

**THE
MACARONI
JOURNAL**

**Volume 38
No. 1**

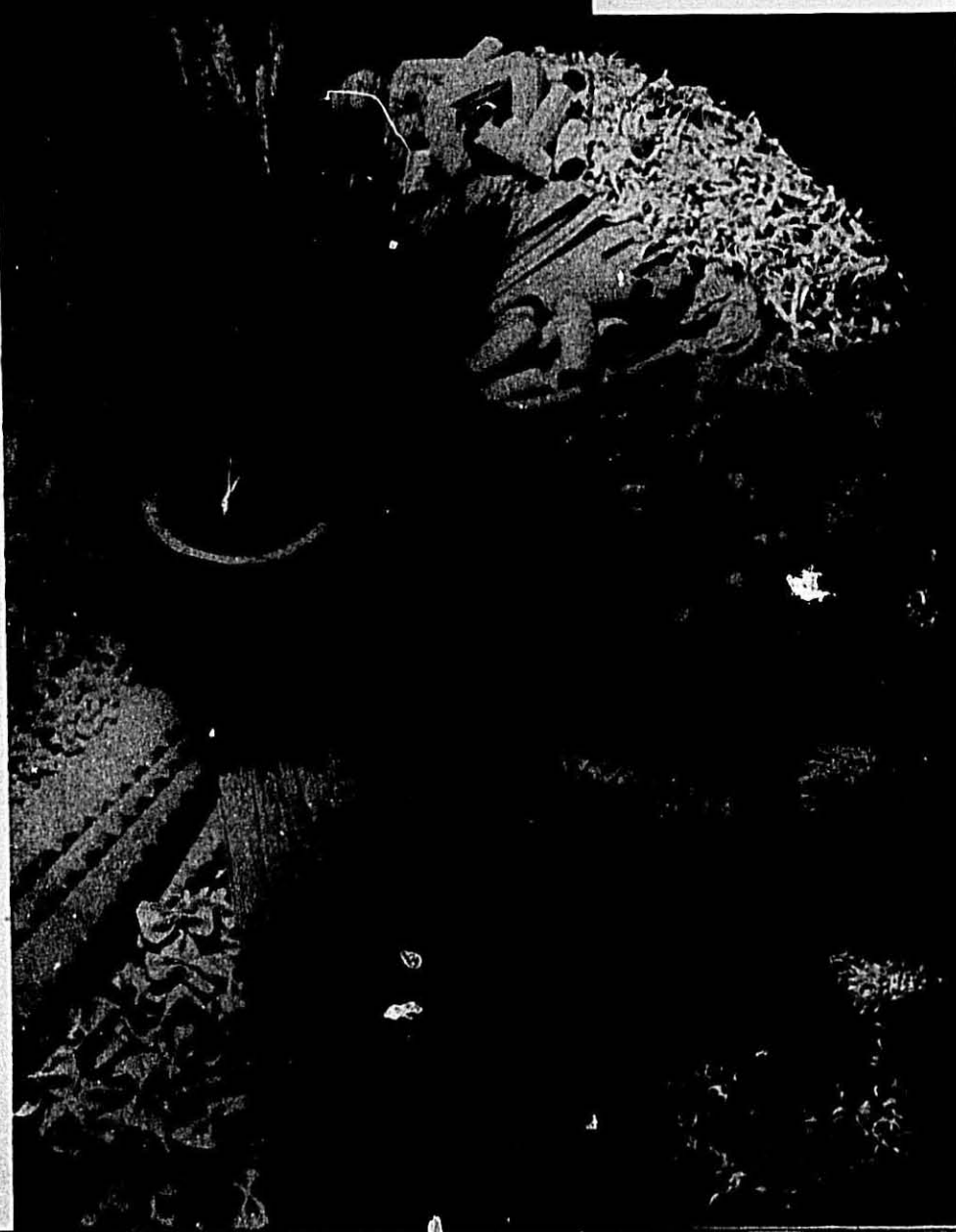
May, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MAY, 1956



Your Package Can Be . . . YOUR BEST SALESMAN!

But Only If It Meets The Public Eye In Modern Dress.

It has been reliably stated that 80% of the Food Packages sold in Self-Service stores today lack the fundamental sales-making quality of Appetite appeal.

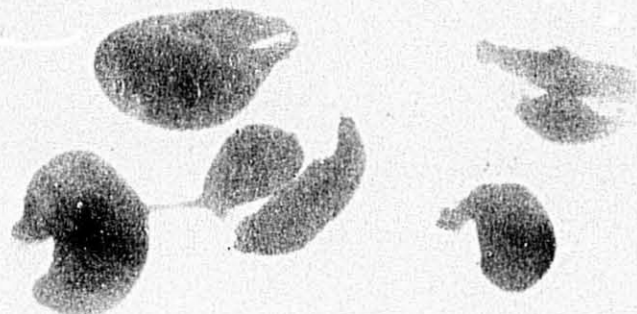
Is your package qualified to compete successfully under modern merchandising conditions? Where more than 60% of all consumer buying decisions are made right in the store? On the Impulse of the Moment? Whether or not your package appeals to the appetite of the shopper at that critical Instant-Of-Decision, more often than not determines whether you make or lose a sale.

Your package today must carry more of the sales load than ever before. Unless it *does its job* successfully you are losing sales every day.

Our job at Rossotti is creating and producing packages for Macaroni Products that will do their job successfully.

The list of our customers reads like Who's Who in the Macaroni Field. Many of them have been with us for more than two generations. During that time they have forged ahead to positions of leadership, and even under today's tough competitive conditions are increasing that leadership.

There must be a reason for their confidence in us. There is a reason. The reason is that Rossotti Designed and Produced packages pay them in increased sales. In increased leadership. And in increased profits.



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

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

Rossotti

"FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

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May, 1956

THE MACARONI JOURNAL

3

Again . . .

AMBER'S NO. 1 SEMOLINA

Because there is no substitute for top quality, more and more macaroni manufacturers specify Amber's No. 1 Semolina.

The never varying color and quality of Amber's No. 1 Semolina is your assurance of uniformity . . . shipment after shipment. Thus, you can rely upon Amber's No. 1 Semolina to more easily control the superior quality of your macaroni products.

Whether you require No. 1 Semolina or Durum-Hard Wheat Blends, depend upon Amber for the finest available anywhere.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA GENERAL OFFICES, ST. PAUL 1, MINNESOTA

The MACARONI JOURNAL

May, 1956
Volume 38, No. 1

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Cover Photo

Today the United States has the largest macaroni industry in the world and produces at least 150 different shapes. Here are just a few of them. Starting at the top and reading clockwise, they are: cantelli, medium egg noodles, lasagna, manicotti, folded fine egg noodles, margherita, jumbo shells, linguine, egg rings, rosa marino, marfalde, fancy egg rings, rigatoni, spaghetti, egg bows, curly lasagna, elbow macaroni, occhi dip lupo and creste di gallo.

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1919 - It's Our Birthday - 1956

37 years

OF SERVICE
TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

FIRST AMERICAN AUTOMATIC

Noodle Dough Sheeter	Short Cut Macaroni Dryer
Macaroni Press	Long Goods Macaroni Dryer
Noodle Dryer	Long Goods Spaghetti Cutter

TEAR OUT

Nothing
industry
man

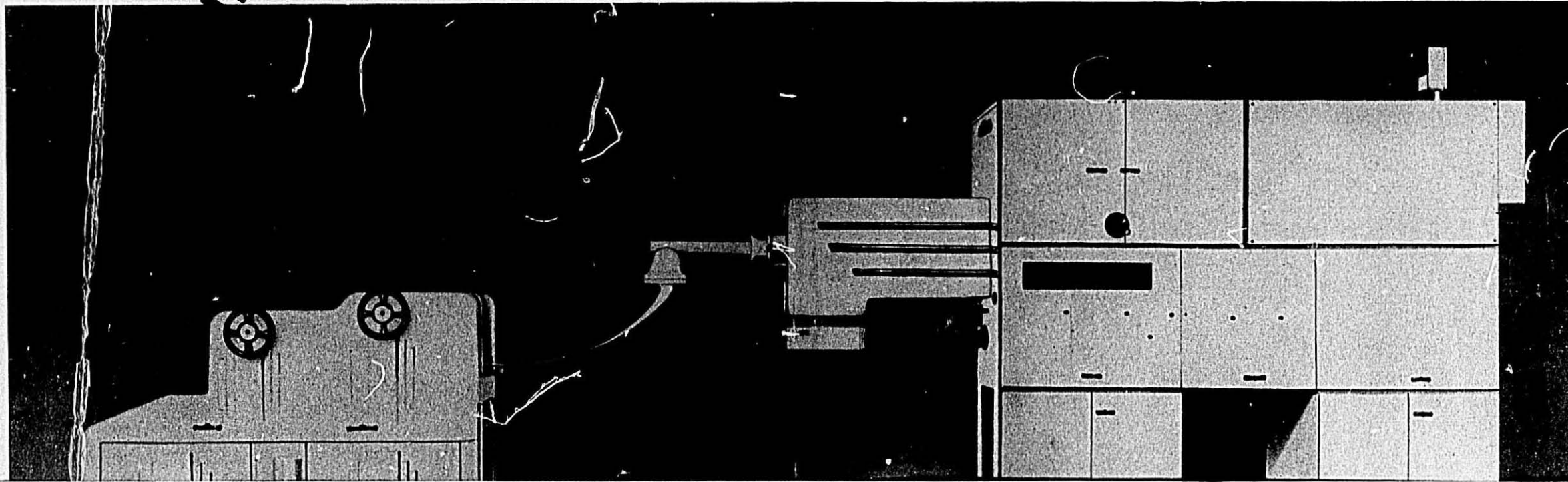
What's Been Going On Inside

Clermont?
OPEN AND SEE

IT IS ON

Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



Introducing

Clermont's NEW VMP SERIES OF EXTRUDED NOODLE DOUGH SHEETERS AND PRESSES
ADVANCED DESIGNS YEARS AHEAD

Fashioned for the macaroni/noodle industry

There is a RIGHT one for You

Exclusive new *Clermont* features make the VMP series the most exciting and notable development the industry has shared since *Clermont* designed and initiated the first American Automatic Macaroni Press.

Get familiar with EACH machine. You will learn not just one reason but many reasons why the VMP machines are your key to quality processing, stepped-up efficiency, topnotch performance and simplified operations.

NO MATTER WHAT YOUR REQUIREMENTS - *Buy Clermont!*

The Lid's Off

1919 - It's Our Birthday - 1956

37 years OF SERVICE TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

FIRST AMERICAN AUTOMATIC

- | | |
|----------------------|-----------------------------|
| Noodle Dough Sheeter | Short Cut Macaroni Dryer |
| Macaroni Press | Long Goods Macaroni Dryer |
| Noodle Dryer | Long Goods Spaghetti Cutter |

Nothing about a *Clermont* machine is commonplace. *Clermont* designers were FIRST to meet the industry's demand for modern, stream-lined, clean-swept styling and among machines *Clermont's* command instant attention.

Clermont machines LOOK BETTER, PERFORM BETTER, WEAR BETTER

The listing grows year by year and we will continue to meet the challenge of the ever expanding industry to always set the pace through new and improved machine designs for space-saving compactness, for performance, for construction, for dependability.

EXPERIENCE SKILL IMAGINATION BOLDNESS

have made *Clermont* a vital factor in the spectacular growth of the industry. Proof of our engineering skills can be found in plants all over the nation where again and again the name *Clermont* appears as the designer and builder of the producing equipment.

