 pound each chopped beef and sausage (casing removed), 1 clove minced garlic, 1/4 cup cut parsley, 1 teaspoon salt, 1/4 teaspoon pepper, 1/2 cup bread crumbs, 2 tablespoons milk, 2 beaten eggs. Mix well. Shape meatballs; brown in 2 tablespoons hot oil. Add meatballs to sauce, cover, simmer 20 minutes. Serve with 1 pound cooked spaghetti, parmesan cheese. Serves 6-8."

LOOK Magazine merchandising service worked with the National Association of Food Chains and sent out mail sheets and merchandising kits containing some 38 point-of-sale pieces to approximately 10,000 supermarkets.

Several macaroni manufacturers provided their sales representatives with copies of the advertisement to cash in on the tremendous impact the "America's Favorite Foods" feature had on shoppers.



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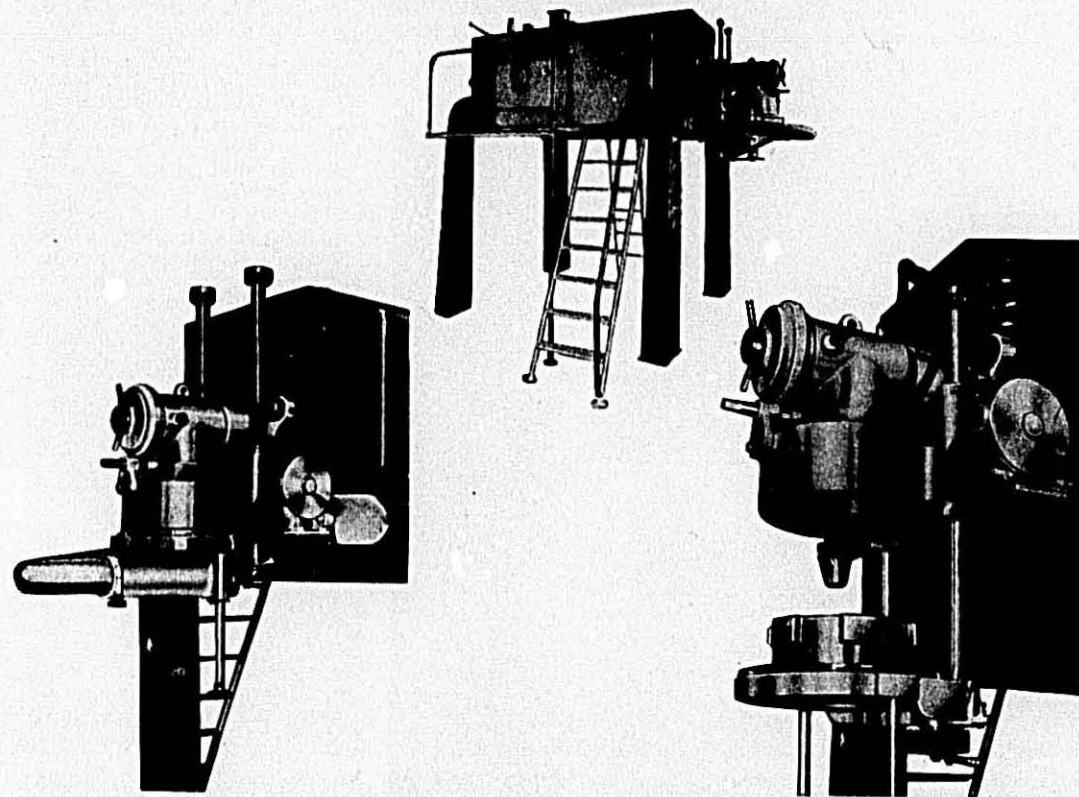
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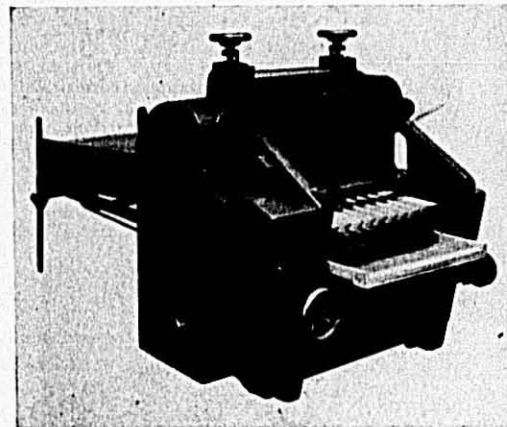
Braibanti e C.

SOC. A. R. L.

Cables Braibanti—Milano
Bentley's Code Used.

MILANO—Via Borgogna 1, (Italy)

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



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

Write for full particulars to:

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

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



ROBERT HIGGINS

Robert Higgins, sales promotion manager for the Wm. Underwood Company, appeared on the program of the New York meeting in September. He prefaced his report on the Deviled Ham and Noodle promotion with a background of the Wm. Underwood Company.

The Wm. Underwood Company is the oldest canning company in America. It was established in 1831 by William Underwood, an Englishman from London. He started out in New Orleans, but there was a lot of strife between the French and the English, and they ran him out. He walked all the way to New York, some 1600 miles.

Mr. Underwood started working in a plant in New York, then moved on to Boston. He started the canning industry in the United States.

From a most humble beginning the Wm. Underwood Company now has distribution in every state in the union and does 70% of the deviled ham business against competition from the giants in the meat packing industry. We do not rest on our laurels but keep right in there plugging. Top management is young and aggressive, and we are seeking new ways and means to promote Underwood Deviled Ham. If we can help someone in the process — fine. We invite them in with us.

Throughout 1955, Underwood Deviled Ham is being advertised and merchandised as an essential ingredient in tasty main dishes. Here is the thinking behind this. A few years ago, we used to do some black and white advertising, pushing the sandwich theme only. When people looked at Underwood Deviled Ham then they said, "Well, we will wait until we have a cocktail party and then we will use some on crackers." While all this was very good, we found we had to change our advertising and merchandising theme. We had to get Mrs. Consumer to want to use Underwood Deviled Ham in different recipes — with rice, with noodles, with other staple items to make a tasty family meal and still keep the expense low.

That is what we are doing now

DEVILED NOODLE RING

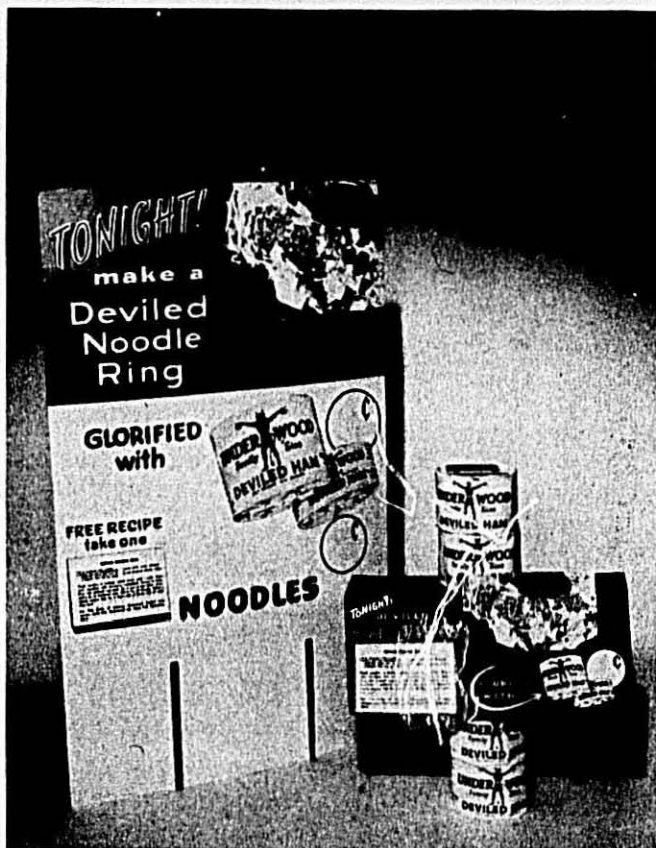
and have been doing for the past two years in our national advertising. We run full color ads, and we divide our promotion into an advertising year of four periods. In the first period of 1955 we promoted rice and deviled ham dishes; in the second quarter we promoted cheese dishes. In the third quarter, which covers the summer months, we promoted the sandwich theme with bread tie-ins, and now we are tying in with noodles for the last quarter of this year. We will run 4-color ads on half pages and supplement them with smaller ads in two colors.

Here is our fall campaign on the Deviled Noodle Ring which we are promoting. The schedule for October, November and December is half pages in four colors in Good Housekeeping, Better Homes & Gardens, Ladies Home Journal, Woman's

Home Companion and This Week magazine. We are supplementing it with 2-color ads in the same magazines. It is a good advertising campaign and is very, very solid. We are going to back it up with trade advertising — full pages in all trade magazines. This will be one page — 2-color — and again we are showing the retailer how to build a display of Underwood Deviled Ham and macaroni or noodles. Advertisements will appear in Food Topics, Progressive Grocer, Yankee Food Merchant, Chain Store Age and Super Market Merchandising.

We are putting our advertising agency, Batten, Barton, Durstine & Osborn, to work employing their full public relations program. We have a girl assigned to our account who travels throughout the country visit-

(Continued on page 37)



FOUR-COLOR shelf talkers and shopping cart cards proclaim Underwood Deviled Ham and Noodle combination for October-November-December.

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

King Midas

You can't buy better Durum Products

Or get a better Value

Or receive better Service

Or be in better hands

KING MIDAS FLOUR MILLS

660 GRAIN EXCHANGE  MINNEAPOLIS 15, MINNESOTA

NOTES ON SANITATION

Keep Your Plant Clean

"Macaroni manufacturers these days seem inclined to neglect some of the fundamental details of good sanitation," says Tom Huges of the Huges Company, St. Louis Sanitation Consultants.

"The enthusiasm of setting up a new sanitation program wears off, management is inclined to stop putting on the pressure that is needed to keep any plant sanitary."

No sanitation program can be effective without occasional personal inspection by the plant manager. Huges says it makes good sense for the plant manager to look for infestation in places where an FDA inspector would look. Check these things:

1. Inside bucket elevators. FDA inspectors go straight to them, first thing.

2. Check dryers and use the heat system to get rid of the bugs. It is very effective.

3. Sift representative samples of incoming shipments to determine acceptance or rejection of the car. (Warn mills when the sanitary level is lower than you would like to have it.)

4. Make occasional tests to check insect fragment counts. Most plants will have to have this test made by an outside laboratory, but there are macaroni manufacturers who are or will be able to make the filth test.

Good sanitation—good housekeeping—these are definite signs of good management.

Wheat Inspection

James J. Winston in a report dated October 4 to the members of the National Macaroni Manufacturers Association advises that the Food and Drug Administration has announced that it will tighten sanitary requirements on wheat beginning next July to promote increased cleanliness in the nation's food supply.

The basis of legal action against filth-contaminated wheat will be lowered to the following levels: one or more rodent pellets per pint of wheat (liquid measure) or one per cent or more of insect-damaged kernels. The change will be put into effect July 1, 1956, to coincide with the beginning of the crop year and thus permit the grain trade time to make the necessary adjustments.

These levels will be applied in the

random sampling of cars of wheat which was resumed last January after a temporary suspension for studies by an Advisory Committee on Grain Sanitation. When the program was resumed, sanitary requirements were set initially at not more than two rodent pellets per pint or two per cent or more insect-damaged kernels, with progressive revision to be undertaken in the light of experience.

George P. Larrick, Commissioner of Food and Drugs, stated that during the period January through July 31, 1955, wheat from 3754 cars was examined. Of these, 29 cars were found to contain rodent filth in excess of the actionable level and three cars showed insect damage to the extent of the stated two per cent or more of the kernels.

Maintaining Sanitation Standards Costs Money

According to J. Lloyd Barron, Sanitation Department Manager of National Biscuit Company, "Sanitation costs one per cent of the product sales value and in some of the more difficult jobs of good processing, as much as two per cent or more. Costs in this range obviously warrant control, and that means efficient supervision of the sanitary maintenance function, since one per cent of the total production may be ten per cent of the net profit."

"Real progress is being made on both sides of this problem. Management is becoming increasingly aware of its nature—of the fact that it is a problem in management, not just of management. Greater progress will be made as official agencies and their agents see this situation more clearly and apply official pressure at the points of maximum productivity."

"To clarify these points somewhat, the management problem can be broken down into the following phases of action by management:

1. The decision to make sanitation a distinct and perhaps a separate function of management.

2. An acceptance of sanitation costs as a continuing and essential fraction of operating costs.

3. The application of the knowledge of sanitation principles and practices to the job through qualified personnel.

4. The provision of processing machinery and of sanitation equipment and materials essential to efficient low-cost maintenance of sanitation."

Where Do Macaroni Exports Go?

Last year 5.5 million pounds of macaroni, worth almost a million dollars, went to the following countries:

Ctry. of Destination	Lbs. exported
Canada	1,136,237
Mexico	74,837
Guatemala	37,160
Salvador	77,790
Honduras	19,800
Nicaragua	6,600
Panama	287,690
Canal Zone	710,547
Cuba	955,985
Haiti	224,655
Dominican Rep.	783,977
N. Antilles	45,437
Colombia	4,763
Venezuela	76,887
Peru	17,730
United Kingdom	5,625
Belgium	10,800
France	17,280
Italy	5,962
Lebanon	50,729
Saudi Arabia	84,396
Thailand	36,120
Philippine Rep.	496,738
Hong Kong	17,090
Japan	82,848
Nan. Is.	40,000
French Pacific Is.	97,998
French Morocco	46,551
Angola	18,720
Belgian Congo	81,760
Costa Rica	6,300
Denmark	4,730
Kuwait	18,000
Tangier	1,200
T. Pacific Is.	6,500
Total	5,589,442 lbs.
Total Value	\$926,595

Exports in 1953 totaled 6,512,472 pounds, valued at \$1,078,497.00.

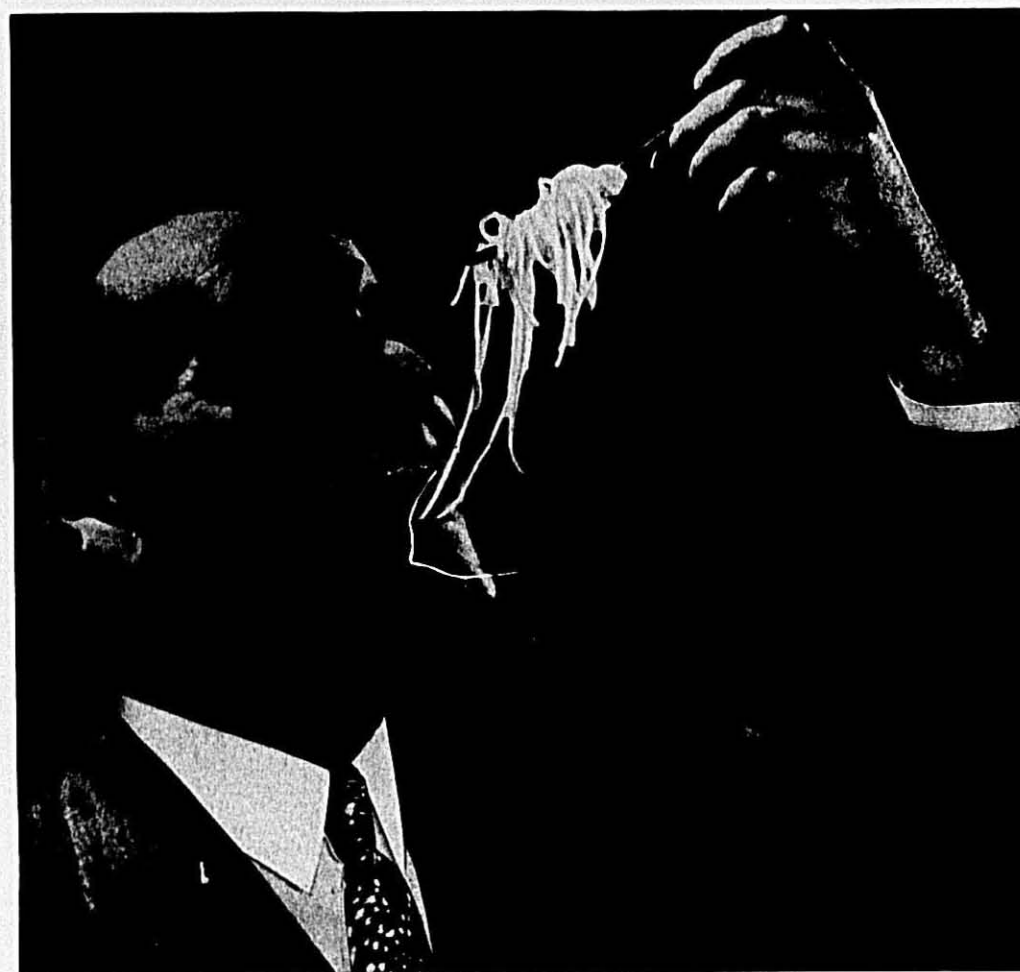
Import Rejects Up

The Food & Drug Administration has been active in inspecting foreign shipments of macaroni being imported into the United States, reports Director of Research James J. Winston. Within the six weeks period from mid-July to the end of August some 1,260 cases had been rejected because of the presence of "insect filth". Suspect samples may be analyzed by the Jacobs-Winston Laboratories. When a brand shows insect filth, the matter is immediately reported to the offices of the Food & Drug Administration for their investigation and action.

Popular Packaging Show

Exhibit space for the American Management Association's Silver Anniversary National Packaging Exposition at Atlantic City is 85% sold out with the show more than nine months off.

HE LIKES IT "al dente!"



And Huron's gum gluten makes sure he gets it that way

Want to guarantee the extra chewiness that makes your customers ask for more? It's easy — when you mix Huron's gum gluten in with your product.

Huron's new drying method results in more "vital" gum gluten — which in turn means

lighter color, greater elasticity, and minimum droppage on racks.

What's more, Huron's gum gluten gives you a guaranteed minimum of 75% protein on a moisture-free basis. Write for gum gluten sample and technical data.

B.4.30

THE Huron MILLING COMPANY
9 PARK PLACE, NEW YORK 7, NEW YORK

ON THE DURUM FRONT

North Dakota Durum Growers Protest

An open letter to the macaroni industry:

Has the macaroni trade left the North Dakota farmer holding the bag?

This is the question nearly all durum farmers are discussing now-a-days. It was only a few years ago the macaroni trade indicated that quality durum could only be raised in the durum triangle because of its climatic conditions and soil type.

Then 15B rust happened along, ruining all the present known varieties of durum seed. The North Dakota durum farmer has continuously stuck by durum thru the past four years, proud to be a part of the team producing macaroni and spaghetti.

Then, last year, the National Macaroni Manufacturers Association insisted they needed more durum to supply the manufacturers. The North Dakota farm organizations and the farmers were sincere enough to believe them and voted with the manufacturers to urge congress to increase durum acres. Many farmers increased their durum acreage and produced top quality durum. Now they find the price decreasing daily on this top quality durum.

North Dakota durum, selling at top prices on September 1, has been reduced some 75c in only one month. North Dakota durum today is bringing 15c less on top grade than Montana grown durum. Also, durum buyers are discounting North Dakota durum four cents per each one percent barley found in samples. A large discount is being taken for black point, together with other foreign matter.

This spring the millers were glad to get North Dakota durum at a tremendous high premium, disregarding any foreign matter such as barley, and black point. Why has this picture changed? Montana durum has barley infestation the same as North Dakota durum, but still the premium remains 15c higher for the Montana quality.

We feel the North Dakota farmer is being "kicked in the pants", just because they have gone out of their way to try and improve the durum picture for the miller and the macaroni manufacturers.

These are some of the issues involved when the North Dakota State Durum Show meets November 3 and 4 at Langdon, when the farmers and macaroni trade will meet face to face.

Dick Forkner, Business Manager
North Dakota State Durum Show
Held in North Dakota,
Where Durum WAS King.

Editor's Note: See advertisement on page 23. See "What About Durum Prices" page 22, Macaroni Journal, October, 1955.



BERT GROOM

From a Durum Grower

Bert Groom, Chairman of the Board of the Greater North Dakota Association, and durum grower writes:

"I have talked to scores of farmers and those that have any of the new rust resistant varieties will seed all they have. Of course, that seed will permit only a fraction of the desired acreage. Victor Sturlaugson of the Langdon Experiment Station thinks that with the rust-resistant seed we now have there will be plenty for the 1957 crop. But it is for 1956 that I am concerned. I had ten bushels of Sentry for the 1955 season and harvested close to 300 bushels. That will all be seeded next year. I am also booked to get a little of the new varieties.

"It is certain, I believe, that unless there is free acreage for durum very little other than the rust-resistant varieties will be seeded. Some have done well with Vernum and that may

be used, but Mindum and Kubanka is definitely out. Of the hard spring wheats, Lee and Selkirk have done well and as there is plenty of Selkirk around very few farmers will take a chance with rust with the usual durum varieties.

"Everything that can be done to get Congress to authorize Secretary Benson to permit added acreage for durum should be started. I understand from Congressman Krueger that the chances are good as Secretary Benson favors the move. Farmers in our area really want to grow durum but they have been hit so hard with this rust that they have been compelled to shift to other wheat. Because of acreage restrictions this is difficult. Further, our livestock interests are large and to shift to grass and more live stock would only hurt the live stock business. To me this idea of shifting to grass for a land rental is just nonsense. Oh, yes, we are now down to less than that 50c spread over good hard wheat. (See "A Grower's Comments," page 22, Macaroni Journal, October, 1955.)

Durum Facts for Montana Managers

Specialized handling for a specialized crop, to insure farmers the maximum return for their bushels of durum was the subject of a durum wheat marketing 'short course' held at Williston, North Dakota.

Attending were managers of local co-op elevators, and instructing were GTA's durum salesman Jess Cook, field representatives Barney Malusky and George Lindgren, and Line Elevator superintendent Ed Folven.

Montana farmers this year have gone into growing durum on a heavier scale than in previous years. It's a relatively new crop in Montana, but the farmers have been encouraged to try it because of the terrific toll rust has taken in the durum triangle of North Dakota.

Many Montana co-op elevators are handling durum for the first time, with little or no experience to back them up. Purpose of the GTA "short course" was to instruct the managers in the basic elements of durum marketing.

GTA durum salesman Jess Cook, who sells more durum than any other salesman in the business, showed the

You get Better

Durum Products

Faster

from CAPITAL!

Two strategic mill locations plus representatives from coast to coast assure you of the best possible service on Capital top-quality durum products.

MILLS AT

St. Paul, Minnesota and Baldwinsville, New York

SALES OFFICES AT

New York—Jersey City, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Cincinnati, Louisville, Kansas City, New Orleans, Tampa, Los Angeles and San Francisco.

CAPITAL FLOUR MILLS

Division of INTERNATIONAL MILLING COMPANY
General offices: MINNEAPOLIS 1, MINNESOTA



co-op managers how to identify the varieties of durum. He instructed them in grading methods, and how sales are handled at the terminal markets.

With this information to go on, managers are able to pay farmers the best possible price.

GTA provided this training course ahead of the harvest so managers are able, right from the start, to do a competent, efficient job of handling Montana's durum.

Montana's entry into durum production will supplement a crop previously grown almost entirely in North Dakota, with some small production in Minnesota.

It is a highly-specialized wheat crop, used in the manufacture of spaghetti, noodles and similar table delicacies. Color is highly important, manufacturers putting a premium on semolina of a rich, amber color. Semolina is the flour-like but much more granular material ground from durum and used by manufacturers to make macaroni and spaghetti.

Semolina is produced at GTA's Amber Mill in Rush City, Minnesota. In recent years the product has contained mixtures of hard spring wheat because of durum shortage.

Domestic and export demand for durum is usually about 35 million bushels, but U. S. production last year fell below five million.

Production this year has not been reliably estimated, but even the most optimistic guesses do not go above 25 million bushels.

Comments On Montana Durum

From King Midas Flour Mills

Because Montana has never been historically a major durum producing state it has been difficult, up to the present time, to report with any degree of accuracy the status of their durum crop. Now that the harvest in Montana is completed there have been some private estimates made. One report places acreage harvested at about 300,000 and estimates the total production at approximately 6,000,000 bushel.

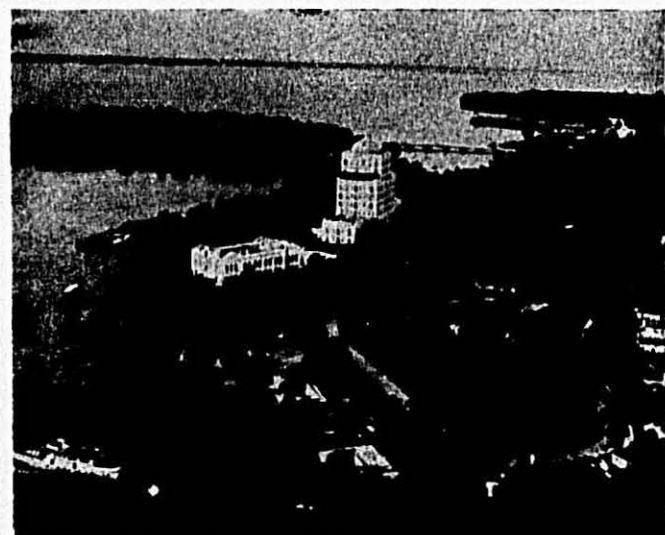
When Montana joined in the durum acreage program it was understood that the marketing of this type wheat would be delayed until after the movement of their spring and winter wheat crop. Lack of bin space dictated such a course and now the car shortage is prolonging the eventual movement of durum. Under the circumstances, elevators would encounter a great deal of difficulty maintaining the durum identity and

would not be able to keep from mixing it with other wheats.