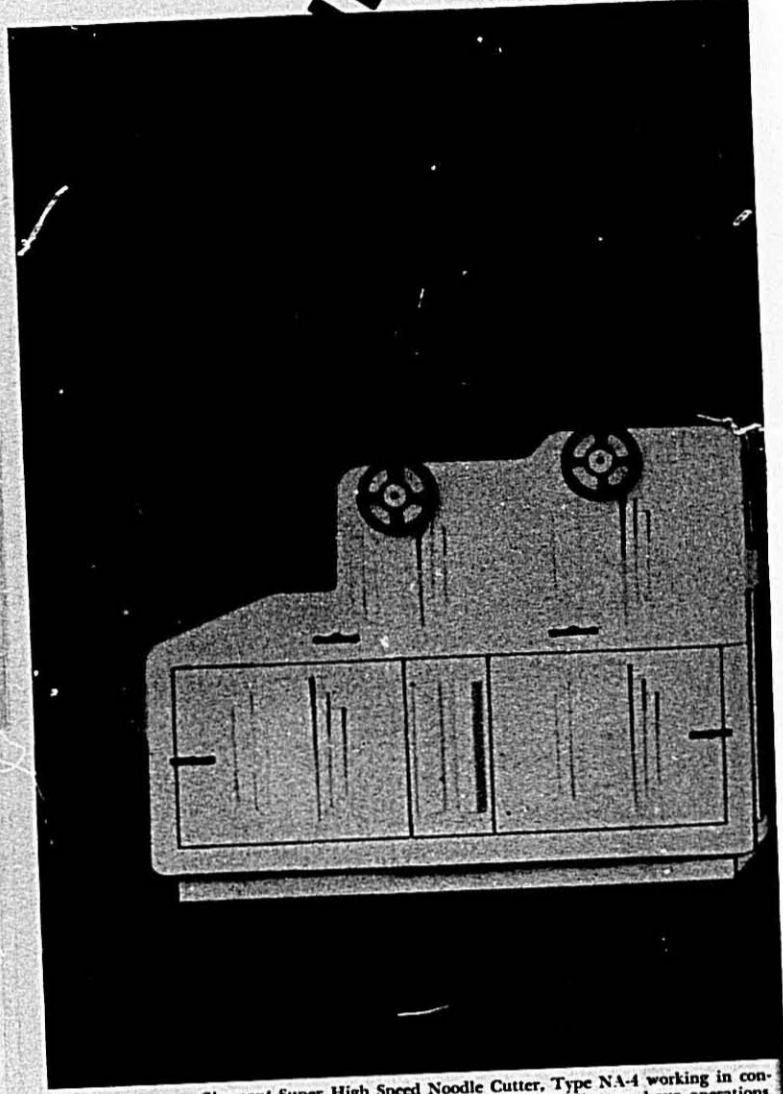
Nothing great can be created suddenly. During the past 37 years *Clermont* Engineers have found many answers. In the next 37 years we will continue to forge ahead finding new solutions for old problems and originating new processes and techniques for simplifying and improving macaroni-noodle processing.

IN THE YEARS AHEAD - AS IN THE YEARS GONE BY - FOR THE VERY BEST

Buy Clermont!

IT IS ON

Cle
Extrud



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

TAILO
Ava

Capacity range - Two speed motor affords flexible
Large screw for slow extrusion for better quality.
Engineered for simplicity of operation.
Rugged construction to withstand heavy duty, round
Matchless controls. Automatic proportioning of wa
Only one piece housing. Easy to remove screw, easy to
Newly designed die gives smooth, silk-finish, uniform
Totally enclosed in steel frame. Compact, neat desi

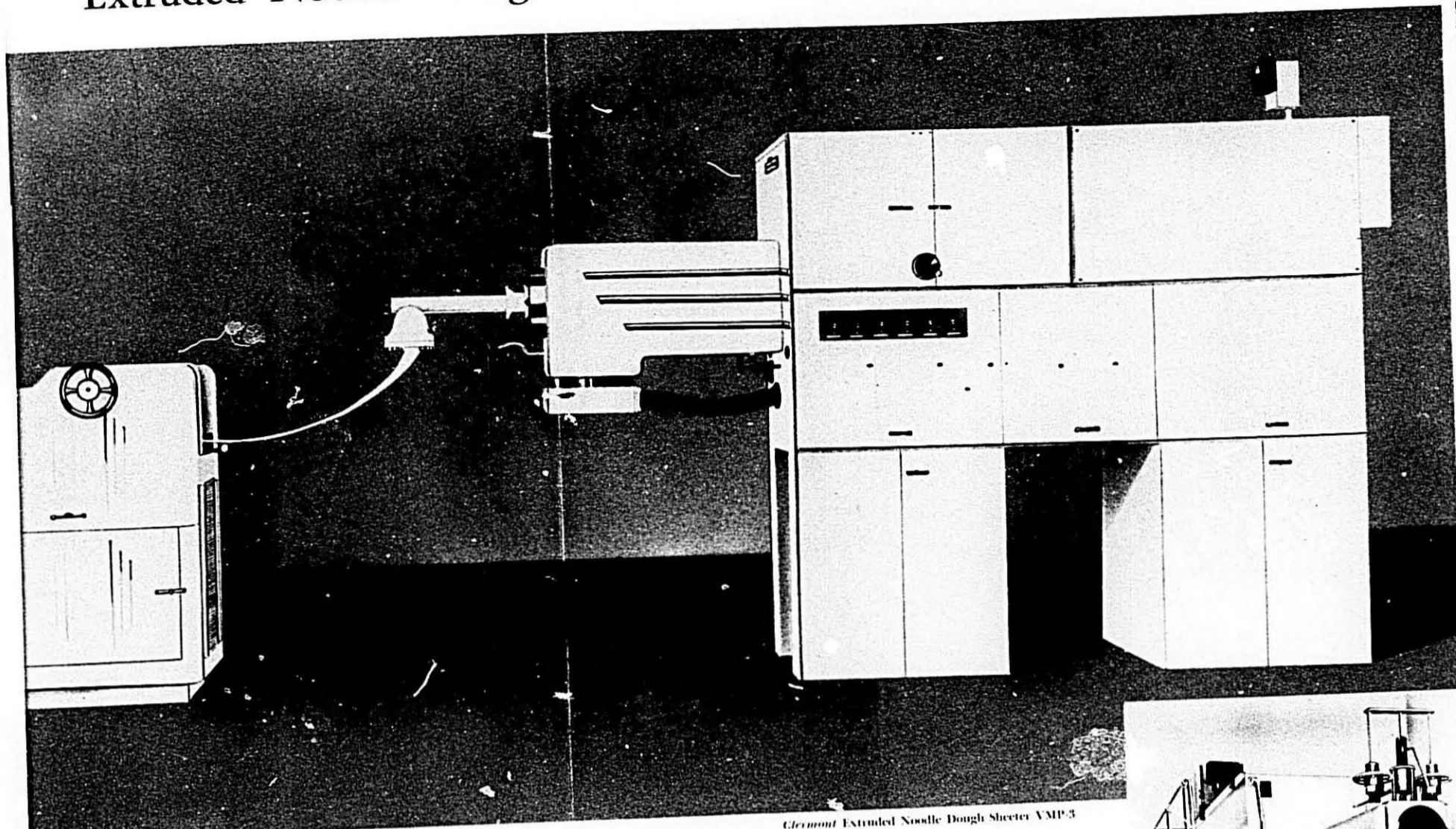
FOR THE S

Clermont Machine Company

TEAR OUT

Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



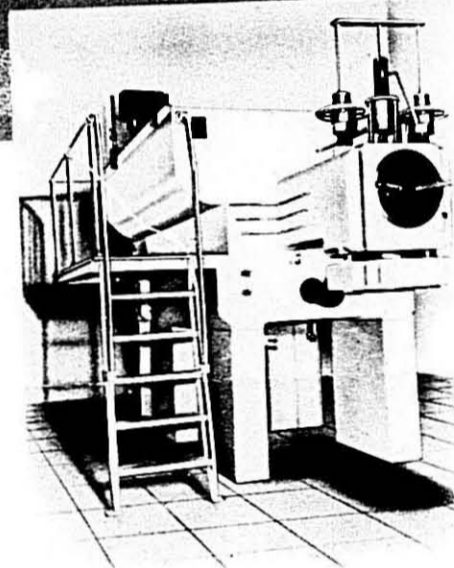
Clermont Extruded Noodle Dough Sheeter VMP-3

er. Type N-V-1 working in con-
1600 lbs. per hour operations.

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

eed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
n for better quality.
of operation.
hstand heavy duty, round-the-clock usage.
atic proportioning of water with flour. Temperature control for water chamber.
to remove screw, easy to clean. No separation between screw chamber and head.
nooth, silk-finish, uniform sheet.
ame. Compact, neat design. Meets all sanitary requirements.



VMP-3 with short cut attachment.

FOR THE SUPERIOR IN NOODLE MACHINES IT'S ALL WAYS *Clermont!*
Machine can be purchased with attachment for producing short cut macaroni.

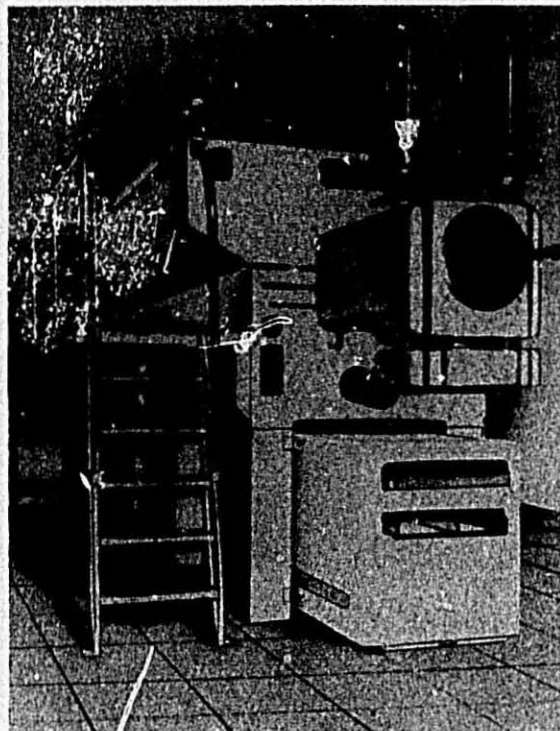
Brooklyn 6, New York, N. Y., U. S. A.

266-276 Wallabout Street

Clermont
Company, Inc.

Unmistakably The Finest
Clermont's Brand New Vacuum Process Macaroni Press
The VMP-4, the GIANT of all Short Cut Presses

IMPORTANT READING FOR THOSE WHO WANT TO CUT PROCESSING COSTS:



**Check 9 Clermont
 EXCLUSIVE Design Features**

- Large stainless steel screw affording 1300 lbs. PLUS per hour.
- Electronically controlled to automatically proportion the correct amount of additional water needed to maintain optimum viscosity in the mix.
- Vacuum process is on the screw leaving free access to the mixer.
- Stainless steel duplex mixer.
- One piece housing simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- Constant temperature control of water circulating in the housing maintains uniformity of product size.
- Built-in automatic cutoff attachment. No extension arm, no pole. Invisible externally.
- Variable speed on the cutoff attachment permits cutting product with a single blade ranging from the finest pastina to rigatoni.
- Space provision underneath the machine for installing preliminary shaker.

Ultimate In Adaptability

To meet industry needs — designed to do more than one job.

Optional Features

By removing front handwheel and connecting a tube, press can be used in conjunction with an automatic spreader for long goods production.

Machine can be adapted for extruded noodle dough sheet.

Built for long life and constant performance.

Meets most exacting sanitary requirements.