It seems probable that Montana durum will not move into market in any volume until near the first of the year. Up to this time there have been relatively only a few cars of Montana durum into the Minneapolis market. Puffers have taken some of these cars.

On the basis of submitted samples we have been able to draw some fairly accurate conclusions as to its quality. Because harvesting conditions in that state were very favorable most of the durum is of the hard vitreous type as compared to some of the North Dakota durum, which has bleached somewhat from wet weather during harvest time. From samples submitted we can reasonably conclude that most of the Montana durum will carry substantially more protein than the North Dakota durum. Proteins on Montana durum have been running well over 13% and in some instances as high as 18%. The durum in some of the areas was pinched by excessive heat, but even this grain will probably average 58 to 60 pounds and it is expected that the test weights on the best wheat will be the heaviest we have ever seen. From the many samples we have tested there has been a wide variation in color, from very good to very poor, even from the same areas.

THE NORTH DAKOTA STATE DURUM SHOW will be held at Langdon, November 2 and 3. N.M.M.A. representatives will award a plaque to the winning entry and host at a luncheon for county agents.



FLAMINGO HOTEL, Miami Beach, Florida, site of NMMA meeting—January 23-26, 1956.

Durum Law Extension Probable

Indications are strong that the present durum wheat program, under which farmers are permitted to seed durum over their wheat quotas, will be continued next year reports the Farmers Union Herald.

Senator Milton R. Young has declared that he will sponsor legislation to extend the program immediately after Congress convenes in January.

The Senator, who sponsored similar legislation this year, foresaw little difficulty in obtaining the extension. He said Secretary of Agriculture Benson favors the proposal, and there is every indication that Senators who joined in co-sponsoring the legislation and Congressmen from the Dakotas, Minnesota and Montana, and farm organizations serving the area will again support the measure.

Senator Young declared, however, that it may be advisable to place a limitation in next year's program on the amount of durum any one farmer can seed in excess of his wheat quota. A limitation of 50 acres, he said, would tend to guard against overproduction of durum and give a much-needed break to small farmers.

Report On Durum In Canada

C. L. Sibbald, director of the Catell Durum Institute, reports that the Dominion Bureau of Statistics issued its first estimate on the 1955 durum wheat crop, placing it at 17,200,000 bushels as of September 30th. This is a sharp increase over 1954 figures which estimated a crop of 6,600,000

To The Milling Industry
And Macaroni Manufacturers

Why Kick Us In The Pants?

When you wanted help to increase durum production where did you go?

To North Dakota, of Course!

If it wasn't for the farm organizations and the North Dakota State Durum Show you wouldn't have been able to get Government help for increased acreage production.

Why turn around & kick us in the pants?

North Dakota Durum is selling at a large discount; why? 53 to 60 pound durum was good enough before; why not now? Traces of barley were all right before; why not now?

The NORTH DAKOTA State Durum Show

Dick Forkner, Business Manager
North Dakota Where Durum Was King

bushels. The increased production came about despite a decrease in acreage. Average yield per acre for durum throughout western Canada was estimated at 24.7 bushels, compared to 22.9 bushels per acre for all spring wheat this year. In Alberta, durum fields are expected to yield 4.4 bushels per acre more than the provincial average for all spring wheats. This is a repeat of what took place in 1954, and can be partly accounted for by the growing conditions in the southern regions of Alberta where virtually all of the durum is grown.

With no quota restrictions to hamper the crop, durum is moving quickly to market. The Board of Grain Commissioners report up to the close of business September 28, states that 2,600,000 bushels have been delivered to the country elevators since August 1. This will practically all be new crop durum and is more than triple the amount delivered at this time a year ago. An estimated \$8,000,000 in initial payments for durum delivered will already be in the farmers' hands.

The partially rust resistant varieties D.T.136 and D.T.137 now enter their final months of testing. Information gathered from three years of testing in plots, and observations in the field for the past two years, will all be assembled by the Canada Department of Agriculture. Further quality tests, involving the actual manufacture of spaghetti and maca-

roni, will be done by the Grain Research Laboratory in Winnipeg. All information will be carefully studied, and one or both varieties will be licensed in Canada, if found to be acceptable. From the preliminary reports of these varieties, the yielding ability and strength of straw seem to be the strong points, while disease reaction and days to maturity are the weak ones.

The Canada Department of Agriculture controls every bushel of the seed of these varieties, and will not accept applications from farmers who want seed until the variety or varieties become licensed. At that time the Department will publicly announce that the durum is ready for distribution, and from then on will take applications for seed.

Appointment

Grant Ingraham was appointed Director of Purchases, General American Transportation Corporation, Chicago, on September 1.

Ronzoni Features TV-Radio Ads

Ronzoni Macaroni Co., this fall on WRCA-TV, will sponsor two half-hour programs, the television debut of "The Great Gildersleeve" and "The Children's Theater," starring

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR
THE MANUFACTURE OF CHINESE
TYPE NOODLES

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

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

BALING PRESSES

Hydraulic Baling Presses for Baling
All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing
and manufacture of All Types
of Hydraulic Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

400 Third Avenue
Brooklyn 15, N. Y., U. S. A.

Ray Forrest. Ronzoni will also sponsor Gildersleeve on WNHG-TV in New Haven, Conn. Increased radio programming in seven markets is also being scheduled by its agency, Emil Mogul Co.

"The Great Gildersleeve" premiered in the New York market over WRCA-TV (Channel 4) on Tuesday evening, September 27th from 7:00 to 7:30. "Gildy" started over WNHG-TV, New Haven, on October 7th and continues every Friday evening from 10:30 to 11:00. The Ray Forrest show, also over WRCA-TV, began October 1st and runs every Saturday morning from 9:00 to 9:30.

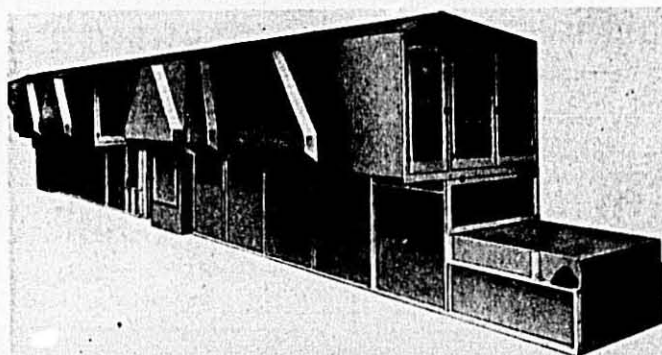
Ronzoni's participations on WRCA radio programs include "The Morning Show" with Bill Cullen, "Tex and Jinx," Pegeen Fitzgerald, Al "Jazzbow" Collins and Sydney Smith. In addition, Ronzoni will run three five-minute news programs, station breaks and spots on "Music Through The Night."

Two Italian programs daily over WOV and a daily Spanish language program on WWRL will round out Ronzoni's New York coverage. Programs and spot announcements are also scheduled for WHAY, New Britain, Conn.; WJMJ, Philadelphia; WRIB, Providence; WSPR, Springfield, Mass.; and WVOM, Brookline, Mass.

SEMI-FINISH LONG GOODS DRYER.....NOW

an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS DRYING TIME and SPACE to LESS THAN HALF . . . GIVES BACK to YOU PART of YOUR BUILDING for OTHER PRODUCTIVE USES . . . INSTALLATION FLEXIBILITY to SUIT ANY BUILDING.

LIKE THIS
→
OR
LIKE THIS
→
OR
TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

Three Semi-Finish Dryers connected by Positive Automatic Transfer Mechanism to three Preliminary Dryers on floor below. Finish Drying Rooms adjacent Semi-Finish Dryers, eliminating elevator use for long goods trucks.

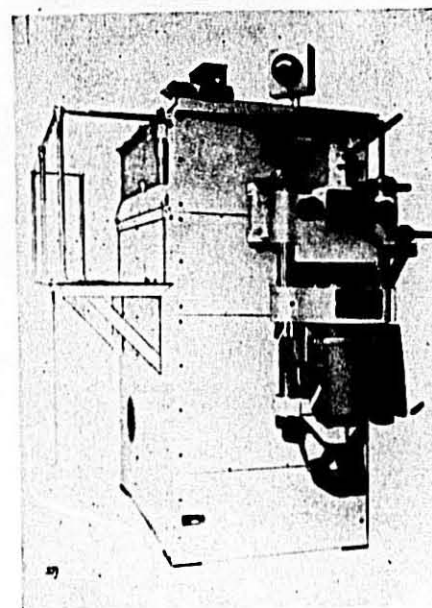
Ambrette
MACHINERY CORP.

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

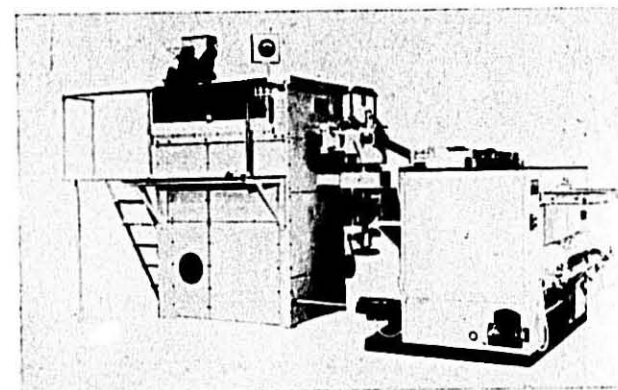
PRESSES

WITH THE

PROPER VACUUM*
*PATENT PENDING



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
ENGINEERING
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

More than 200 bakers from the United States and Canada viewed the latest developments in bulk flour handling equipment and in methods of handling flour in bulk as guests of the International Milling Company, in Detroit recently.

Among the macaroni manufacturers represented at this demonstration were Horace Gioia of the Gioia Company in Rochester, Dan Piscitello of Piscitello Macaroni Company in Rochester, and M. Weiss of Weiss Noodle Company in Cleveland.

The demonstration was presented by International in cooperation with the Fuller Company and General American Transportation Corporation, and it featured the first public showing of Fuller's new portable bulk transfer unit. This unit enables the direct transfer of bulk flour from an Airslide rail car to a bulk truck with out the facilities of a permanent transfer depot.

Bakers also witnessed the unloading of an International Airslide car by the Fuller Annexer, and the unloading of an International Airslide bulk flour truck at Koepfingler's Bakery, Inc., and the plant of the Laster Bread Company in Detroit. A tour was also conducted showing the most advanced bulk flour handling equipment and storage facilities at the Detroit mill of International Milling Co.

The demonstration was followed by a luncheon at the Harmonic Club in Detroit, and later by a boat trip to



SHOWN here are Chas. Ritz, Chairman of the Board, International Milling Company, A. W. Koss, Vice President, Purchasing, American Bakeries Company, W. H. Hagenmeyer, Vice President, International Milling Company, and H. H. Wurtz, Director of Purchasing, The Kroger Company, who are inspecting Fuller's new portable bulk transfer unit as part of International's Bulk Flour Handling Demonstration held at the Detroit Mill on September 12. Mr. Koss and Mr. Wurtz were two of the over 200 bakers from the United States and Canada who attended this demonstration showing the most modern bulk flour handling methods and equipment at International's mill and several bakeries in Detroit. Bakers were entertained with lunch at the Harmonic Club in Detroit, and with a boat trip to Canada following the day's activities.

INTERNATIONAL DEMONSTRATES BULK DEVICE



PICTURED here, left to right, are R. J. Ross, Director of Traffic, Continental Baking Company, Wm. Cook, Office Manager, General Baking Company, H. P. Gioia, President, Alfonso Gioia & Sons, Inc., D. Piscitello, President, Piscitello Macaroni Company, Inc., who were guests of International Milling Company at a bulk flour handling demonstration at International's Detroit Mill on September 12. These were some of the over 200 macaroni manufacturers and bakers from the United States and Canada who attended this demonstration at International's mill and at several Detroit bakeries, showing the most modern bulk flour methods and equipment. Those pictured here are shown at one of the scheduled stops during the tour through International's mill. They are inspecting a ticket which was stamped by remote counter showing weights delivered to a loading system through an automatic drop scale. Guests at this demonstration also witnessed the Fuller Company's new portable bulk transfer unit which enables transfer of bulk flour from rail car to bulk truck without means of permanent transfer depots. Guests were entertained at the Harmonic Club in Detroit, and on a boat trip to Canada following the day's activities.

Canada for dinner following the day's activities.

According to International officials, the new portable bulk transfer device makes bulk flour a practical commodity even to bakers located at a distance from a supplying mill or rail siding. The unit also provides another economical method of unloading bulk flour at a baker's private rail siding.

The transfer unit, designed specially for use with an Airslide bulk flour truck, consists of a short Airslide fluidized conveyor section, rotary airlock feeder and necessary electric power and hose connections, which can be mounted directly under an Airslide rail car. Thus, flour can be transferred from the rail car to bulk truck any place along the track, and, International said, it will mean the elimination of the need for permanent bulk flour transfer depots.

The Detroit demonstration marked the culmination of many months of work by the Fuller Co. in developing the bulk transfer unit.

International Milling Co. is already operating Airslide bulk flour trucks in Buffalo, Detroit, Kansas City, Minneapolis and Davenport. Additional bulk flour truck units are planned in the near future which will make use of the new portable bulk transfer device.

Famous Painting Goes to Grass

The famous painting "The Wet Noodle" which received much publicity in Chicago was bound to wind up in the hands of a noodle manufacturer. The proud new owner (puzzled though he is) is A. Irving Grass, president of the I. J. Grass Noodle Company in Chicago. Mr. Grass has only one question. Now that he owns the picture which he bought from the artist, who calls himself "The Man with the Derby," what will he do with it?

The Man with the Derby is a man about town for the Chicago Daily News. As a roving reporter, he covers news events, sports activities, and recently thrust himself into the Old Town Art Fair with his abstract painting done with house paint and a do-it-yourself paint roller.

His painting was a blotch of red, grey and yellow pure old house



A. I. GRASS admires "Wet Noodle."

paint. "I call it 'Wet Noodle,'" the Man with the Derby said. "Good, isn't it?"

It was, indeed. The only question remaining: Was the painting art?

To find the answer, the reporter put on his derby and smuggled his "Wet Noodle" into the Old Town Art Fair held every year on the Near North Side of Chicago.

He worried a little that his abstract might appear ridiculous in the works of 200 professional artists.

He soon found out he had nothing to worry about.

He hung his canvas (Canvas? Ha! It was pastboard in a dime store frame) on a fence. On it he hung a \$150 price tag. Then he joined the other artists in settling back and waiting for a customer.

There were no buyers for the abstract, but then business didn't seem too rushing for any of the artists' showings.

After the Old Town Art Fair "Wet Noodle" was put on display in the

Gresham Police Station. "It's lovely... I guess," Captain William Hennessy said. "It's the nicest sight this side of watching the sunrise over the steel mills."

When procured by Mr. Grass, he compared the painting with a handful of real wet noodles and stated that the painting doesn't look anything like the noodles Mrs. Grass puts in her famous chicken noodle soup and vegetable soup mix.

Mueller Advertising Campaign

Mueller Macaroni Products on September 22 launched the largest advertising campaign in the company's history.

The program again accents Mueller's "tops for taste" and will include weekly insertions up to 1,200 lines in twenty-seven newspapers as follows: Jersey City Journal, Newark News, New York Journal American, New York News, New York Post, New York World Telegram, Long Island Press, Long Island Star Journal, Manhattan Times, Mt. Vernon Argus, Nassau County Newsday, New Rochelle Standard Star, Ossining Citizen Reporter, Peekskill Star, Port Chester Item, Staten Island Advance, Larchmont News, White Plains Reporter Dispatch, Worcester Telegram Gazette, Yonkers Herald Statesman, Boston Globe, Boston Herald, Hartford Times, Providence Bulletin Journal, Springfield Union News, Philadelphia Bulletin, Philadelphia Inquirer.

High frequency spots are scheduled over twenty major radio stations: WRCV New York, WBZA Boston, Springfield, WTAG Worcester, WTR Hartford, WPRO Providence, WGAN Portland, WGY Albany Troy Schenectady, WSYN Albany, WGBS Stratton, WHAM Rochester, WGR Buffalo, WGAR Cleveland, WJR Detroit, WSB Atlanta, WYOK Birmingham, WCAO Baltimore, WRC Wash-

Taste why even our Italian-born friends agree...



ington, D. C. WFAR Norfolk, KYW Philadelphia, KDKA Pittsburgh.

Mueller also has co-sponsorship of WOR-TV's "Million Dollar Movie" in New York, the Ruth Lyons television show in Cincinnati, Dayton and Columbus, and trained spots over WBRC-TV in Birmingham and over WBZ-TV in Boston. Schendeler, Beck & Werner, Inc., New York, is the agency.

La Rosa Plans Advertising

The heaviest advertising campaign in the history of V. La Rosa Sons & Co., Inc., is planned for the coming year. As a result of these plans, Vincent S. La Rosa, vice president in charge of advertising, announces the appointment of Sullivan, Scuttler, Colwell & Bayles, Inc., advertising agency.

The increased schedule will highlight two new products: Italian Style Spaghetti and Meatballs and Italian Style Minestrone Soup, as well as the established La Rosa foods.

Particular emphasis on increased television usage is planned, to include both full programs and spot announcements, as well as radio spots.

"Waterfront," a half-hour, all-family dramatic TV program, will be continued over New York's WABD at 7:30 P.M. Tuesdays, Philadelphia's WCAM at 6:30 P.M. Sundays and recently added Boston's WNAC at 7:00 P.M. Sundays. A similar all-family, half-hour program will be selected for Providence and New Haven. La Rosa will continue to present on Schenectady's WRGB a weekly, 15-minute variety program at 7:30 P.M. Thursdays. La Rosa will also sponsor a heavy schedule of spots on New York's WGBS-TV and WABD-TV.

Radio spot announcements presently scheduled include 50 per week on Boston's WNAC and 60 per week on New York's WGBS and WRCV, while 70 per week are planned in Philadelphia.

Newspapers will be used for a special impact campaign in a select number of high population areas and Good Housekeeping and Parents Magazine will carry various La Rosa product ads.

Circulars in New York subway and other transportation systems will be continued.

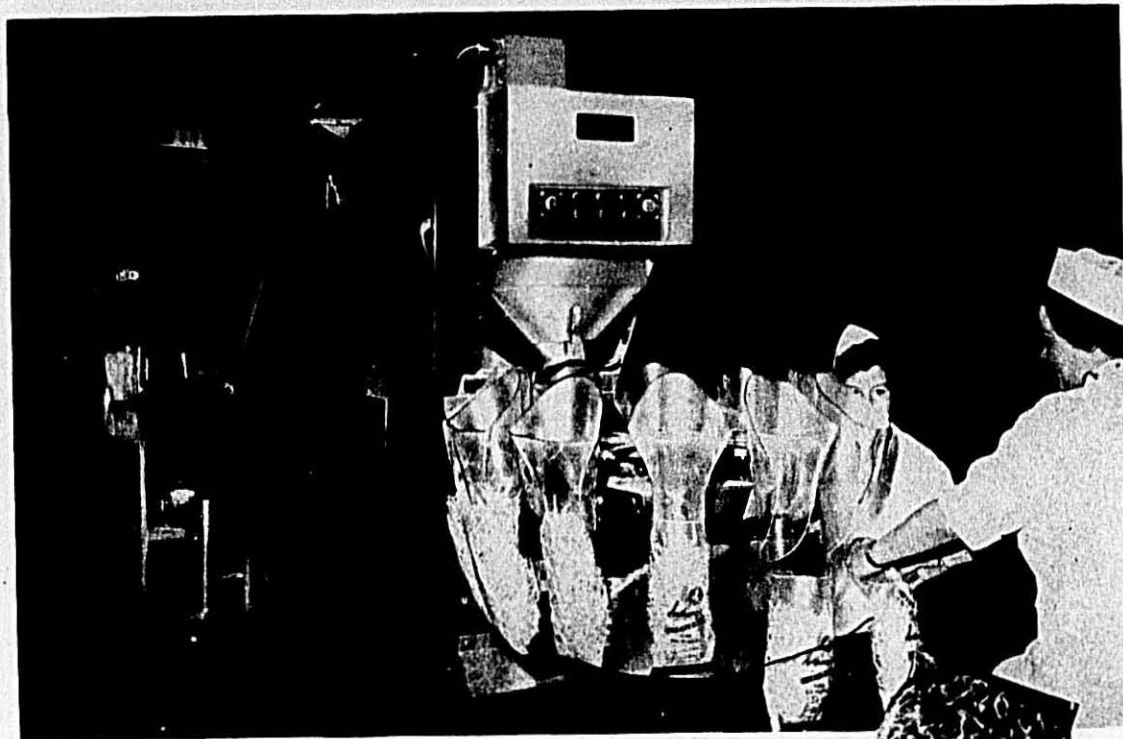
In addition to introducing two new products this year, three other new La Rosa products, presently in preparation, will be released by January 1st. At present V. La Rosa Sons, Inc. manufactures a complete line of macaroni and egg noodle products, a line of five different Italian Style Sauces, Pizza Pie Mix, Italian Style Sauce with Sausage, Italian Style Ravioli with Meat in Sauce, and Italian Style Sauce with Meatballs.

"Woodman's FLEET-WEIGH cut our packaging time in half!"

"We now package 1-lb. noodles, 18 to 20 per minute
... 8 oz. bags, 26 to 30 per minute!
We reduced an eight hour job to four!"



Frank Steger, Supt.
Anthony's Macaroni
& Confectionery Co.



HERE'S PROOF of the Woodman FLEET-WEIGH'S packaging ability. It chopped an 8-hour operation to four; made four hours available for work on "cut goods". The FLEET-WEIGH handles semi-dry and free-flowing products. Weighing range — 2 to 16 ounces. Average weight variation: 1/8 ounce, or less, on most products. Fills three ways. Virba-Wheel Bag Filler speeds filling, prevents costly clog-ups! Call, write or wire for details! Your WOODMAN MAN is a GOOD MAN to know!

Direct Sales & Service Offices in Portland, Ft. Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, Soon in St. Louis, and Toronto.

The
WOODMAN
Company

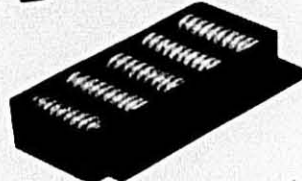
HOME OFFICE: DECATUR, GEORGIA



How *Sterwin* Enrichment Gives Your Macaroni **A SALES PLUS** Easily and Economically...



B-E-T-S



Enrich batch method macaroni with B-E-T-S, the original food enrichment tablet.



Enrich continuous press macaroni with Vextram, the original starch base enrichment mixture and use the Sterwin Feeder.

SUCH an overwhelming majority of today's shoppers are nutrition conscious that enriched foods just naturally sell better. And that's as true in macaroni products as it is in bread, milk and other foods. Customers know enrichment means better health... alert manufacturers know it means better business.

And this profitable sales plus can be added to your macaroni products at nominal cost through Sterwin's Enrichment Service. For Sterwin, originators of standard enrichment agents for both batch and continuous process macaroni production, are long-experienced specialists in easy, accurate and economical enrichment.

Sterwin Enrichment provides a strong selling point well worth stressing in your advertising and on your package. You'll be agreeably surprised at its low cost.

See your Sterwin Technically Trained Representative or write direct for prices and details. No obligation of course.

Sterwin Chemicals, Inc.

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

PIONEERS IN MACARONI PRODUCTS ENRICHMENT

Superior Has 3-Point Plan

Superior Macaroni Company of Los Angeles, California, has released information on its modernization, advertising and packaging plans.

First step of three-point Progress Parade are modernized facilities. "This all-new factory, which will increase the present facilities by 40,000 square feet, has just been completed to keep up with the growing demands for the Superior Macaroni products," announced Mr. Fred Spadafora, President of this established 50-year-old firm.

Step No. 2, as announced by Mr. Emil Spadafora, Executive Vice President, is the extensive advertising promotions which will move the product from the grocers' shelves into the home. First of these extensive advertising and merchandising schedules will promote the following fast-moving, high-profit prepared dinner lines: Italian Spaghetti, Chili Mac, and Macaroni-and-Cheese. To quote Mr. Spadafora's new slogan for the grocery trade, "Load up . . . we'll pull the trigger"—FOR SALES!