WHEN LESS THAN THE BEST WON'T DO, *Buy Clermont!*

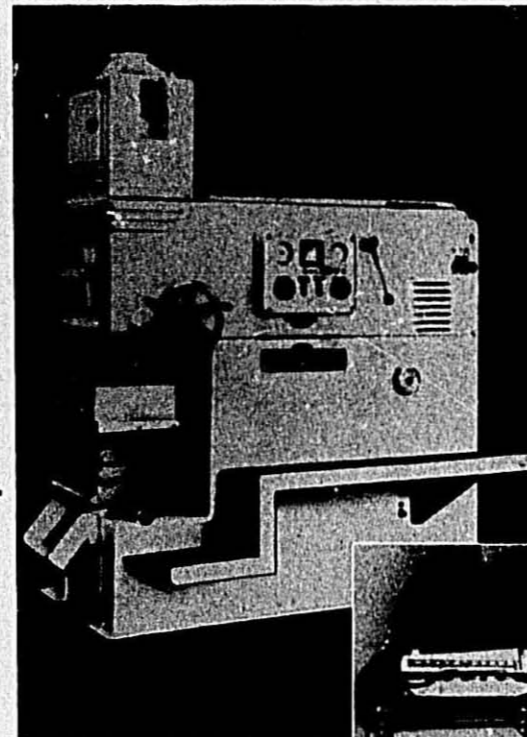
IF YOUR AIM IS AUTOMATION

The Big News for the Smaller Manufacturer

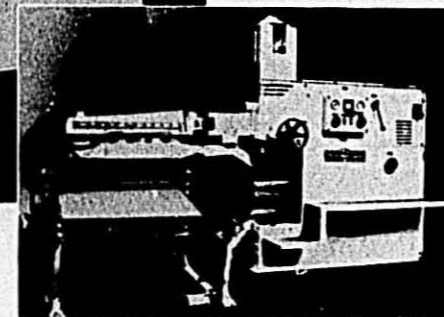
Clermont's Short Cut Press, VMP-1

with or without vacuum process 350 pounds per hour

EXTRA PRESS VALUE - HERE'S WHY



Short Cut Press, VMP-1



Short Cut Press, VMP-1 with Fedillini attachment

- AUTOMATIC SIFTING DEVICE. Flour feeder sifts flour before flour enters mixer.
- MIXER built within the housing forming a one piece construction.
- REMOVABLE MIXER SHAFTS AND PADDLES for rapid, thorough cleaning.
- WATER TANK built inside the machine affording extraordinary sanitation.
- WATER SPRAY DEVICE. Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.
- ONE PIECE HOUSING simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- BUILT-IN AUTOMATIC CUTOFF ATTACHMENT. No extension arm, no pole.
- DIE REMOVAL accomplished by turning handwheel to lower die holder.
- PRELIMINARY SHAKER INCLUDED, installed underneath the machine.
- INSTRUMENT PANEL BOARD contains pressure gauge, vacuum gauge, amp meter and temperature control.
- OPERATING MECHANISM all at operator's finger tips. Machine operated from floor level.

All this Plus

Optional features which extend the scope of uses to:

Production of extruded noodle dough sheet by removal of front cap and insertion of special attachment.

Operation in conjunction with a Fedillini machine.

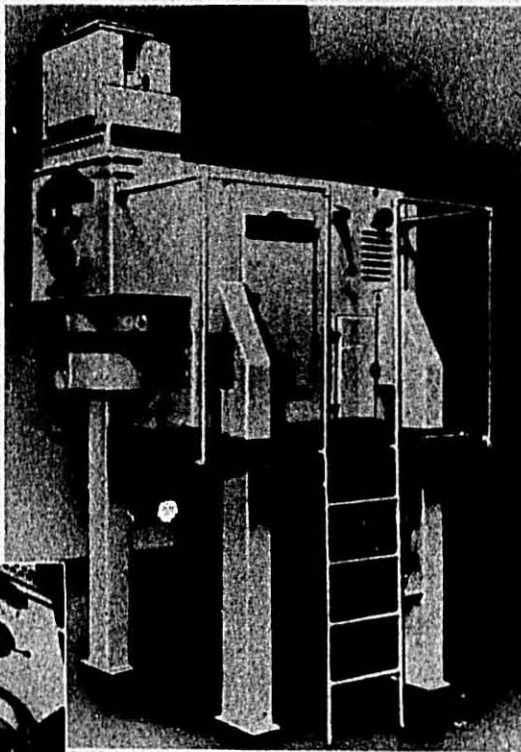
MAKE IT EASY FOR YOURSELF, *Buy Clermont!*

MODERNIZING?

LOOK!

Clermont Sets New Standards in Macaroni Presses

The VMP-2, with or without vacuum process 450 pounds per hour



VMP-2, Combination Short Cut and Long Goods Press



Close-up of cutoff attachment

BENEFITS PLUS

Most versatile of all medium production presses

BETTER BECAUSE —

AUTOMATIC SIFTING DEVICE. Flour feeder sifts flour before flour enters mixer.

MIXER built within the housing forming a one piece construction.

REMOVABLE MIXER shafts and paddles for rapid, thorough cleaning.

WATER TANK built inside the machine affording extraordinary sanitation.

WATER SPRAY DEVICE. Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.

ONE PIECE HOUSING simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.

BUILT-IN AUTOMATIC CUTOFF ATTACHMENT. No extension arm, no pole.

INSTRUMENT PANEL BOARD at eye level height.

SPACE PROVISION underneath the machine for installing preliminary shaker. Shaker is optional equipment.

COMBINATION TYPE for production of short cuts or long goods. Long goods manually spread.

Compactness! Adaptability! Simplicity!

By addition of optional attachments, can be applied for production of extruded noodle dough sheet and for operation in conjunction with a Fedillini machine.

THE SURE WAY — *Buy Clermont!*

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

Clermont Machine Company Inc.



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

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



CAPITAL FLOUR MILLS



COMPLAINTS AND LEGISLATION

IN February the "Mail Bag" column of the Bottineau Courant, a weekly newspaper in the heart of the North Dakota durum triangle, carried the letter given below. It was written by George Foulkes, Jr., of Cando, North Dakota, addressed to durum growers as an open letter to Senators Young and Langer of North Dakota.

Headline: "Durum Swindle"

Dear Senators:

If the milling interests and manufacturers of spaghetti and macaroni products are allowed to continue to mislead American consumers of these products by their present method of false and misleading labeling and advertising, we (the unsuspecting durum farmers) would be wise to "drown in the towel" and stop producing the stuff. By the time these guys get through with us, there will be no demand for good old Dakota durum.

Both of you Senators have before you a proposal submitted by me, calling for legislation in the form of an amendment to pending farm legislation, to require the manufacturers of spaghetti and macaroni products to properly label their products in such a manner as to protect the durum grower of his traditional market and the American consumer of such products in the quality of the food product which he thinks he is buying.

Let us look at the operation of this swindle on the part of the manufacturers of spaghetti and macaroni products and how they so manipulate the wording on their labels and packages, and in their advertising, in their efforts to convince the buyer or consumer that he is getting something other than what they got into the package.

Almost every manufacturer of spaghetti and macaroni products in the country features the word "semolina" in their advertising and in package labeling. Sometimes they turn the word into a brand name such as "sem-o-blend." Many also drape the words "amber" and "durum" all over their packages. One major manufacturer, using 25 per cent semolina, prints the following on his packaged products: "Made from high protein Semolina and Farina."

This manufacturer of spaghetti and macaroni knows, and all other such manufacturers know, that a preference exists among the consumers of spaghetti and macaroni made from the paste which is a product of durum wheat—semolina. The more semolina the better quality, and therefore the more desirable and valuable the product. This preference is very pronounced among the Italian-Americans, who are by far the biggest

consumers of these products. Also the American housewife, who is alert and has a keen appreciation of quality foods, prefers a high-content semolina product. She is not as naive as the advertising agencies would have you believe. If the word "semolina" were not on the packaged article, it is doubtful that the product could be sold in any appreciable quantities. Knowing that this preference exists among consumers, the manufacturers feature the word "semolina"—even though (and this is why we durum farmers of Dakota need protection) the product contains only 25 per cent, 35 per cent, 50 per cent, or 60 per cent semolina, and the rest is made from farina wheat, which today is glutting the world market and can be purchased at a much cheaper price by these manufacturers.

Honest Labeling

Honest labeling would require that the manufacturer set forth the percentage of semolina and farina present in the product, i.e., 25 per cent semolina, 75 per cent farina. Not only would this help the durum farmers, who we know grow a superior product under the greatest difficulties and financial risk, but would protect the purchasing public—who would be accurately informed as to the amount of semolina in the packaged product. The idea that the manufacturers are now trying to foster, through their clever advertising methods, is that they have perfected a blend which is comparable in quality to the whole semolina product—which is pure bunk.

There is another point here that should not be overlooked. Since the macaroni and spaghetti manufacturers are presently able to control the amount of semolina they put into the finished product, which they label in a misleading manner featuring the word "semolina," they are also able to control the price paid the durum farmers for a bushel of durum wheat delivered at the Dakota elevator. If the price goes above the price they are willing to pay, they can slow up their purchases of durum, since they can cut the amount of semolina from, say 50 per cent, to 25 per cent (or even 10 per cent) in making the spaghetti or macaroni products—and still feature the words "semolina," "durum," or "amber," making up the lack of good Dakota durum by increasing the amount of less costly farina used in the product. Witness the price of durum today—and this after the macaroni industries appealed to us for heavy planting this last year.

Thus, the price of one of the most unique and outstanding grain products of the State of North Dakota (of the United States for that matter)—durum wheat—is controlled by the milling and

manufacturing interests who buy it.

Senators, I propose all our durum growers get behind you and support your efforts to correct these abuses. I hope they will express their views in a letter to each of you, as I have done. At all events, let us wake up and recognize what the macaroni boys, with their high-priced advertising agents, are doing to us durum wheat farmers and the American consumers of our product.

The letter was signed by Mr. Foulkes.

A Bill to the Senate

In late February Senator Young submitted Bill S-3260 to the Senate where it was referred to the Committee on Labor and Public Welfare.

A BILL

To assure the accurate labeling and advertising of macaroni and spaghetti products with respect to their durum wheat flour or semolina content. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that section 403 of the Federal Food, Drug, and Cosmetic Act, as amended (21 U.S.C. §43), is amended by adding at the end thereof the following:

(1) If it is macaroni or spaghetti, unless it is packaged, and there appears on the label of the package, along with a full and accurate statement of the ingredients contained in such macaroni or spaghetti, a statement showing what percentage of all the flour used therein is durum wheat flour or semolina. Provided, that no such label or package shall contain any statement, except as herein authorized, indicating that such macaroni or spaghetti is made of durum wheat flour or semolina, in whole or in part, unless at least 75 per centum of all the flour used in the preparation thereof is durum wheat flour or semolina.

Sec. 2. Section 15 (a) of the Federal Trade Commission Act, as amended (15 U.S.C. 55 (a)), is amended by adding at the end thereof a new paragraph as follows:

(3) In the case of any macaroni or spaghetti product, an advertisement shall be deemed misleading in a material respect if in such advertisement representations are made or suggested by any statement, word, grade designation, design, device, symbol, sound, or any combination thereof, that such macaroni or spaghetti is made of durum wheat flour or semolina, in whole or in part, unless at least 75 per centum of all the flour used in the preparation thereof is durum wheat flour or semolina.

Sec. 3 This Act shall become effective on the ninetieth day after the date of its enactment.