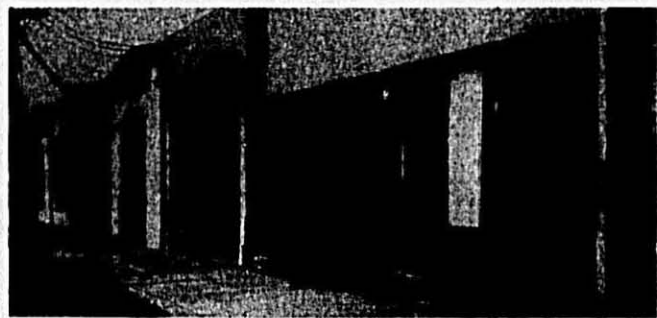
In line with this aggressive program it is also announced that Brooke, Smith, French & Dorrance has been appointed as Advertising Agency to carry out the new "Marvelous Meals in Minutes" consumer advertising theme.

Outlined as Step No. 3, will be the forthcoming new, colorful, attractive and modern packaging, which will soon be seen in the prepared dinner product line.

Chef Boy-Ar-Dee Plans \$2 Million Plant Expansion

The rapidly increasing demand for Italian style Chef Boy-Ar-Dee products has necessitated a two million dollar expansion of American Home Foods' Milton, Pennsylvania plant, it was announced by E. L. Dosch, executive vice president of American Home Foods, Inc.

Included in the expansion program are nearly \$900,000 for new buildings and expanded production facilities and for warehousing of raw materials and finished goods. Another \$250,000 has been provided for new and enlarged cold storage facilities for meat supplies. Approximately \$850,000 will be expended for new food processing equipment designed to increase and speed up production to keep pace with the constantly rising demand for such famous Chef products as Pizza Pie Mix, Ravioli, Spaghetti and Meat Balls, and Spaghetti Dinners. A substantial portion of the \$900,000 for new construction will be expended for doubling the capacity of the Chef



FRED and EMIL SPADAFORA at their plant in Los Angeles. (Art Streib, Photographers)

Boy-Ar-Dee Mushroom growing plant. All mushrooms used in Chef products are grown at this plant which is one of the largest mushroom growing facilities of its kind in the entire country.

"With this two-million dollar plant expansion at Milton, coupled with recently acquired multi-million dollar plant at Oakland, California to serve the western states, American Home Foods will be in a position to meet the rapidly expanding demand for our Chef Boy-Ar-Dee quality food lines," Mr. Dosch commented. "Our aggressive sales and promotion programs with the addition of new products which are being readied for the market and the increasing appreciation of consumers for 'heat and eat' flavorful foods has necessitated this continuing expansion," he said.

Merchandising the Advertising

Ronzoni Macaroni Company is employing a novel means of "merchandising the advertising." Miniature advertising portfolios, in the form of a pencil case with a transparent facing, at a glance tell the story of Ronzoni's television and radio programming for the coming winter season. Each of the seven encased pencils gives complete information on the programs, the stations and the times. The package carries the Ronzoni slogan "Ronzoni Sono Buoni" and the salesman's message "Ronzoni is So Good for Your Business." Six thousand have been ordered for distribution to their accounts by Ronzoni salesmen. The promotion was designed by Ronzoni's agency, Emil Mogul Co., Inc.

Gildersleeve Sells Ronzoni

The Great Gildersleeve has just been appointed head salesman for the Ronzoni Macaroni Co., Inc. As of September 27th, Ronzoni sponsors "The Great Gildersleeve" over WRCA-TV (Channel 4) on Tuesday evenings from 7:00-7:30. The spon-

sorship was arranged through Ronzoni's advertising agency, Emil Mogul Co., Inc., New York.

This will mark the television debut of Throckmorton P. Gildersleeve after thirteen consecutive years on radio. Originally created as a character by Fibber McGee and Molly, Gildersleeve proved so popular that he was given his own show. Played by Willard Waterman, Gildersleeve will be assisted in the TV series by his radio family and friends including Birdie, LeRoy, Marjorie, Mr. Peavey and Mayor Terwilliger.

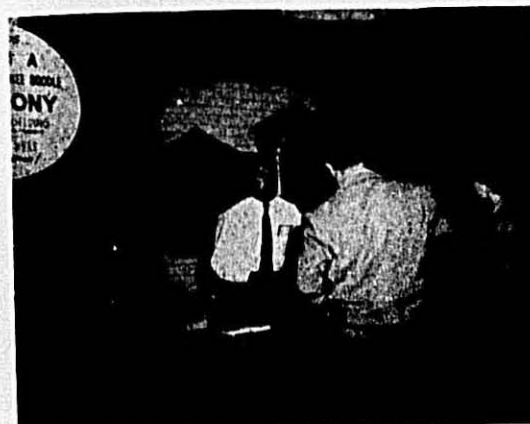
Produced by Matthew Rapf for the NBC Film Division at the Hollywood Studios of Hal Roach, "The Great Gildersleeve" is directed by Charles Barton and written by John Elliotte and Andy White who have been preparing the radio scripts for Gildersleeve for the past eight years.

Ronzoni, for the past two years, has sponsored the FBI true-life drama, "I Led 3 Lives," starring Richard Carlson. First on television in its industry, Ronzoni has sponsored TV programs since 1950.



BALANCED STOCK Gildersleeve shows how to balance your stock for greater turnover as he takes time out from his duties as Water Commissioner of Summerfield. On September 27th Ronzoni Macaroni Co. began sponsoring "The Great Gildersleeve" over WRCA-TV on Tuesday evenings from 7:00 to 7:30. This will mark the television debut of Throckmorton P. Gildersleeve after thirteen consecutive years on radio.

AT THE NEW YORK STATE FAIR



NICK Rossi of P & R tells potential customers about the line.



NICK Rossi distributed more than 25,000 recipe booklets at the New York State Fair.

Brokers Directory Available

The new edition of the food brokers' directory is now being distributed to thousands of processors, canners and grocery manufacturers all over the nation. Watson Rogers, President of the National Food Brokers Association has announced. Just off the press, the new book contains listings for more than 1800 food broker firms all over the nation and in Hawaii, Alaska, Canada, Cuba, and Mexico.

"This edition is the largest in the history of the Association," said the NFBA president. "Also a number of the commodity listings have been expanded to provide even more helpful information to users of the book."

In addition to the food broker listings the book contains suggestions and information on working with food brokers. There are sections on how to obtain food broker representation, and how to obtain the greatest benefits from food brokers.

The NFBA Directory is available without charge to processors and manufacturers of grocery products who write on their letterheads to the National Food Brokers Association, 827 Munsey Building, Washington 4, D. C.

The Key to Shelf Space

The manufacturer who does not capitalize packaging-wise on the changing consumer buying habits, before 1960 will lose the battle for shelf space in supermarkets where 150,000 brand names are competing for the food dollar, Frank Gianninoto has predicted.

Speaking at the Packaging and Materials Handling Short Course at New

York University, Mr. Gianninoto, industrial designer and chief of Frank Gianninoto & Associates, New York, described the package designer's "dream package" of 1960. It will be: still vacuum packed; shatter proof; armored or collapsible; reusable and disposable; more legible; more colorful; appetite appealing; "see and feel through"; multiple use; easier opening and dispensing; variety packed; gift wrapped; pre-tested and pre-cooked; just the right size. And it will be so visible, he added, it will "jump right into the customer's push cart."

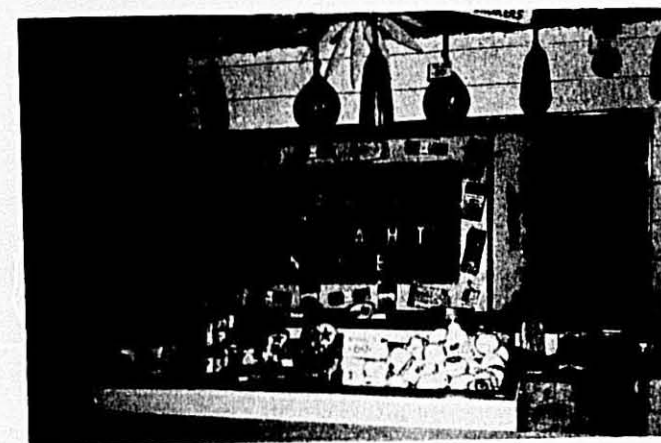
"I can't tell you that the package of the future will be octagonal, bright blue and 15 inches high," Mr. Gianninoto said.

"A package designer starts engineering a package from the inside out," he added.

But with the package designer and the manufacturer working together, the "most exciting, sales stimulating packages ever offered to Mrs. Impulse Buyer can be produced," Mr. Gianninoto suggested.

Packaging in the next five years, the designer continued will be influenced by bigger and better home freezers; home entertaining and informal ranch-house living; two car families; color television; working wives who want convenience (prepackaging); interest in variety (multiple packaging); emphasis on leisure for everybody.

"To design packages that sell," Mr. Gianninoto said, "the designer must have specific knowledge about people's buying habits and tastes. He must be alert to the buying and merchandising trends."



AT THE New York State Fair: Bravo Macaroni teams up with Berio Olive Oil and Stella Cheese to display attractive food combinations.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT

PAR
5

DISTRIBUTED NATIONALLY

By

WM. H. OLDACH

PHILADELPHIA 22, PA.

Phone: Garfield 5-1700

American & Berks Sts.

for **Ideas**
in packaging
call
Waldorf

What's your macaroni packaging problem—display . . . shipping . . . point-of-sale? There's a ready solution to assignments like these at Waldorf where more than 70 years' experience produces quality containers and cartons for every requirement.

Creators of distinctive packaging . . .

Waldorf Paper Products Co.
St. Paul 14, Minnesota

Egg Prices Rise

Egg prices quoted in the Chicago market are given weekly in the Association's newsletter. The rise in prices in the past two months has been spectacular. At the end of July current receipts were running 26¢ a dozen. They rose about 1¢ in the first week of August and slipped slightly at the end of the month. They were quoted at 28.5¢ on September 1 and jumped to 38¢ on September 16. Receipts during that week were the lightest during the year. By month's end prices for current receipts were still on a high level.

The September rise boosted costs of processed eggs. Whole eggs rose about 3 to 4¢ a pound from 21 to 28¢. Whites went up the same proportion from 17 to 21¢. 15% yolk moved up from 17 to 32¢, while dried yolk solids increased from \$1.05 to \$1.12 a pound.

What Happened?

"What happened to the current receipts market for eggs in Chicago?" asks a Henningsen trade letter.

On Monday, September 12, current receipts were 30¢ per dozen. They went up five cents on Tuesday, up three cents on Thursday and as of Friday, they were at 38¢ per dozen. The U.S.D.A. Daily Market Report for Chicago Thursday, September 15, reads as follows: "Market firm, receipts of yesterday were lightest so far this year and today's arrivals very light. Supplies are few and short of a restricted demand. Higher prices showed buying but all supplies clearing except those held off the market in instances for higher prices. Prices sharply higher on all grades. . . ." The big question is, "What does it all mean?" Well—among other things—it means hindsight is better than foresight! Just on the chance there are some of you not quite clear on what current receipts are, here is a brief definition:

Current receipts are those eggs brought to market in Chicago directly from the farmer before grading. The Chicago market price is a good barometer of prices all over the country.

So—to get back to the market situation, just what does an eight cents rise in current receipts mean? Theoretically, if a processor were buying current receipt eggs in Chicago for freezing or drying, it would mean he must realize an additional \$2.10 per case of eggs processed. Proceeding further, it would mean he must get an additional 2¢ per pound of whole egg solids, or \$2.10 split up some way between egg white solids and egg yolk solids. Actually, the supplies on current receipts are light and not much is being bought at these prices. Cer-

tainly whites are firm, where yolks are going is anybody's guess, and if the market remains strong, whole eggs must go up. So where does that leave you? You figure it out!

Charley Wilbur Retires

Charles D. Wilbur, Armour and Company frozen egg sales manager, retired September 21 after 49 years' service with his only employer.

Starting as an errand boy in the Chicago office in 1906, Mr. Wilbur later held sales positions in Galesburg, Ill., Louisville, Ky., Jacksonville, Fla., and Pittsburgh, Pa. He has been associated with dairy and poultry products sales since 1922, and was named to his present position in 1941.



CHARLES D. WILBUR

Mr. Wilbur's Armour associates planned a special "Charley Wilbur Week," September 26-October 1, and presented him with an engraved record of the company's sales during the week for eggs, poultry, cheese, dry milk, butter and margarine.

The inscription read: "Here's what we sold just for you, Charley."

Mr. Wilbur lives with his wife, Florence, at 8013 S. Rhodes Ave., Chicago.

Armour Names Managers

R. J. Smith was named frozen egg sales manager and D. J. Purcell was named egg solids sales manager in two appointments just announced by Armour and Company.

Both men were previously associated with the company's dairy, poultry and margarine division.

Harry Daley Retires

Harry E. Daley, Pittsburgh area representative of the C. F. Mueller Company, Jersey City, N. J., makers of macaroni, spaghetti and egg noodle products, retired in September after 31 years of service.

Always active in trade affairs Daley served as president of the Pittsburgh Association of Manufacturers Representatives and put in several terms as a director in the organization.

Food Processors Investments Up

Improved production and marketing efficiency achieved by the food industry especially in the past half dozen years has eased the impact of rising wages and other mounting costs on the grocery bill, reports Paul S. Willis, president of Grocery Manufacturers of America.

Food industry wage rates have risen 38 per cent since the 1917-19 period, but substantial investments in new and improved methods, plants and equipment have brought efficiencies that have held actual labor costs per unit of goods produced to a 24 per cent rise, the report states.

"Net result is that labor costs have mounted only three-fifths as fast as wage rates," said Mr. Willis. He pointed out that the divergence is highly favorable to the consumer.

Large and continuing capital outlays by the industry all along the processing, transporting, wholesaling and retailing "lifeline of America" leading from farm field to dinner table have been necessary to achieve the production and marketing efficiencies, Willis said.

He stated that food processors' 1954 capital investments totaled about \$17,000 for each production worker. The figure was only \$7,500 per worker in the last pre-war year. The increased outlay has made possible a production increase of more than 10 per cent per man hour during the past three years alone.

Willis asserted that installation of equipment which can bring further efficiency in the industry and savings to the consumer is continuing.

"During 1955 food processors are planning to spend nearly \$600 million for new plant and equipment," he said. "This is a rise of 10 per cent above their comparable new capital expenditures last year and recent indications are that these investments may be even larger than originally planned."

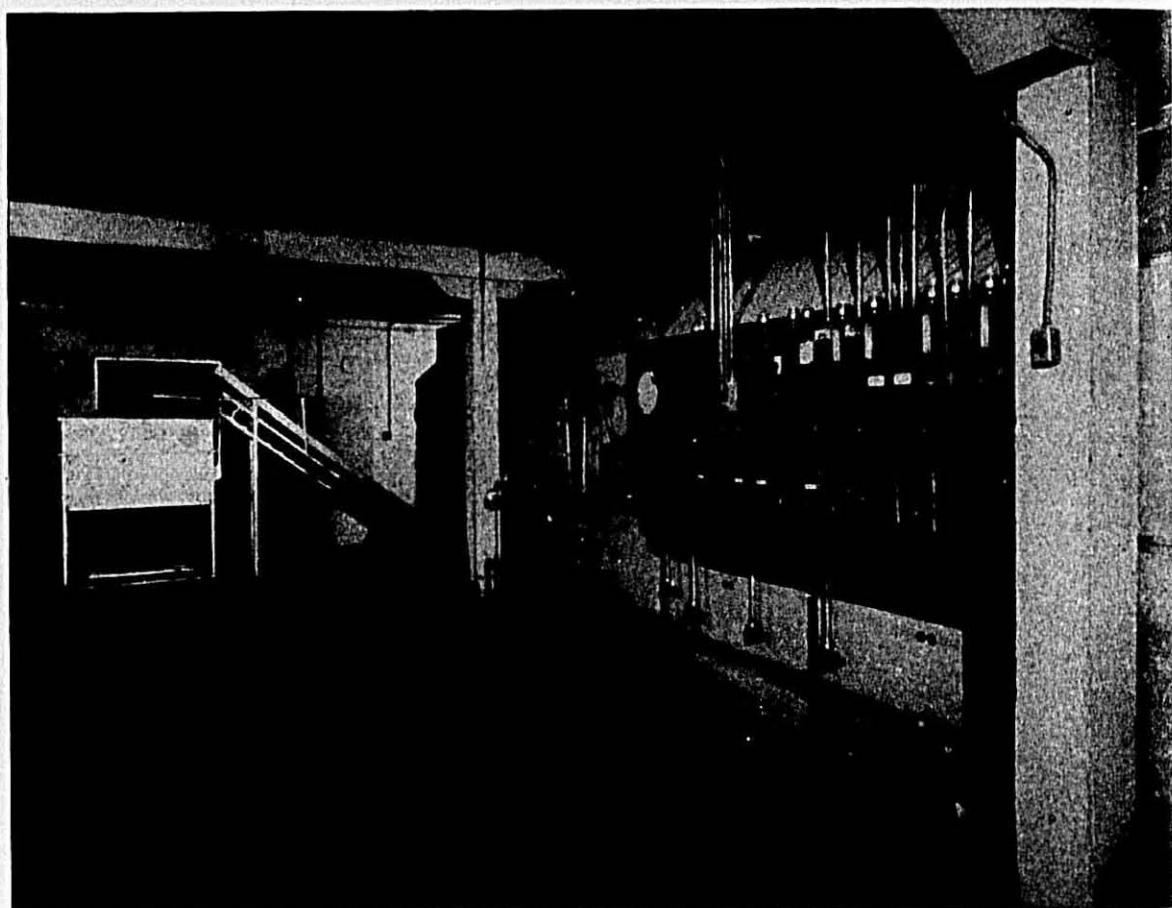
Cello Prices Up

Avisco cellophane prices advanced between four and five percent it was announced September 1. Ohio Methacrylate announced a similar advance effective September 30.

M. J. On the Mend

M. J. Donna, Secretary Emeritus of the Association and former editor of the Macaroni Journal, is on the mend from a heart attack suffered after a strenuous auto trip cross country to the West Coast and back. Under doctor's care, he is progressing nicely but has to take things easy.

"One Shift" Automatic Short Cut Drying



Repeating type finish dryer showing electronic control panel board, taken at plant of U. S. Macaroni Co., Spokane, Wash.

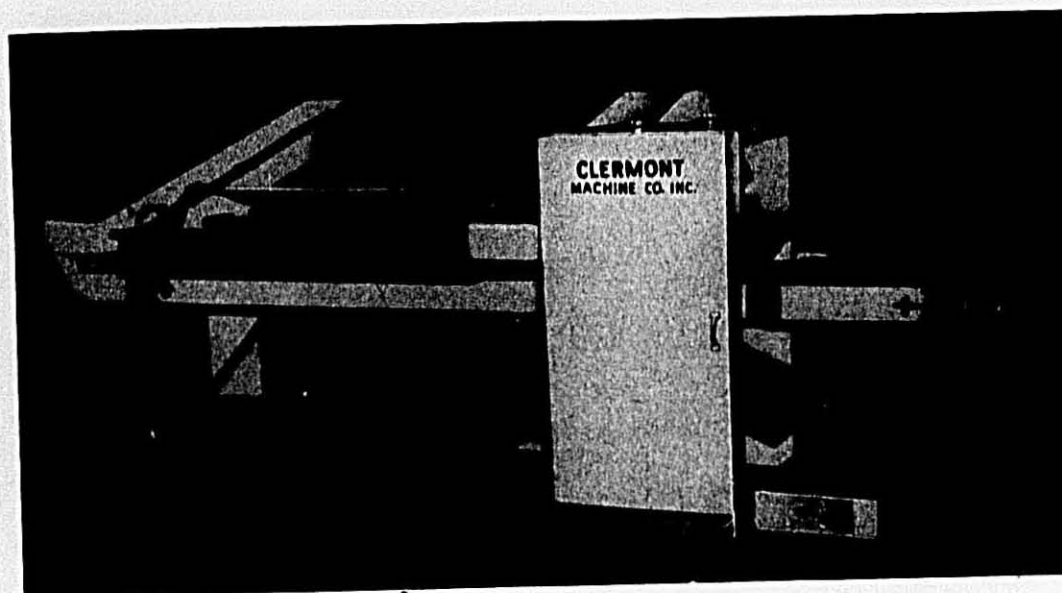
CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement of existing quarters.

The dryer consists of two units: a preliminary dryer and a finish dryer of repeating type. It can be had in capacities ranging from 8,000 to 12,000 pounds per day.

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.

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

Clermont Machine Company Inc.

AUTUMN EATING

Football season sets the stage for gala get-togethers. Parades and parties lead the way, as folks gather to cheer their favorite teams.

An easy way to entertain before or after the big game is to invite the crowd to a football buffet. Guests can help the hostess by helping themselves to the food. And it gives everyone a chance to socialize.

Simple, hearty fare is the keynote for Fall menus, and there's no limit to the appetizing dishes that can be made with macaroni, noodles and spaghetti. A real time and money-saver is to combine macaroni products with stewing chicken. The stock can be used in satisfying main course soups and chowders, while the chicken itself is a perfect ingredient for colorful casseroles the whole family will enjoy.

A steaming turken of Autumn Day Chowder will win compliments at the football buffet. In addition heap a platter with fresh fruit and place it in the center of the table for a serve-yourself salad. It's a good idea to keep extra fruit on hand to replenish the supply, for bananas, apples and the like have a way of disappearing when in reach of hungry fans.

Guests will get a "kick" out of chocolate fudge cupcakes, iced in white and decorated with outlines of pennants and footballs. Make these

the day before and use a prepared mix if you're in a hurry. To decorate, squeeze colored butter icing through a pastry tube, or shape heavy paper into a funnel and press icing through the narrow end. These cupcakes are fun to make and just as much fun to serve.

For extra points, pass cooling mints and assorted nuts. Coffee, tea, or milk can serve as the beverage.

And there's a feast that's bound to win cheers from the victor or the vanquished!

Autumn Day Chowder

Ingredients: (4 to 6 servings)

- 1 quart chicken stock
- 6 slices bacon, diced
- 3 medium-sized carrots, sliced
- 1 cup chopped celery
- 1 cup chopped onions
- 8 ounces fine egg noodles (about 1 cup)
- 5 cups milk
- 1 cup cooked peas
- Salt and pepper to taste

Preparation:

Combine stock, bacon, carrots, celery and onions. Heat to boiling point. Cover and cook over medium heat until vegetables are tender, about 25 minutes. Gradually add noodles so that stock mixture continues to boil. Cook uncovered, stirring occasionally. Until noodles are tender, about 15 to

20 minutes. Add milk, peas and salt and pepper to taste; heat to serving temperature.

Include the following recipe in your Autumn meal planning and see how easy it is to serve nutritious dishes with a budget outlay of energy and cash.

Farmhouse Macaroni Casserole

Ingredients: (6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1/2 cup butter or margarine
- 1/3 cup finely chopped onions
- 1 No. 2 can tomatoes
- 2 cups chopped cooked chicken
- 1/2 teaspoon salt
- 1/4 teaspoon poultry seasoning
- dash thyme
- 1/4 teaspoon freshly ground pepper
- 1/2 cup chopped parsley
- 3 eggs, well beaten

Preparation:

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.

Melt butter or margarine over low heat; add onions and saute 5 minutes. Add tomatoes, chicken, 1/2 teaspoon salt, poultry seasoning, thyme and pepper; mix well. Cook over medium heat 10 minutes. Cool slightly. Add macaroni and parsley. Fold in eggs. Pour into greased 2-quart casserole. Place in pan of hot water and bake in moderate oven (350°) 15-20 minutes. Serve immediately.

Add Almonds to Spaghetti Meat Sauce

Tix spaghetti with a Spanish touch. Briefly cook about 1/2 cup chopped almonds in a tablespoon butter or margarine. Add 1/4 cups spaghetti sauce with meat; heat thoroughly. Pour over cooked spaghetti. This makes generous servings for the senior and seniora.

Pair Macaroni and Dried Beef In Casserole

That's a proposal worth considering! Combine 1 1/2 cups macaroni with cheese sauce and 1 ounce shredded dried beef (about 1/4 cup) in a small casserole. Dot with butter; then whisk it into a hot oven to bake about 15 minutes or until hot. This luscious "quickie" makes 4 servings.



Roast Chicken Stuffed with Noodle Sausage Dressing

HOLIDAY COOKERY



Turkey in the Straw

Thanksgiving and Christmas come and go, but the traditional turkey seems to go on forever, unless you know plenty of appetizing ways of using it up. Children, especially, get tired of eating the same food, but they'll go for this tempting turkey in the straw, combining leftover turkey and tender fine egg noodles for extending leftover meats, poultry and vegetables there's nothing to beat in macaroni products. They're easy to prepare and mix well with almost any other food. Keep several packages of macaroni, spaghetti and egg noodles handy throughout the holiday season and you'll find them invaluable for quick, tasty dishes of every kind.