PRESIDENT LAROSA REPLIES

NATIONAL Macaroni Manufacturers Association President Peter LaRosa has sent a letter to Senator Milton R. Young with copies to Senator Lister Hill, Chairman of the Committee on Labor and Public Welfare, and to the Hon. George P. Larrick, Commissioner of the Food and Drug Laws, as follows:

Dear Senator Young:

No doubt you were moved to introduce this bill by the open letter addressed to durum growers by Mr. George Foulkes, Jr., Cando, North Dakota, which appeared in the Bottineau Courant of February 1956 under the heading "The Durum Swindle."

Before commenting on the bill we want to strongly controvert the villifying accusations made by that letter against two reputable industries, the durum milling industry and the macaroni product manufacturers, and the people they represent.

The hysteria of the "Swindle" letter becomes evident when one knows that as recently as January 24-26, 1956 this industry, assembled in convention at the Flamingo Hotel, Miami Beach, Florida, publicly and for the record, unambiguously expressed its intent to revert to the use of 100% durum as quickly as supply and price would make it possible. There are many reasons why reversion to 100% durum could not be accomplished overnight.

1. Plagued by four consecutive years of durum shortage, a product known for its uniform quality had been forced to change its composition several times. To conserve the scant durum supply and at the same time produce the best possible uniform durum product, in 1953 we developed a blend of 50% semolina and 50% farina. In 1954, faced with a further shortage, blends were changed to 25% semolina and 75% farina. In 1955, production of durum having improved, the industry changed back to 50/50 blend.

Knowing that ups and downs in the uniformity and quality of a food product is suicide for the product, it is the considered judgment of most macaroni manufacturers that the ratio of durum flour content in macaroni products be progressively increased until 75% and/or 100% durum is attained. In spite of any reports to the contrary manufacturers are uncertain as to the adequacy of this year's crop and after being forced to change from one formula to another they will not revert to the use of the maximum amount of durum in their products as much as this may be desired, until they are sure that shortages are not probable in the near future and that they will not again be obliged to reduce the quality of their products. It would



PRESIDENT PETER LAROSA

be foolish to rush into the use of 100% durum and risk going back to 50/50 because of failure to husband the present supply.

Manufacturers plan to meet in June and the industry's rate of progression to 100% durum from the present 50% will be dictated by the outlook at that time.

2. If the industry had not used this wisdom and caution, but instead had impulsively rushed into the general use of 100% durum, prices of durum would have skyrocketed, forcing increases in macaroni prices which the keenly competitive retail food market would not tolerate.

Here, one cannot help observing that apparently the author of the "Swindle Letter" is interested only in \$1.00 durum and "let the devil take the hindmost" and that he expects an economy of scarcity to prevail under conditions which he, himself, describes as conditions of balanced supply.

Industry Wants Quality

3. The macaroni industry is interested in the production of macaroni products of the highest quality possible. Its history proves that it relies on 100% durum to attain this quality and to make the product most acceptable to the consumer. For this important reason those manufacturers who have historically used 100% semolina will undoubtedly revert to its full use. This industry's interest in durum has over the years been proven by:

- Its consistent financial support of research to develop better strands of durum;
- Its financial aid and cooperation

in the rust-prevention programs;

- Its continuous and incessant advertising and publicity of durum macaroni and

- Its historical consumption over the years of virtually all the durum produced.

Like any other industry, the macaroni industry is competitive. Its products compete with low cost items such as rice, beans and potatoes, and today it further competes with many new convenience foods. It has in the past paid a slight premium for durum products over bread-wheat products and it will continue to do so.

It seems that Mr. Foulkes predicated his accusation of misleading advertising on his statement that, "Almost every manufacturer—features the word semolina in his advertising and in package labeling." This does not happen to be true. A leading manufacturer with the greatest distribution in the industry labels and advertises his product as "a blend of semolina and farina." Another manufacturer, with two large plants and whose volume is probably the second largest labels its product as "made of semolina and other selected hard wheats." Brands labeled "semolina" are few and they are those who historically have used 100% semolina. These latter brands were and are most vulnerable to competition from imported macaroni, which quickly capitalized on our durum shortage by increasing their exports to this country and featuring in the largest possible type, the words "No. 1 Semolina" and "Made of 100% Semolina." Suffering from such a competitive disadvantage, which was not of their own making, some domestic manufacturers whose business was built on "Semolina Macaroni" had to continue using the word "Semolina," standing alone, on their labels.

It should also be borne in mind that semolina shortages were always presented as temporary. Under such expectations, package supplies would not be changed. Since most manufacturers are using 50/50 blends, the use of the word semolina first on a label is neither illegal nor misleading. The labeling laws, as well as the Standards for Macaroni Products, permit the statement of ingredients in the order of their dominance in the product.

As we interpret S 3260 it provides that unless the durum flour or semolina content of a macaroni product is at least 75% these ingredients can only be stated on the label by specifying the exact percentage used.

We can appreciate that the bill is directed to those few unscrupulous manufacturers who consistently have used small quantities of semolina and have

labeled or advertised their products as all semolina or all durum wheat products. In this connection the bill is wholly unnecessary and superfluous. There are adequate safeguards in the laws. The Food and Drug Law clearly prohibits such action as misbranding. In such cases all the ingredients composing the product must be stated on the label in the order of their quantitative dominance and this fundamental law is adequate to stop such abuses. In the area of advertising the F. T. C. likewise has the power and authority to prosecute in such cases. The bill would add nothing to the existing powers of enforcement but, on the other hand, it would bring about some very harmful results, such as the following:

1. Macaroni is a standard product. Its composition is defined by Standards of Identity. Under these Standards several farinaceous ingredients may be used alone or in combination. The standards do not call for minimum content of semolina.

The bill, it seems to us, would, by indication, be establishing a standard for semolina macaroni, which is exclusively the province of the Food and Drug Administration under procedure calling for public hearings, etc.

2. Under labeling requirements of the Food and Drug Law, the label "Semolina," appearing alone, cannot be used unless it is the sole ingredient of the product. In other words, the product would have to be made exclusively of 100% semolina.

Your bill would dilute this requirement for under it a product could be labeled semolina macaroni if it contains 75% semolina.

3. Several of our largest and most reputable manufacturers now use and have, some for as long as 100 years, been using blends with less than 75% durum flour or semolina.

To force them to reveal their special blends or formulae by requiring percentage statements on a label would be depriving them of an important right, to say the least.

4. The bill, moreover, can establish an evil precedent.

Why should not spring wheat farmers propose a similar bill requiring that "Farina" shall not be used on a macaroni package unless a minimum percentage is actually used?

5. Finally, restrictions should not be imposed upon an industry because of the actions of a nominal percentage of producers, whose actions can adequately be controlled and dealt with under existing law.

In closing, we would observe that macaroni manufacturers are responsible through their advertising and promotions for whatever consciousness the consumer has of the descriptive words "Durum" and "Semolina." Forcing producers to use fixed amounts of these ingredients against their will, against established formulae or against their financial interests can result in a de-emphasizing of these

ingredients to the detriment of all concerned.

Yours respectfully,
Peter La Rosa
President
National Macaroni
Manufacturers Association.

Protect Your Durum Market

As usual, the National Macaroni Manufacturers Association is advertising in newspapers throughout the durum area just prior to spring planting. The advertisement is reproduced in the adjoining column.

As the ad says, "This is the Crucial Year!" It is going to take a sustained supply of quality durum to make premium macaroni products and start the curve of per capita consumption upward again. This is a matter of importance to the grower, the processor, and the consuming public.

The advertisement is being carried in the following newspapers: In Montana—Chester Liberty County Times, Chinook Opinion, Chouteau Acantha, Conrad Independent Observer, Cut Bank Pioneer Press, Glasgow Courier, Great Falls Eastern Montana Register, Harlem News, Havre Independent, Hinsdale Tribune, Lewistown Argus-Farmer, Malta Phillips County News, Shelby Times, Wolf Point Herald News.

In North Dakota—Bottineau Courant, Cando Record Herald, Carrington Independent, Carson Press, Devils Lake Journal, Enderlin Independent, Fargo Forum, Fessenden Free Press, Finley Press, Forman News, Grafton Record, Grand Forks Herald, Harvey Herald, Jamestown Sun, Lakota American, La Moure Chronicle, Langdon Republican, Litchville Bulletin, McClusky Gazette, Minnewaukan Farmers Press, Minot Independent, Mohall Farmer, New Rockford Transcript, Oakes Times, Rolla Star, Rugby Tribune, Steele Ozone & Farmers Press, Towner Farmers Press.

In South Dakota—Aberdeen American News, Britton Journal, Grafton Independent, Milbank Grant County Review, Milbank Herald Advance, Sisseton Courier, Watertown Public Opinion, Webster Reporter-Farmer.

Prospective plantings of durum this year, according to a United States Department of Agriculture report of March 16, will amount to 2,021,000 acres, compared with 1,424,000 acres last year and a ten year average of 2,105,000 acres.

The prospective acreage may be altered by liberalized durum acreage allotments announced in mid-March—after farmers returned their intention reports. The indicated increases may be partially explained by farmers' expectations of larger durum allotments. Another factor is the relative success of the crop in 1955 when much of the acreage escaped serious rust damage which had taken a heavy toll of 1953 and 1954 crops. North Dakota farmers, who produce the bulk of the crop, intended a 20 per cent increase in seed-

Mr. Grain Grower . . .

PROTECT YOUR DURUM MARKET
Plant more durum this year!



For many years, our Association has worked hand in hand with durum growers to establish a constantly increasing market for this special wheat. But during the last several years we have had to admit bread wheats with durum, to piece out rust-stricken crops. This has resulted in a reduced per capita consumption for the first time since 1920! If we are forced to use bread wheat farina, we anticipate a continued decreasing consumption . . . and a more and more limited market for durum!

THIS IS THE CRUCIAL YEAR!

Remember . . . there's always been a sure market for durum!

Now, more than ever, we need a sustained ample supply of durum to continue to make premium macaroni products.

Quality durum commands a premium!

Macaroni manufacturers have paid . . . and will continue to pay . . . a premium for quality durum. Members of this Association recognize the superiority of quality number durum, not only in the manufacture of macaroni products, but in the public's preference as well.

What's more, loan values on durum during the past several years, as at present, are extra high.

And there's Federal government help this year, too!

U. S. Congress Bill S 2884 amplifies durum wheat allotments.

Farmers will be permitted to grow Durum wheat in excess of their present wheat allotments . . . that, for each acre they do not plant to wheat other than Durum, they will be permitted to plant 3 acres of Durum wheat.

For example, if a wheat grower with an existing allotment of 100 acres plants only 50 acres to wheat other than durum, he is permitted to plant 150 acres to durum, thereby doubling his acreage . . . and thereby eliminating many idle acres!

Protect Your Durum Market!

HOLD the growing consumer's preference for macaroni products made with amber durum.

SAFEGUARD durum against substitute wheats by growing an adequate crop.

GROW the accepted varieties of marketable durum

AVOID the inroads of imported 100% durum macaroni.

BENEFIT from special Government durum allotments.

Don't throw away a market it has taken both of us so many years to establish!

It's always TWICE as hard to regain it!



ings as of March 1. The largest relative increases are indicated from outside the main durum area. Montana producers are planning to more than double the 1955 acreage and Minnesota acreage will be twice that seeded last year.

The acreage of other spring wheat that farmers intend to plant is indicated at 12,600,000 acres. This would be nearly 1 per cent more than the acreage planted in 1955 but nearly 5,000,000 acres or 28 per cent below average. North Dakota accounts for more than half of the total indicated acreage with Montana and South Dakota each intending to seed a sixth or more of the total acreage. The intended acreage in these three states accounts for 86 per cent of the total acreage.