Turkey in the Straw

Ingredients: (6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces fine egg noodles (about 1 cup)
- 3 tablespoons butter or margarine
- 1/2 tablespoons all purpose flour
- 1/2 cups milk
- 2 cups grated processed Cheddar cheese
- 2 canned pimientos, minced
- 1/2 cups diced, cooked turkey
- 1 10-ounce package frozen asparagus, thawed and diced
- Salt and pepper to taste

Procedure:

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Arrange around outer edge of greased 2 1/2 quart casserole.

Melt butter or margarine and blend in flour. Gradually add milk and cook, stirring constantly, until thickened. Add cheese and stir until cheese is melted. Add remaining ingredients and mix well. Turn into center of casserole. Bake in moderate oven (350°) 30 minutes.

Noodle Sausage Stuffing for Roast Chicken

Ingredients: (6S servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 1 cup)
- 1/2 pound sausage meat
- 1/2 cup chopped onions
- 1/2 cup chopped celery
- 1/4 teaspoon thyme
- 1/4 teaspoon sage
- 1/4 teaspoon poultry seasoning
- 1/2 teaspoon salt
- 1 6 1/2 pound roasting chicken or capon, cleaned
- Salt
- Aluminum foil
- Melted butter or margarine

Procedure:

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.

Pan-fry sausage in a large skillet until browned. Add onions and celery and cook until tender. Add noodles, thyme, sage, poultry seasoning and 1/2 teaspoon salt. Mix well and cook over low heat 10 minutes. Cool.

Rub inside of chicken or capon with salt. Fill cavity lightly with noodle mixture. Fasten with skewers and cord. Place lengthwise on a large piece of aluminum foil. Brush with butter or margarine. Wrap chicken or capon well with foil. Place on rack in roasting pan. Roast in hot oven (350°) allowing 30 minutes to the pound, ready to cook weight. Open foil and roast 25 minutes before roasting is finished. To broast.

Deviled Noodles

Thanksgiving and Christmas come and go, but the traditional turkey seems to go on forever, unless you know plenty of appetizing ways of using it up. Children, especially, get tired of eating the same food, but they'll go for this tempting turkey in the straw, combining leftover turkey and tender fine egg noodles for extending leftover meats, poultry and vegetables there's nothing to beat in macaroni products. They're easy to prepare and mix well with almost any other food. Keep several packages of macaroni, spaghetti and egg noodles handy throughout the holiday season and you'll find them invaluable for quick, tasty dishes of every kind.

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ENRICHMENT OF MACARONI

Research and Production
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Manufacturing Chemists
RAHWAY, NEW JERSEY

WHEAT FLOUR INSTITUTE BACKS MACARONI WEEK

The Durum Wheat Products Division of the Wheat Flour Institute once again reminds the consumer of National Macaroni Week, October 30-31, and helps to score a touchdown for macaroni products.

News releases were sent out by the Wheat Flour Institute to food editors along with recipes and photos from their test kitchens, in addition to newspaper mats. Recipe releases included were: Spaghetti Hamburger Bowl, Venetian Onion Soup, Simply Delicious Skillet Dinner, Apple Topped Sausage Pie, Squaw Corn and Spaghetti and Macaroni and Cheese Burgers. Their mats displayed pictures and recipes for Pollo Italia and Macaroni Gumbo.

A radio release put out by the Wheat Flour Institute keeps up a lively patter about National Macaroni Week along with simple tested recipes and timely tips on dressing up macaroni and cheese dishes.

In their Durum Wheat Notes, they point out that year after year macaroni foods continue to hold an important place in American menus.

Perhaps one of the basic reasons for this is the versatility of the product.

Macaroni foods are among the most adaptable on the kitchen shelf, appearing in main dishes, soups, hearty salads and even desserts. New dishes are constantly being developed, using macaroni foods in flavorful combinations with cheese, meats, seafoods, poultry, vegetables, eggs and fruit.

Homemakers especially give macaroni foods a big vote of popularity chiefly because of their convenience. These good wheat foods are always handy on the kitchen shelf since they require no special storage. They're quick and easy to prepare. Finally, homemakers find that low cost macaroni foods stretch limited supplies of other more expensive foods like meat and cheese.

Youngsters also are fond of this go-with-everything food item. Good thing too, for macaroni, noodle or spaghetti casseroles are mighty good sources of nutrition for growing bodies.

Add up all these points in macaroni's favor and you'll see why food people set aside a special "week" to honor it.



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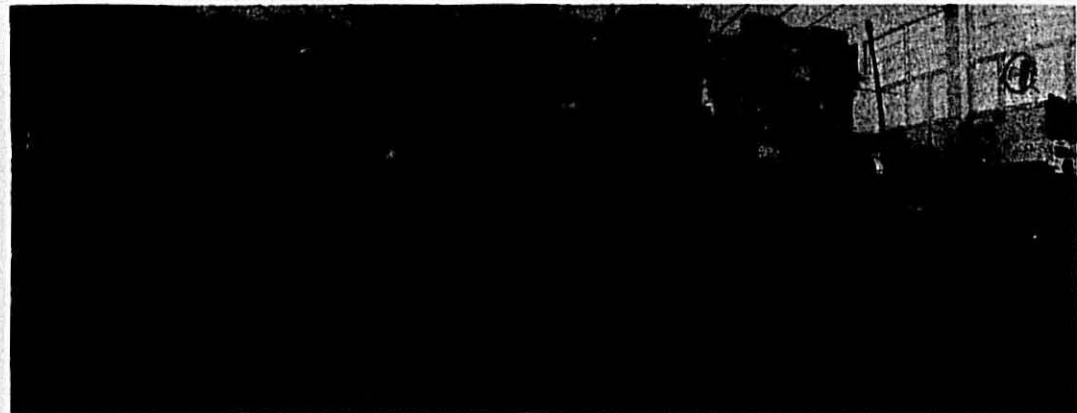
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International Impact

The Stop & Shop Supermarket of Manila in the Philippines is managed by John D. K. NG. Mr. NG saw publicity on the Macaroni & Canned Meat promotion for Easy Summer Serving in one of the trade publications he reads. He wrote for posters to tie-in to the promotion and wrote this "thank you" letter when he sent the picture of the display in a store shown above:

"In accordance with your request,

I am sending you herewith a glossy finish photograph taken with the new panoramic lens which depicts two of our gondola ends with mass displays of macaroni and spaghetti. Your posters line the bottoms of the ends and stretch across the top to show the tie-ins.

"From these displays, we moved 65 cases of macaroni and spaghetti in a period of five days. Of course, a lot

of luncheon meat, cheese and chopped beef were sold as related items. The pads of recipes which we made from the mats that you so kindly sent us helped to stop customers at these displays and were a definite sales aid.

"The staff and I appreciate your interest in our operations and we want you to know that it will be a pleasure to keep promoting macaroni in our store."

Tuna Tie-In

An aggressive sales campaign was conducted by Breast-O'-Chicken brand tuna in connection with the observance of National Macaroni Week, Oct. 20-29.

The promotion of Breast-O'-Chicken tuna and "your favorite macaroni" included hard-hitting local and national advertising, together with publicity in the various media. Highlighting the campaign was a new recipe for a wholesome, inexpensive yet delectable family meal, based on use of the two products as the principal ingredients.

Special display material was made available to stores by Breast-O'-Chicken brokers and by representatives of leading macaroni brands.

This is the recipe featured in this dual promotion:

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni
- 2 cans Breast-O'-Chicken Tuna
- Tomato wedges or slices
- 1 10½-oz. can condensed cream of mushroom soup
- ¾ cup of milk
- 1 cup grated cheddar cheese (about ¼ lb.)

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 macaroni, tuna, soup, milk and cheese. Mix well. Turn into greased

casserole (1½ qt.). Garnish with tomato wedges or slices. Sprinkle with bread crumbs if desired. Bake in moderate oven (375°) 20 minutes.

Pleasant Partners

The National Dairy Council has thrown their support behind National Macaroni Week by including macaroni products frequently in the October 1955 menu guide sent to food editors primarily to use cheese and dairy products.

Special releases for food editor use have been developed "to help the working girl" with a suggestion for a gourmet casserole using luncheon meat and cottage cheese with broad noodles. Another release features Savory Cottage Casserole which combines noodles with cooked ham and cottage cheese plus other ingredients.

Dairy products are a natural partner with macaroni for serving in many ways.

Spaghetti Sauce In Restaurants

Only 10% of restaurant operators using spaghetti sauce buy the prepared product, although it takes them from two to four hours on the average to make it, a survey of the American Restaurant Magazine discloses.

A study of the market for spaghetti sauce in restaurants was made by questionnaires sent to a random sample of 1425 names. Every twentieth

name was selected from the magazine's circulation list. Small restaurants are defined as those serving less than 300 patrons a day; medium serve 300 to 600 daily; large serve over 600 patrons daily.

To the question "Do you use spaghetti sauce?" 81% said they did, 19% said they did not. By size those that use spaghetti sauce include 95% of the small restaurants, 69% of the medium size, 80% of the large, and 55% of restaurants size not given.

Of those using spaghetti sauce 88% said they make their own, 10% buy it prepared, and 2% both make their own and buy some. Those making their own by size: small 85%; medium 90%; large 86%; size not given 90%. Sauce is bought as follows: small 11%; medium 10%; large 9%; size not given 10%. 4% of the small restaurants both make and buy sauce, 5% of the large units do likewise.

Purchases of commercial sauce by small restaurants runs two to four cases a week with the figure closer to two. Three-quarters of the medium sized restaurants buy two cases a week, 11% bought up to four cases per week, and 11% more than six cases. Large operators were evenly divided as to purchases ranging from two a week up.

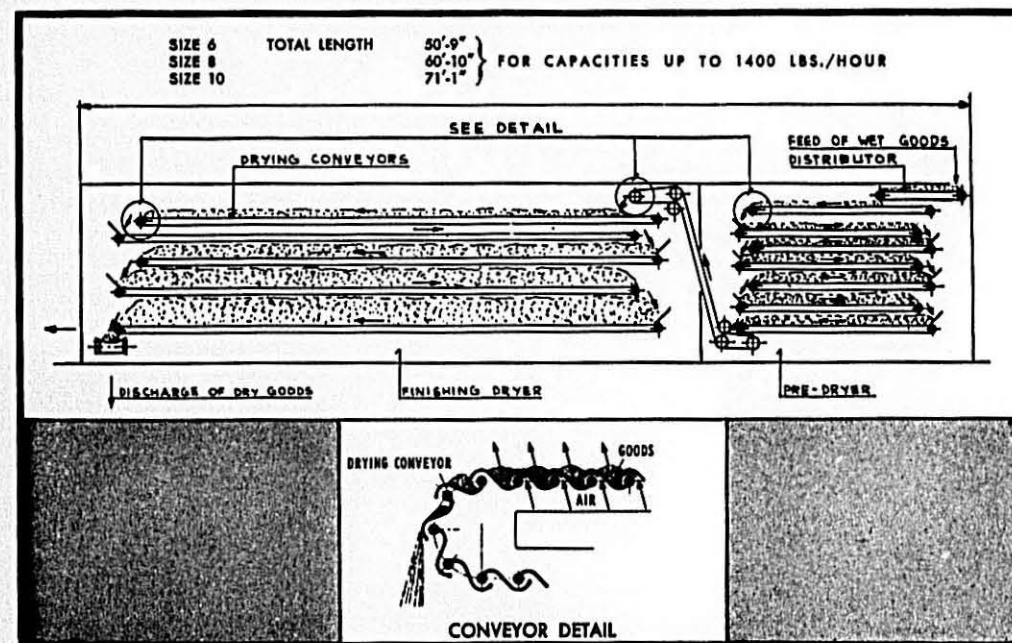
Time consumed by restaurants making their own spaghetti sauce was right around two hours to four hours, but did run as high as twelve hours.

77% of the restaurants preferred sauce with meat.

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OODLES of NOODLES

by Florence Monte

Oodles of Noodles to help fill the coffers of St. Lucy's Church recently rolled off an impromptu assembly line in the basement of the church at 2205 Howe Street, Racine, Wis.

With Mrs. Louis Szondi, as "foreman," 35 members of the Confraternity of Christian Doctrine labored each Wednesday and Thursday evening on "Operation Noodle," weeks in advance of the church's annual summer festival. The group prepared 200 cellophane bagsful of noodles for the event.

Homemade Hungarian noodles were one of the highlights in the bakery booth, but few festival goers were able to appreciate the many work hours which had gone into their manufacture.



Making the Noodles

There's a touch of the old country in the five varieties which were turned out. Included were tiny squares, krinkly edged "snow flakes" cut with a pastry cutter, extra fine and medium and "csikas," pronounced "cheeza," which means shell in Hungarian. Mrs. Szondi learned the art of noodle making from her mother. In fact, homemade noodles are so dear to the hearts of the Szondi family that when Mrs. Szondi was married 30 years ago, one of her most prized wedding gifts

(from her father-in-law) was a handmade rolling pin, designed especially for noodles.