(Continued on page 10)

AMERICA'S LARGEST

MACARONI DIE MAKERS

SINCE 1903

Management continuously retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS

Satisfied customers in over twenty countries

• ENGLAND	• BRAZIL	• HAITI
• GREECE	• CHILE	• ITALY
• JAPAN	• PERU	• MEXICO
• UNITED STATES	• ARGENTINA	• VENEZUELA
• PUERTO RICO	• ECUADOR	• ISRAEL
• CANADA	• URUGUAY	• HAWAII
• PANAMA	• CUBA	• COLOMBIA

every die unconditionally guaranteed!

send for our **FREE** catalog to supplement your present products. Written in SPANISH, ENGLISH, ITALIAN.

D. Maldari & Sons
180 GRAND STREET • NEW YORK 13, N. Y. U.S.A.

HISTORIC WENTWORTH

IN the United States today few cities offer the visitor as many fine examples of dwellings, varying from the simplicity of the earliest settlers to the splendor of the Royal Governors, as the capital of an important Colony, Portsmouth, New Hampshire. It is not easy to realize the social and political importance the town enjoyed before and after the Revolution. The home port of a great fleet of vessels, its merchants were among the richest of the Colonial traders, and their houses, their furniture, the portraits on their walls, were hardly surpassed elsewhere in America.

A tour, starting with the Jackson House (1661) and ending with the Gov. John Langdon Mansion (1784) provides a "living picture" of the architectural development and rise in culture which took place during the formative years of our country.

Old New England

Portsmouth retains, in large measure, much of its 18th century flavor. Some families live in their ancestral homes, preserving them in their original grandeur and these reserve the privacy of personal ownership. On a drive through the succession of lovely tree-shaded streets these houses help to link the thriving elements about them with the times when the old was new.

Visitors from a distance will, of course, desire to assure themselves of suitable accommodations. Portsmouth is particularly proud of two hotels which are as much a part of it as the City Hall. In town the Rockingham Hotel, open throughout the year, pursues its long and admirable career by keeping abreast of the exacting demands of the modern traveler. Nearby, with a magnificent view of the ocean, the Wentworth-by-the-sea makes good the promise of the best in service, food and recreation that skillful management can supply.

Wentworth is the scene of the 52nd Annual Meeting of the National Macaroni Manufacturers Association June 20-21-22.



A pitch and putt green



Night view of Wentworth-by-the-Sea

History will be made at this historic spot with the premier of two industry films, one on egg noodles and the other on spaghetti, which will be released this fall for television home service shows.

While the agenda for the Annual Meeting has not taken final form it is certain that there will be discussion on durum and other important industry matters such as trade practices, advertising and selling, product promotion and publicity.

Representatives of the Federal Food and Drug Commission have been invited to attend the convention in observance of the celebration of the 50th anniversary of the enactment of the Pure Food Laws.

Representatives of the Federal Trade Commission have also been invited to join with us and give us Governmental views on special aspects of business problems.

On the social side, the traditional Rosotti Spaghetti Buffet, a real New England Clambake, and the final evening's dinner party will provide opportunity for fellowship among friendly competitors and allies.

Events are being planned to take advantage of Wentworth's athletic facilities. They have a sporty 9-hole golf course, over three thousand yards; three championship *en tout cas* tennis courts; and an ocean water swimming pool. A special program of entertainment is planned for children, with a competent supervisor in charge of the young set.

How to Go

It is easy to get to Wentworth. They are served by Northeast Air Lines to Portsmouth. The Boston and Maine

Railroad also goes to Portsmouth, or through trains from New York go to Dover, New Hampshire. Hotel cars meet trains and planes if given advance notice. Wentworth is 58 miles from Boston, 240 from New York, served by superhighways.

General Manager James Barker Smith is looking forward to serving another macaroni convention as he did so successfully at the Flamingo in Miami Beach from 1949 to 1954. Plan now to attend the 52nd Annual Meeting of the National Macaroni Manufacturers Association at Wentworth-by-the-sea.

Milwaukee Merger

The Milwaukee Macaroni Company has sent an announcement to the trade that they are transferring their Pagliacci operation to Schiller Park, Illinois, as associates of the Gallito Macaroni Company. (See "Shift to Suburbs" page 34, Macaroni Journal for October, 1955.)

Wilson Joins Fraternity

David F. Wilson, a freshman at Bucknell University in Lewisburg, Pennsylvania, has been pledged to the Sigma Chi fraternity. He has been boxing for the fraternity in intra-mural athletics. He is the son of Mr. and Mrs. Davis Wilson, Jr. The father is Eastern Durum Manager in the New York offices of King Midas Flour Mills.

Ravarino in Italy

Albert Ravarino of the St. Louis macaroni manufacturers, Ravarino and Freschi, is traveling in Italy.



Comet No. 1 Semolina . . . one of the largest day after day, season after season, to measure
selling brands of Semolina in America for right up to your quality standards. Be sure to
macaroni production. Count on Comet No. 1, put Comet No. 1 on your next Semolina order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

PURE FOOD CELEBRATION

The Food and Drug Act of 1906 has generally been conceded to be the lifetime achievement of the famous crusading Dr. Harvey W. Wiley. It has been called "the most significant legislation in the history of the country." Americans are honoring Dr. Wiley in the course of celebrating the fiftieth anniversary of this famous act and what it has meant to the development of fine foods, drugs, chemicals and cosmetics in this country.

Dr. Wiley was called to be Chief Chemist at the Department of Agriculture in Washington in 1883. He was moved by natural talents and the authority of his post to the leadership of the growing numbers of state chemists and food officials who were keenly aware of the need for a federal law to enforce pure food standards, and wanted something done about it. State laws varied greatly, and it was basically unfair to manufacturers to have to meet different requirements every time their products crossed a state line.

With his capacity for passionate indignation, his crusader's zeal, his eloquence and his deep sense of humor, Dr. Wiley threw himself into the pure food campaign. His announced objective was simple: "Tell the truth on the label and let the consumer judge for himself." In short, complete information about preservatives, coloratives, additives of any sort. His job was not easy. A long history of legislative exploration and controversy preceded the passage of the act, but he did not mind in the least taking the chief burden of the fight on his own broad shoulders.

The battle for a pure food law carried over two tumultuous decades. The lines broadened. Consumer groups and women's clubs joined Dr. Wiley's efforts. Many manufacturers, noting the advantages to be gained by processing of wholesome and pure foods came over to Dr. Wiley's side. Victory came in 1906 with the signing by President Theodore Roosevelt of the Food and Drug Act.

Doctor Wiley retired from government service in 1912 and joined the staff of Good Housekeeping Magazine. In his new capacity he continued to carry on the fight for ever purer foods and drugs until his death in 1930.

In the fifty years since the passage of the Food and Drug Act, the efforts of the food and drug officials and American industry have given it a real meaning. Industry, cognizant of its own responsibility, has voluntarily, through trade associations cooperating with food and drug agencies, set up standards of sanitation and quality which are followed by most processors and many times these voluntary standards have been adopted officially by regulatory agencies.

Many of the voluntary efforts of industries to set up regulatory codes and rules to control their own business conduct pre-



dated the passage of the Food and Drug Act of 1906. These efforts on the part of the industries were aimed at thwarting the unscrupulous minority whose irresponsible actions injured the reputation of honest businesses and undermined public confidence.

The Drug Industry undertook to establish standards of identity and purity long before the Food and Drug Law was enacted. The United States Pharmacopeia began publication in 1920. Since then fourteen revisions have appeared, made necessary by advances and new developments in the industry.

The National Confectioners' Association, at the turn of the century, was waging a war of its own on the malefactors of that industry. It urged Congress to pass a law in conformance with others that it had already successfully sponsored in a number of the states.

In 1906 the Western Packers Canned Goods Association and the Atlantic States Packers Association, later to become the great National Canners Association, met jointly to hear Dr. Wiley talk on the purpose and philosophy of the legislation. They passed a resolution endorsing the legislation. Their hearty and consistent attitude of support did much to hasten the passage of the laws.

Other supporters of the legislation were the National Association of Retail Grocers of the U.S. and the National Association of Wholesale Grocers of America.

There are countless other examples of industry acting individually and in concert with the federal officials to evolve unassailable principles and standards.

Charles Wesley Dunn, president of the Food Law Institute and an authority on food and drug legislation said, "It was the confectioners who promoted the original state laws against the adulteration of candy, and it was the druggists who promoted the original state laws against the adulteration of drugs. The national wholesale and retail drug and grocery organizations were original and constant supporters of the Federal Food and Drugs Act."

Through public hearings and with the aid of industry, standards of identity,

quality, fill of container are established. Voluntary support of the industries affected by these standards is a powerful factor in making them enforceable and in creating consumer confidence.

Standards protect the consumer, the dealer and the manufacturer. The consumer selects his food with a knowledge that it is what the label says it is. The dealer buys his merchandise with the same confidence. He knows what he is buying and he does not have to make sure by un-wrapping and examining the merchandise. Standards protect him.

Standards protect the manufacturer by assuring fair competition.

In a dynamic, growing economy new problems are constantly arising. New, ready-to-serve food products multiply the steps in processing and increase the work of food and drug inspectors.

The public needs to understand the changes that are taking place in the food and drug industries so that they will have a better concept of their problems, and likewise of the problems of the officials who are responsible for law enforcement.

During 1955 a Citizens Advisory Committee was appointed by the Secretary of Health, Education and Welfare, to study the adequacy of the facilities and programs of the Food and Drug Administration. The Committee was composed of distinguished citizens representing all walks of American life, including experts on the regulated industries.

The Committee found that the staff and facilities of the FDA had not kept pace with the growth of the food, drug and cosmetic industries and the new scientific problems that have accompanied that growth. In its report it recommended a three to four fold expansion to be accomplished over a five to ten year period; provision for a modern headquarters and laboratory building to house the Washington offices and research laboratory; and a greater emphasis on the use of educational methods to promote law observance and consumer understanding.

This report provides a blueprint for the future of the Food and Drug Administration for perhaps the next quarter century.



The picture above could well be a symbol. The "Airslide" bulk car, one of King Midas' fleet of "Airslide" cars leased from General American Transportation, could symbolize King Midas' pioneering in bulk Semolina shipments — as well as the progress and expansion of bulk handling facilities by King Midas to better serve the macaroni industry.

The King Midas durum mill in the background is already a symbol to macaroni manufacturers — a symbol of **uniformity and quality of product**; a symbol of milling skill that is traditional.

A Symbol To The Macaroni Industry

Together, the "Airslide" car and the King Midas durum mill offer you unexcelled durum products and facilities for shipping in **bulk** or in **bag** — with the mill providing a completely enclosed warehouse where **all** shipments receive every protection from the weather.

We at King Midas also believe this picture to be a symbol of our pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.

Durum Products by



KING MIDAS FLOUR MILLS

King Midas

660 GRAIN EXCHANGE • MINNEAPOLIS

INSIDE THE INSTITUTE

BACK in 1937 M. J. Donna, Secretary of the National Macaroni Manufacturers Association, decided that something should be done to publicize macaroni, spaghetti and egg noodles.

He formalized this effort with the name of The National Macaroni Institute, and passed the hat periodically. As a letter soliciting funds says: "It started from scratch — with nothing, and has been scratching periodically for voluntary contributions to finance its activities because many feel there is a never-ending need for continuing efforts along this line."

Mr. Donna got full value for every dollar spent for his efforts in preparing news stories and having recipes photographed and released periodically to domestic science teachers, food authorities, home economists and the like.

In 1947 he had gotten a couple of thousand dollars together and decided to spend some of it with a publicist by the name of Bert Nevins. Nevins conducted some spaghetti eating classes in New York, Detroit, Chicago, St. Louis and San Francisco and got pictures of comely girls slurping spaghetti in the pages of newspapers across the country.

Nevins' second project was to have Mrs. America in the annual contest conducted under that name feature an elbow macaroni recipe.

A third publicity stunt was to have a noodle recipe contest over radio.

The publicity obtained by Nevins got newspaper coverage but there was some doubt as to whether or not it was the type of activity that would sell more macaroni, spaghetti and noodles. Consequently, in 1948 when the export market was cut abruptly from under the macaroni business with the start of the Marshall Plan in June, our industry was forced to find a way to take up the slack created by the loss of demand for about 25% of its products.

In the fall of 1948 Association President C. L. Norris and the Board of Directors meeting in Chicago decided to make



John Bohan in Chicago



Theodore R. Sills and secretary, Chicago office

a formal program out of publicizing macaroni products based on regular contributions of 1c a bag for every hundred pounds of farinaceous material converted into macaroni and noodle products. Robert M. Green was hired to make a cross country tour to personally contact each macaroni manufacturer, soliciting his support to this effort. The understanding was that if 70% of the production of Association members could be enlisted behind the program, the National Macaroni Institute would be formally incorporated and set up in business.

Before Green ever started on the cross country trip M. J. Donna had signed up the necessary 70% support. The Institute was formally incorporated as an Illinois corporation.

Sills, Inc. Retained

At the winter meeting in January, 1949, a committee who had heard presentations from several outstanding public relations firms recommended that the National Macaroni Institute hire the firm of Theodore R. Sills and Company as its public relations counsel. Sills began functioning for the Institute on March 1, 1949. Essentially the operation was an enlargement of the type of work started by Mr. Donna in the twelve years before, but it was done on a much grander and more consistent basis. Day to day publicity releases to food editors of magazines, newspaper supplements and syndicated columns started to pour forth with attractive photographs of recipe ideas for illustration.

From time to time news releases were sent to the newspapers and trade publications where there was interest in

activities concerning the macaroni industry.

Theodore R. Sills and Company handle public relations for a number of diversified accounts ranging from gypsum to sauerkraut. Among the food accounts in addition to the National Macaroni Institute they serve the National Pickle Packers Association, National Kraut Packers Association, Cherry Growers and Industries Foundation, Tuna Research Foundation, Chocolate Milk Research Foundation, American Blue Cheese Association, California Asparagus Advisory Board, Louisiana Yams Association, and Green Olives from Spain.

The firm has offices in New York, Chicago and Los Angeles. Chicago is considered the headquarters with news releases from there. John Bohan, the National Macaroni Institute account executive, is located in the Chicago office.

The staff of home economists and kitchens for testing each recipe release before it goes to food editors are located in New York. This strategic location was chosen to be close to the food editors of the major national women's magazines and newspaper syndicates.

The Los Angeles office on the west coast is near the movie capital of the world in Hollywood and serves as contact for the major radio and television shows.

Close contact with clients is maintained by the Sills organization. Robert M. Green, as the chief paid executive of the National Macaroni Institute, is in constant touch with the Sills personnel and visits the Chicago office at least once a week. The visits to the New York home economist kitchens are less frequent but constant contact is maintained through

correspondence.

The work of the Sills organization in behalf of the National Macaroni Institute is reported to contributing members in periodic progress reports and special bulletins that come from the Palatine, Illinois, office of the Institute. Essentially, the Institute office acts as a liaison between the macaroni manufacturers and their industry publicist and serves as reporter and collection agency to keep the work rolling.

In the Sills set-up the various account executives meet in conference periodically where they discuss projects and plans to publicize their various accounts. In this way each account gets the benefit of the thinking of a number of talented people. Frequently cooperative efforts may serve the interests of several clients; for example, a macaroni salad served with tuna on paper plates would be of interest to three separate accounts of the Sills' organization so it is to the interest of each account executive to keep track of what is being done on various accounts and work together where possible. The salad might have pickles which would please a fourth client.

It is in the New York office that recipe development and testing is done. The home economists develop new recipe ideas that will be attractive to food editors, frequently doing a custom job to fit the exact wishes of a given food editor. Artistic photographs are taken of the finished dishes and are disseminated through a wide range of media.

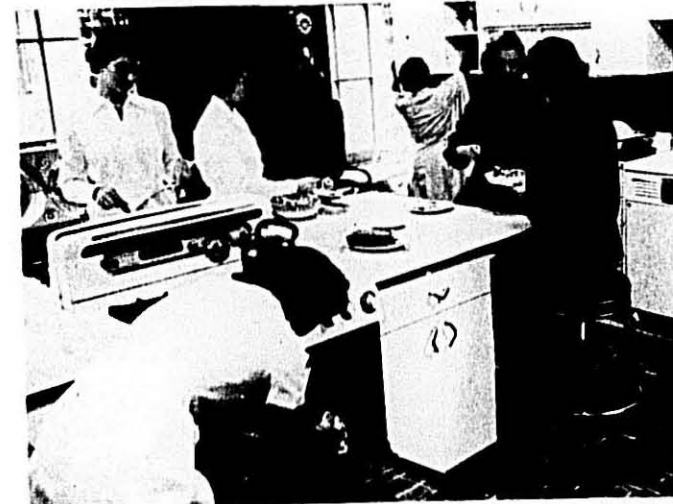
Successful Operation

Evidence that the effort has been successful is found in the fact that macaroni consumption has increased since 1948 (though during the durum shortage it has leveled off) — this in the face of other wheat foods declining in consumption. Further satisfaction on the part of macaroni manufacturers contributing to the program is displayed in their agreement to increase the rate of contributions from 1c a bag to 1½c in August of 1952. At that same time the durum millers began contributing to the work of the National Macaroni Institute through the Share Plan, which is an annual purchase of "stock" in the work of the National Macaroni Institute. In 1955 this amounted to some \$8,000.00 out of a total income of about \$72,000.00.

The advertising space in newspapers and magazines and time on radio and television obtained by Sills-inspired publicity far exceeds anything that could possibly be bought with the funds available. Specifically, in 1955 more than 200 recipe releases went out through various media running into millions of lines of space.

The Sills organization has also contributed its sales promotion and merchandising know-how in developing tie-ins for the macaroni industry with other food processors.

An important by-product is the related-item promotion and national advertising done by food manufacturers that can tie



Conference in home economics kitchen in New York

in their sales effort with macaroni, spaghetti, and egg noodles. During Lent, 1955, a tuna-macaroni bake promotion spearheaded by national advertising by the Pet Milk Company won top honors in a survey of retail grocers made by the Topics Publishing Company for successful related-items promotions for the year.

The Olive Advisory Board (California olives who do not retain the Sills organization), the Poultry and Egg National Board, the American Dairy Association and others incorporated macaroni products in their Lenten publicity releases and advertising.

During the summer there was a tie-up with some 21 packers in the National Canned Meat Association for a campaign on "Beat the Heat With Easy Summer Serving of Macaroni and Canned Meats."

A Macaroni Festival sponsored by the Devil's Lake, North Dakota Chamber of Commerce served the community the biggest free spaghetti dinner on record to thousands in the heart of the durum growing area. Chef Reno of the Omaha Athletic Club was sent by the National Macaroni Institute to supervise the preparation of the dinner, and the event was publicized by Sills.

During the fall, merchandising and publicity in the month of October spearheaded the effort for the Institute's annual National Macaroni Week. This event is timed to coincide with the American Dairy Association Cheese Festival and National Wine Week sponsored by the California wineries. Last year the William Underwood Company, makers of Underwood's Devilled Ham, sponsored a national advertising and promotion with noodles during this period. The Italian movie starlet, Sophia Loren, was named Macaroni Queen for National Macaroni Week.

When the drive was over a tabulation of the publicity achieved listed 13 major consumer magazine breaks, newspaper support from special headlines to special

sections, coverage in syndicates, Sunday supplements, trade press and special market publications. Radio and television support was excellent. Look magazine named spaghetti among the top ten of America's favorite foods.

1956 has begun with a rousing start, with Carnation Milk pushing a gigantic advertising program on macaroni and cheese. This effort had coincided support from the American Dairy Association and the Kraft Foods Company with similar promotional aims.

Things to Come

In the works now are plans for industry movies. Interesting short films with special ideas appealing to home service television shows are being made for noodles, spaghetti, and later, macaroni. The film on noodles, as well as the one on spaghetti, should have its premier at the 32nd Annual Meeting of the National Macaroni Manufacturers Association in June. Come this fall another big drive is planned with special merchandising meetings being held already to discuss plans and approaches for individual members to tie in with advertising, merchandising.

(Continued on page 21)



Dick Hunt in Los Angeles

... another ENGINEERING FIRST by

DEMACO

**The NEW
Combination
Noodle Cutter
and
Sheet Former
Attachment**



A newly engineered Noodle Cutter with new type calibrating brake. All cutting rolls are mounted on a single frame and change of cuts can be made instantaneously.

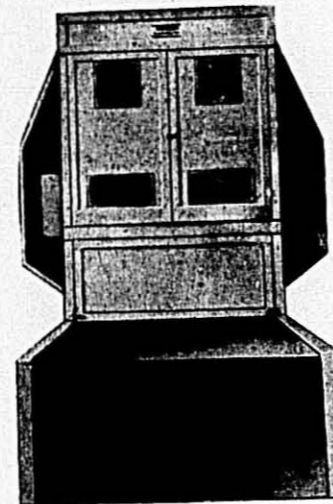
PLUS

The "secret" of the perfect extruded sheet noodle. A new type die that extrudes a single sheet with perfect texture.

Production, 600 lbs., 1,000 lbs., 1,300 lbs., and 1,500 lbs. per hour.

Sheet Former can also be attached to any existing Short Cut Press, thus making a combination Short Cut Press, Sheet Former and Noodle Cutter with minimum floor space requirements.

WE MAKE ONE DRYER DO THE WORK OF 2



Newly designed Dual Preliminary Dryer that performs as a Preliminary Dryer and a 2nd Stage "Tempering" Dryer. Fully controlled with Taylor Temperature and Humidity Controls. The one dryer that will bring the humidity of vacuumized long goods to the optimum low, thus no white spots or marbled effects on your long goods. Dryer is offered on an exchange basis with a minimum of down time.

DEMACO

DEMACO *DeFRANCISCI MACHINE*
CORPORATION

46-45 METROPOLITAN AVE. • Phone (Vergara) 6-9880-1-2 • BROOKLYN 37, N. Y.

Inside the Institute —*(Continued from page 21)*

and selling efforts.

A special brochure using the National election theme will be released to distributors all over the country pointing out the job the industry is doing through the National Macaroni Institute to sell the industry's products.

There is no question that for those contributing regularly to support this program, the effort is paying off. There is also no question that with additional support from manufacturers who are not contributing to the program a greater effort could be sustained.

New Cooking Method

General Mills has announced that a new cooking method for macaroni, spaghetti and noodles, discovered by the Wheat Flour Institute, has been tested and approved by Betty Crocker of General Mills.

A new 12-page Handbook of macaroni, spaghetti and noodle recipes developed by Betty Crocker features this new "timed" method. Recipe Handbooks are available in quantity at printer's cost from the General Mills salesman. Space on the front cover has been allowed for your imprint.

This "timed" method (cooking time is exactly stated) of cooking macaroni, spaghetti and noodles takes the guesswork out of how long to cook macaroni products. Both amateur and experienced cooks will be delighted with its results. This process requires less watching, calls for less water, and you can use a smaller pan for cooking. Macaroni, spaghetti or noodles come out flavorful and chewy.