She said her father-in-law inspected about 100 broom handles before he selected one to become a noodle rolling pin. This was cut into a 36-inch length, scraped satin-smooth with glass and razor blades, then sandpapered. Even after 30 years of use the rolling pin is in splendid condition.

Also used in making the noodles is a handmade aluminum-handled knife, a gift from a friend 20 years ago. Mrs. Szondi guards it zealously. Says she couldn't make noodles without it. Her large, handmade noodle board is reversible and has a special ledge on each end which holds it securely to the table. And there are smaller noodle boards, with corrugated surfaces used to roll the noodles into interesting shapes. Also prized is a solid brass pastry cutter, with a fluted, revolving cutting disc; a noodle tool brought from Hungary years ago by Mrs. Szondi's mother-in-law.

Mrs. Szondi directed the making of "church noodles" for the first time four years ago. The innovation caught on and the time-consuming chore has become an annual undertaking, sometimes with the assistant pastor giving a hand in rolling the noodles. The most which the group has been able to turn out in one evening was six packages.

To make the many noodles, the group handled about 200 pounds of flour and 50 dozen eggs. The basic recipe, on a small scale, calls for one whole egg, a scant cup of flour and one-half egg shell of water.

The "csikas," considered tops in the noodle kingdom, are made from an oblong piece of dough about 1/2 inch wide and one inch long. Each is rolled separately around a small pointed stick, then across the special corrugated board. But before the operation can begin, the dough must first be rolled to paper thinness. After rolling, cutting and shaping, the noodles are set out on tables to dry before being packed in their cellophane bags. Mrs. Szondi was in charge of the bakery booth at the festival.

She and her husband recently observed their 30th wedding anniversary. Among the gifts was a jeweled "noodle rolling pin," given by members of the Confraternity. While it may not be put to use in the kitchen, it constantly reminds her that she is considered "Champion Noodle Maker" by St. Lucy's Congregation.

A Word From the Author

As you casually open a package of your favorite macaroni, spaghetti or egg noodle product, have you ever realized the background of their manufacture and the tremendous effort necessary to produce them, even with the latest in modern machinery methods at the manufacturer's command?

Today's homemaker finds at her
(Continued on page 46)



A Sheet of Noodle Dough



Cutting the Noodles

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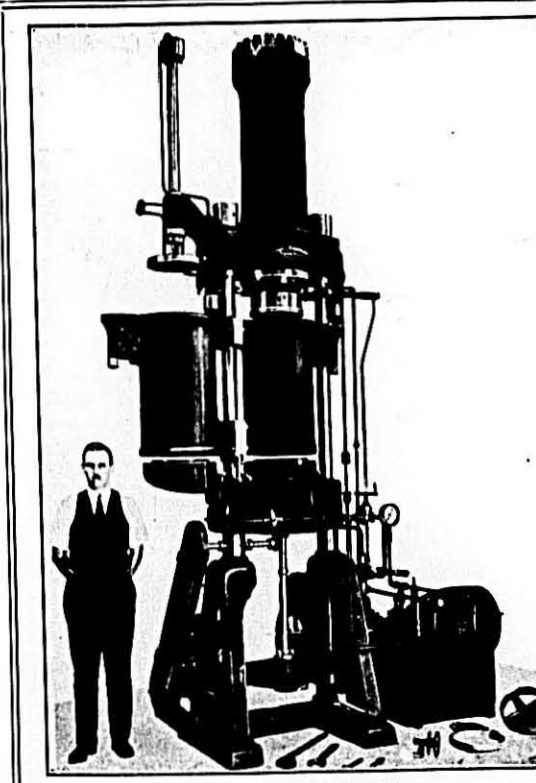
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RETROSPECTIONS

by
M. J.November Gleanings
and Recollections
35 Years Ago
November, 1920

- WANTED! Every Macaroni Manufacturer, large and small, to become a Paid Subscriber of the New Macaroni Journal.
- American Red Cross broadcasts a recipe for making delicious Macaroni Sauce.
- Use of durum wheat made compulsory in Finland.
- The new Atlantic Macaroni Co. plant in Long Island City pictured and glowingly described.
- Use of potato flour made compulsory in The Netherlands.
- Minnesota Macaroni Co. plant in St. Paul, Minn. increased its capital stock from \$100,000 to \$250,000.
- Sandy Valley, Ohio gets a new noodle factory—Sandy Valley Egg Noodle & Macaroni Co.
- Ohio Macaroni Co. with capital stock of \$300,000 formed in Cleveland.

25 Years Ago
November, 1930

- "Business to be good must be sound." To put the macaroni-noodle business on a more profitable basis, the NMMA offers manufacturers: a) A Uniform Cost System; b) the services of its Educational Bureau; and National Macaroni Advertising campaign.
- Talk Macaroni! Eat Macaroni! That's the progressive program suggested by Guy M. Russell of McAlester Macaroni Co., McAlester, Oklahoma, to his city's Rotary Club in his special talk.
- "Only Wood Can Take It," advertises the Wooden Box Bureau.
- Macaroni stuffing for the Thanksgiving Bird, recommends Mrs. Alberta M. Goudiss, founder of the Forecast Radio School of Cookery and editor of the Forecast Magazine.
- "We eat with our eyes. Cook macaroni properly and serve it attractively." W. R. M. Wharton, Chief of Food and Drug Administration, U. S. Department of Agriculture.
- A fine start! 60,000 recipe books ordered to date and 9,000 entries recorded in the National Macaroni Recipe Contest.

15 Years Ago
November, 1940

- Drs. R. H. Harris and Darline Knowles of North Dakota Agricultural Experimental Station, Fargo, N. D. jointly discuss durum wheat in an article in Macaroni Journal.
- Detroit Macaroni Corp., Detroit, Mich. incorporated with a capital stock of \$25,000.
- Mission Macaroni Manufacturing Co., Inc., Seattle, Wash. displayed its line of macaroni products at the Times-DeBoth Cooking School in its home city.
- C. F. Mueller Jr. of C. F. Mueller Co., Jersey City, N. J. addressed the Marketing Society of the New York School of Commerce, Nov. 4.
- The Vatican restricts consumption of pasta to its residents of Vatican City to 1/10 kilogram, about 3 1/2 ounces a day.
- Twin girls born to President Alfred Rossotti and wife, making "Little Charlie" a double uncle.

5 Years Ago
November, 1950

- A Salute to Braidwood, the little capital of the big Macaroni world appears in November issue of The Macaroni Journal.
- Roman Macaroni Manufacturing Co. suffers a \$40,000 fire loss November 4.
- Paul Ambrette of Consolidated Macaroni Machinery Corp., Brooklyn, N. Y., his father, Conrad Ambrette being the firm's president, married Miss Josephine B. Gioia, daughter of the founder of Alfonso Gioia & Sons, Rochester, New York, October 21, 1950.
- A large suite in the Waldorf-Astoria Hotel, New York City was set up as a macaroni plant fully equipped with the latest type of machines by Theodore B. Sills Co., Macaroni Institute publicist to show the Food page Editors in convention assembled just how this fine food is made—the week of October 9.
- Indiana Macaroni Co., Indiana, Pa. suspends operations.
- Mr. and Mrs. A. Irving Grass of I. J. Grass Noodle Co. celebrate their 25th wedding anniversary.
- Macaroni sauce making is shown on TV as part of the Industry's observation of National Macaroni Week.

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Macaroni Plant Owner
Dishes Up Series Holiday

Los Angeles, Oct. 5 (AP)—Bob William, Brooklyn fan, shut down his macaroni plant and gave his employees the afternoon off when the Dodgers won the world series yesterday.

William, who waited 41 years for the big day, said that isn't all. He's sending a case of elbows to Pitcher Johnny Podres to preserve his curves, spaghetti to Duke Snider to keep up his strength, and a Spanish favorite, coiled fideo, to Sandy Amoros.

PROMOTE DURING
NATIONAL MACARONI
WEEK
OCTOBER 20-29

Oodles of Noodles

Continued from Page 44

grocers a grand array of these excellent products awaiting her choice. They are under rigid standards of purity, perfection and quality, backed by years of experience and know-how. These products can be served plain or in combination with other foods and form the basis for many healthful, versatile and delightful dishes.

Macaroni and noodles are the perfect answer for the left-overs, elegant to dress up menus, and a big help in saving on the grocery budget as well as work and time.

The story of how parishioners prepared home-made noodles by hand for a charitable project only emphasizes how fortunate homemakers are to be able to buy them conveniently and economically for daily use.

Florence Monte

The Vital Story of
FARINA and PASTINA ENRICHMENT

by Science Writer

This article is one of a series devoted to the story of vitamin enriched or restored cereal foods; white bread and rolls, white flour, corn meal and grits, macaroni products, white rice, breakfast cereals and farina.

What is Farina? Sometimes called the "heart of the wheat," farina is wheat (other than durum varieties) which has been ground and bolted in granular form and from which virtually all of the bran coat and germ have been removed.

It is an excellent source of food energy, providing 370 calories per 100 grams. Its composition is largely carbohydrate (77.4 grams per 100 grams) with some protein value (10.9 grams per 100 grams) and low fat content.

This excellent, palatable food makes a fine dish for infants and children at any meal. For adults it is particularly good as a breakfast food when served with cooked or dried fruits. Being bland, it has a special place in the diets of the elderly and invalids of all ages.

Pastina Defined. Pastina is the product which is derived from durum wheat and with which egg yolks and sometimes other ingredients are processed. It, too, is an excellent food for babies and children and has a special place in adult diets, being used as a cereal or by being added to soups and broths.

Why Enrich Farina and Pastina? Because so much of the vitamin and mineral content of the wheat is contained in the germ and bran which must be removed to make farina and pastina, enrichment to restore important values is absolutely necessary.

New Enriched Farina Standards. The Food and Drug Administration of the U. S. Dept. of Health, Education and Welfare in June of 1955 changed the standards which all enriched farina, sold in interstate commerce, must meet. The new maximum and minimum levels (in milligrams per pound) are:

	Min.	Max.
Thiamine (vitamin B ₁)	2.0	2.5
Riboflavin (vitamin B ₂)	1.2	1.5
Niacin	16.0	20.0
Iron	13.0	...

*No maximum established

In addition to the above, the F. & D. A. allows the addition of other food elements at the manufacturer's option.

Among these are:

Vitamin D...250 U.S.P. units per pound
Calcium...500 milligrams per pound

Enriched Pastina. Enrichment requirements for macaroni and noodle products, of which pastina is one, are as follows. All figures are in milligrams per pound and

INSIDE SCIENCE

include allowances for losses which may occur in cooking. These are standards established for the consumer by the Food and Drug Administration.

	Min.	Max.
Thiamine (vitamin B ₁)	4.0	5.0
Riboflavin (vitamin B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

Again, the F. & D. A. allows manufacturers to add optional ingredients including vitamin D and calcium in the quantities noted below.

	Min.	Max.
Vitamin D	250	1000 (U.S.P. units per lb.)
Calcium	500	625 (mg. per lb.)

Enrichment's Simplicity. Enrichment is really a simple process. The enriching ingredients (vitamins and minerals) are added to the food during processing. The consumer then receives farina or pastina which equals or exceeds the values of the original wheat in vitally important vitamins and minerals.

Physicians, nutritionists, dietitians—and consumers—support enrichment enthusiastically. It is such an important factor in public health that not only farina and pastina and other macaroni products, but family white flour, white bread and rolls, corn meal and grits and white rice are enriched.

Duplicating Nature. The science of chemistry is so advanced these days that many of Nature's complex substances can be duplicated in the laboratory. This has happened with many vitamins. First, the chemical composition is learned. Second, the pure substance is isolated. Third, a "duplicate" is made by synthesis. And fourth, the laboratory techniques are extended to large scale operation. The manufactured duplicate is identical chemically and in biological activity with Nature's own product. A vitamin is still a vitamin regardless of its source. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.

The Hoffmann-La Roche people make top-quality vitamins actually by the tons. To do this they use amazingly complex processes with scientific production controls and the latest equipment which fill buildings each a city block square and many stories high.

Reprints of this article, and all others in the series, are available without charge. Please send your request to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul St., West, Montreal, Quebec.



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To give your macaroni products that ideal amber look, time after time, take advantage of General Mills' years of experience in selecting hard wheat and amber durum. It's now paying off for you in Gold Medal Semoblend, Premium Semoblend and Amberoni Hard Wheat Granulars.

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