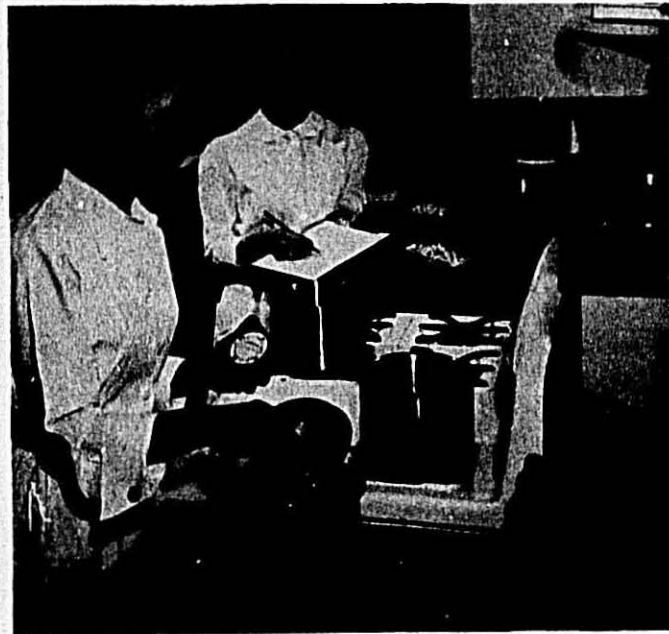
Recipe Service

Starting June 1, 1956, General Mills will offer through their Macaroni Journal ads and through their salesmen a new recipe service. Each advertisement will spotlight a Betty Crocker recipe. General Mills will provide macaroni manufacturers either an 8" x 10" full-color transparency or black and white print of the recipe illustrated.

In addition, as mentioned above, the new Recipe Handbook from which the featured recipe has been taken, will be made available to macaroni manufacturers. The Handbook provides both the regular and new "timed" method of cooking macaroni products, tips and hints as to how to make macaroni, spaghetti and noodle dishes more attractive and tasty and a well-balanced variety of macaroni, spaghetti and noodle recipes.

Olin Advertises with Recipes

Recipes, aimed at increasing the consumption of cellophane-wrapped edibles, will form the basis of a new advertising campaign planned by the Film Division of Olin Mathieson Chemical Corporation. Beginning in June the distributors of Olin Cellophane will place six, four-



Beverly Steffen and Marjorie Egon, of Betty Crocker Home Service Staff, test new macaroni, spaghetti, noodle cooking method. This "timed" cooking method is featured in new Handbook of Betty Crocker Recipes covering macaroni, spaghetti and noodles.

color, one-half page insertions in the Ladies Home Journal. Each will deal with a specific food product and contain three recipes. The ads were prepared with the cooperation of the American Meat Institute, the American Bakers' Association, the National Pretzel Association and the National Potato Chip Association.

Olin Mathieson will provide tie-in material such as stickers and shelf talkers for the manufacturers. Retail advertising suggestions featuring the information in the advertisements will be distributed to food chains by Ladies Home Journal.

Four of the six insertions have already been readied. The June page will feature new uses for bread. In July dips for potato chips and pretzels will be shown. September's advertisement will feature recipes on what to do with slower-selling beef cuts and in October the ad will show different desserts that can be made of cookies.

Goodyear Develops Pliofilm

Packaging Films department of Goodyear Tire and Rubber Company announces development of a new Pliofilm. Known as 75ST "Shrink Tite" Pliofilm, this specially designed film has the ability to shrink approximately 18 per cent when heat is applied.

The result is a skin-tight package suited for luncheon meat and cheese trades where packaged appearance is important.

In addition to built-in shrinkage, 75ST Pliofilm retains clarity, toughness, dimensional stability and positive heat sealing qualities found in all previous Goodyear Pliofilms.

Basically a rubber chloride, Pliofilm is waterproof, needs no protective coating and readily conforms in packaging to irregular surfaces.

The new 75ST "Shrink Tite" Pliofilm can be used on automatic or semi-automatic overwrap equipment. In application the heat shrinking unit is placed in tandem with either unit and will not slow down packaging line operations.

Available in either cut-to-size sheets or rolls, 75ST "Shrink Tite" Pliofilm is now marketable through all Goodyear film outlets.

Golden Grain Adds Premium

Addition of the "spatter catcher" premium to the promotion being put behind its macaroni products line has been announced by Golden Grain Macaroni Company.

The "spatter catcher" is a king size bib of durable linen, bound with colorful tape and decorated with six cartoons in bright red. Three of the bibs are offered for one dollar plus two labels from any Golden Grain macaroni, spaghetti, or egg noodle package.

Television backing for the offer is supplied via "Fabulous Features," Golden Grain's showing of full length movies on KPIX every Sunday evening. Phyllis Skelton demonstrates the "spatter catcher," recommends it as a gift, and suggests its use when eating spaghetti, barbecued meats, chicken, and similar foods.

Golden Grain also featured the offer in 1,000-line advertisements in 10 leading California newspapers and in newspapers in other states.

RECOMMENDED RECIPES

IN A RECENT release from the National Macaroni Institute food editors were given the makings of a tasty tomato-macaroni-and-cheese combination. Served in individual ramekins this nutritious main dish looks as well as tastes good.

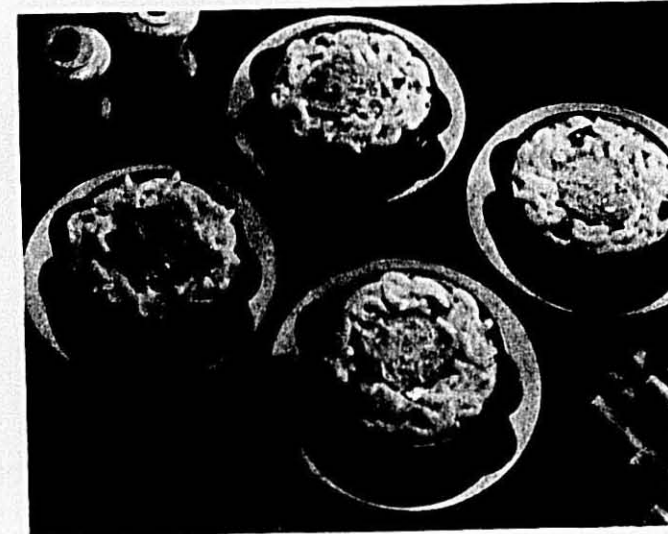
Tomato-Macaroni Casseroles
(Makes 4 servings)

1 tablespoon salt
3 quarts boiling water
8 ounces elbow macaroni (2 cups)
1 10½-ounce can condensed tomato soup
2½ cups grated sharp Cheddar cheese (about pound cheese)
½ cup milk
1 teaspoon onion salt
1 teaspoon celery salt
¼ teaspoon pepper
1 medium-sized tomato, sliced.
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 tomato soup, 2 cups grated cheese and milk; cook, stirring constantly, until cheese is melted. Add onion salt, celery salt, pepper and cooked macaroni; mix well and turn into 4 greased individual casseroles. Top with tomato slices and sprinkle with remaining cheese. Bake in hot oven (400°) 20 minutes, or until heated thoroughly.

A Note on Noodles

Prized over the years as a necessary ingredient in many delicious dishes, egg



Tomato-Macaroni Casseroles

noodles have always been a favorite with American families. A quarter of a century ago, many homemakers made their own noodles — a tedious chore that didn't always produce a good product. Nowadays it isn't necessary for anyone to go to the trouble of making her own egg noodles because they can be made commercially with far better results.

Usually fine egg noodles are used in soups and deserts whereas medium and

wide egg noodles are ideal for baked casseroles and top-of-the-range dishes. Noodles are also a popular meat or fish accompaniment and can be dressed with butter, poppy seeds, parsley, chives or simple sauces.

For the Cinema

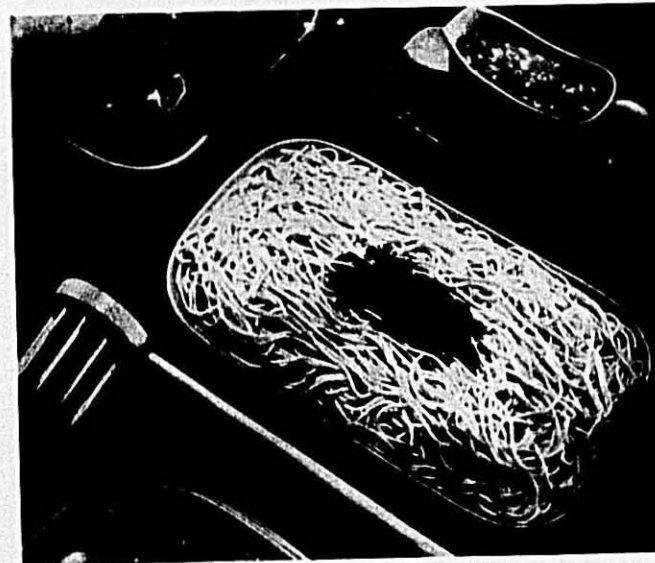
One of the recipes to be demonstrated in a television short on spaghetti preparation, to be released by the National Macaroni Institute soon, is an exotic one for Spaghetti with Clam Sauce. This tasty dish is simplicity itself. Recipe makes four servings.

1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti
¼ cup butter or margarine
1 clove garlic, finely chopped
1 10½ oz. can minced clams
½ cup chopped parsley
salt and pepper to taste

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

Meanwhile, melt butter or margarine. Add garlic and cook until browned. Drain clams and reserve ½ cup liquor. Add ½ cup clam liquor to garlic mixture; cook over low heat 5 minutes. Add clams and parsley; cook 2 to 3 minutes. Season with salt and pepper. Serve over spaghetti.

Recipes tested in the home economics kitchens of Theodore R. Sills and Company, New York City.

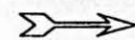


Spaghetti with Tomato Clam Sauce

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

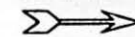
an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS 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



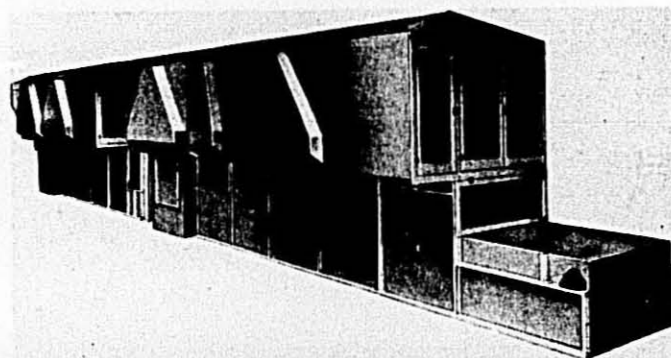
OR

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.

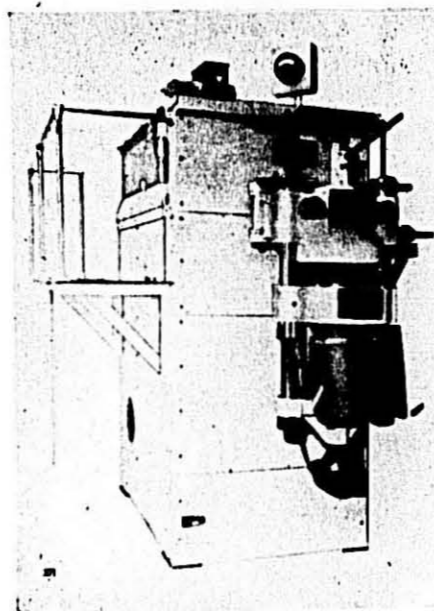
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

PRESSES

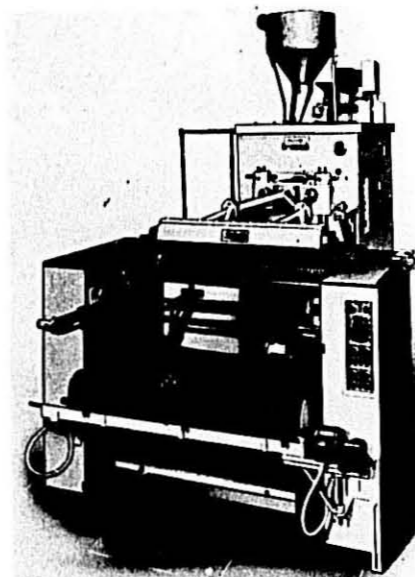
WITH THE

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

Food & Drug Administration Activity

James J. Winston, director of research for the National Macaroni Manufacturers Association, reported to members in March that during the month of January, 1956, more than 318 tons of different food products were voluntarily destroyed or diverted to nonfood use as a result of the Federal Food & Drug Administration's official inspections and analytical reports. These food products were considered unfit for human consumption because of insect and rodent contamination, and deterioration, owing to improper storage and damage in transit. In one instance, insect and rodent contaminated popcorn with an original retail value of \$38,367, was diverted to animal feed for a value of \$12,789.

Federal court cases brought in January on charges of Food, Drug and Cosmetic Act violations included 61 seizures and 18 criminal prosecutions.

There is no substitute for good sanitation. Management must determine to follow an effectively planned program. A manufacturer must make certain that he is following good commercial practice. This should consist of the following:

Golden Grain "Quick Display Plan"

The Golden Grain Macaroni Company has come up with a great labor-saving idea for the grocer. The Golden Grain "Quick Display Plan" consists of a special, colorful, 12-oz. pack "car tape" display case with all packages price-marked by specially designed Golden Grain equipment.

Photograph shows how much valuable time is saved by a grocery clerk in building a mass display. Man at left in photo has just set up a 12-oz. display of Egg Noodles in 50 seconds. (All packages were price-marked at Golden Grain Macaroni Company plant.)



JAMES J. WINSTON

Periodic sanitary plant inspection by a sanitation consultant with written report of findings and recommendations.

Analysis of raw materials and finished goods. This will serve as a sanitation index. The amount of foreign matter (insect parts, etc.) in the finished product should parallel the amount present in the farmacous ingredients.

Extermination service on a weekly or bi-weekly basis in addition to operations rendered by trained employees of the company.

Clerk at right—using standard noodle cartons and price marking each package as he goes along—has completed only 1% of display after 50 seconds. Completed display took 22 minutes.

The Golden Grain "Quick Display Plan" provides a high-powered selling display that really moves profitable Golden Grain noodles. The grocer increases sales of Egg Noodles and cuts down labor costs better than 95%.

Editor's Note: Golden Grain Egg Noodles can still be purchased in one dozen cartons without price marking on each package.



The use of an effective insecticide. Continuous and thorough surveillance of plant and products is essential. This will safeguard the company and prevent conflict with the FDA.

Durum in Canada

C. L. Sibbald, Director of Cereals Durum Institute, writes in Mid-March:

We wish the Canadian government would take note of the increase program going on south of the border just now. A group of farmer-seed growers in the northern United States have banded together to finance the increase of some 300 acres of rust-resistant Langdon Durum in Mexico. According to Mr. D. G. Fletcher of the Rust Prevention Association, who is handling the matter for the farm group, the crop is coming along nicely. It is expected that the winter production can be transported back to Minnesota and North Dakota for seeding this spring. What makes the move so noteworthy is the splendid cooperation between seed-grower and government. The farmers involved take the risk, but stand to gain if the crop comes off in time for spring seeding. The U. S. normally plants 2 million acres to durum wheat. This spring there will be only 100,000 bushels of rust-resisting durum available. Farmers sharing the winter increase program should be assured a market for their seed during the 1956-57 fall and winter season. Members of the Canadian Seed Growers Association, who have often been largely bypassed by the Canadian government with respect to new varieties, will look at this situation with considerable envy.

Limited Optimism

For farmers in the southern parts of Alberta and Saskatchewan, an acreage of Stewart and Mindum in 1956 up to 1,500,000 acres should be profitable. This is more than double the acreage which Canadian farmers put into durum last year. Our Institute has just completed a series of farmers' meetings in southern Alberta, and from the good attendance as well as the numerous questions asked, it is apparent that there will be a big increase in the durum acreage in the coming year. Farmers in Canada have already delivered 11.5 million bushels from the estimated 17 million bushel crop of 1955. All but 2.6 million of this has moved east, according to the Board of Grain Commissioners. Meanwhile, the Canadian Wheat Board selling prices for F. C. W. amber durum at the lakehead have been above \$2.50 for sale to Class II countries, and about \$2.05 for domestic and L. W. V. sales. As has been the case for a number of years, the volume of Class II sales is believed to be the smaller percentage of the total.

NMMA 52nd Annual Meeting
June 20-21-22, 1956

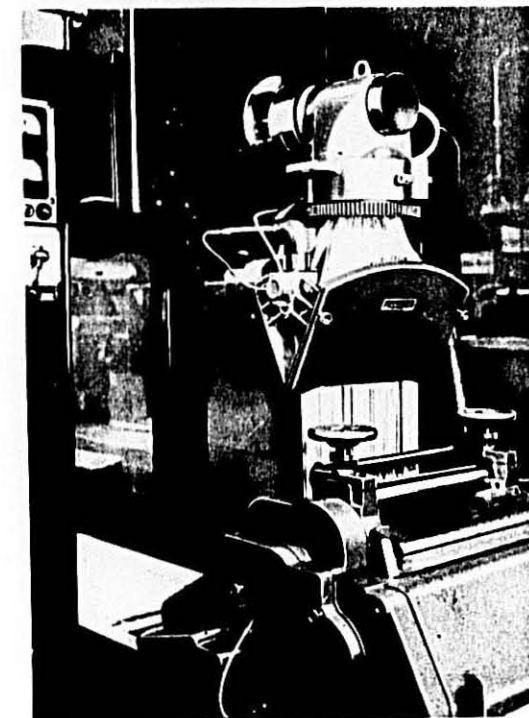
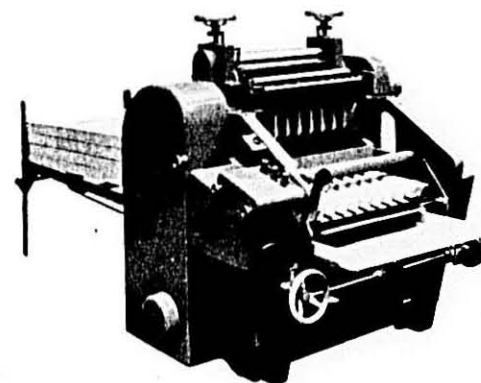
Dott. Ingg. M. G.

Braibanti e c.

Cables Braibanti-Milano
Bentley's Code Used.

MILANO—Via Borgogna No. 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 Skains can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

Write for full particulars to:

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

Western Zone: PERMASCO, Division of Winter, Wolff & Co., Inc.
2036 East 27th Street, Los Angeles 58, California

All About Eggs

Henningsen Headlines for April gives the views of one of the country's largest suppliers on the advantages and disadvantages for buyers to contract for their yearly egg requirements during the heavy spring egg breaking season.

When is the "Breaking Season?" The heavy egg breaking season usually begins in February, picks up speed in March, is in full swing during April and May and generally ends in the early part of June. During these months hens are most productive; the quality is such that eggs are easy to separate; the liquid yield per case is highest; and because of natural feed conditions, color is darkened.

Historically, the breaking season lasted a few short months. In recent years it has been extended where it may start as early as January and extend through June. Also at present time, some breaking continues through the summer and picks up again in the Fall so that eggs for breaking purposes are available practically twelve months a year.

The question arises "Do I have to buy spring production to insure quality?" There is no yes or no answer. To users of egg whites, primarily interested in whipping properties, the answer is no.

The customer for yolks has other considerations. The functional properties of yolk produced the year round remain for all practical purposes uniform. The variation is in bacteriological contamination and color. Through pasteurization and other modern means of handling, the processor can eliminate the problem of bacteria to the point where contamination is negligible. The only remaining consideration therefore is color. Unfortunately the so-called N.E.P.A. (National Egg Products Association) numbers 4 and 5 color yolks can only be obtained from eggs produced during a few short weeks each spring. While color does not impart improved functional properties to the egg, certain industries find it necessary to require dark yolk in order to obtain the desired appearance in the finished product. This is definitely the case with noodles.

The question next posed is "Does Spring in itself, because of plentiful supply, bring the lowest cost to the buyer?" Glancing back briefly over the past three years may point out some very interesting facts.

In 1953 yolk prices reached their lowest points in early February and in July. Spring prices varied to as much as 15% higher than in July. From July to December prices climbed steadily to their high at the end of the year. Whites on the other hand were at their highest levels in early March and dropped continuously through the year to their lowest point in December. Fall prices of whites averaged considerably lower than in Spring.

In 1954 yolk prices reached their lowest levels during the last four months of the year. Except for a few days in early April, Spring egg yolk prices averaged considerably higher than Fall. Egg

white prices decreased steadily through the year to a low in September and October, November and December showed a slight firming but prices were still substantially less than in Spring.

Last year, 1955, saw yolk at its lowest levels from the middle of July through August and again in October and November. During the Spring months yolk prices were at least 5% higher than in Summer and Fall and at times were as much as 15% higher. The downward trend in whites, however, had reversed by January 1955 and moved steadily upward from its low in early January to its high in late December 1955.

The facts certainly tend to indicate that Spring in itself does not necessarily bring lowest yearly egg prices. Contracting for short periods of time from 60 to 90 days certainly has advantages in perhaps assuring adequate supplies and pegging costs at adequate levels. However, contracting for an extended period of time during the Spring merely for speculative purposes would appear no better than the tossing of a coin.

As of April 3 current receipts were at 37c, reflecting a 1½c increase from March 29. To the packer of eggs, a 1½c increase in the price per dozen reflects an increased cost of 45c per case. Averaging a yield of ten pounds of egg solids per case, the increase in raw cost per pound of egg solids is 4½c. Here it is—Spring, the height of the breaking season and eggs are up 45c per case. You figure it out!

Higher Prices for Yolk?

The consensus of opinion of egg brokers is that higher prices for egg yolks can be expected in the relatively near future. There was a feeling earlier that the shortage of egg whites might increase their price and result in a more stable or lower yolk market. However, the big buyers of egg whites have not gone into the market as heavily as expected and prices are staying low.

Very little speculating is being done either in yolks or whites because of the fact that so many buyers were hurt in the speculative conditions that prevailed last year.

Current receipts of shell eggs in the Chicago market were bringing 37.5c a dozen at the start of March. By the end of the month they had eased 2c to 35.5c per dozen. Frozen whole eggs edged down from 32c a pound to range between 29 and 30c. Whites slipped from 26c a pound to 23.5 to 24.5 while 45% solid yolks starting at 49c edged up to range 49 to 50c and then fell back to 48-49c.

Lehara Moves

As of May 1, 1956 the offices of Lehara Corporation, general representatives in the eastern zone of the U. S. and Canada for Dott. Ingg. M. G. Braibanti & Co., Milan, Italy, will be located at 60 East 42nd Street, New York City. Telephone is Murray Hill 2-6407.

Frozen Egg Production

The Agricultural Marketing Service of the United States Department of Agriculture in Washington has released the following data on processed egg production for February, 1956.

Liquid egg production during February totaled 32,858,000 pounds, compared with 39,454,000 pounds in February last year and the 1950-54 average of 50,196,000 pounds, the Crop Reporting Board announced. The quantities used for immediate consumption, freezing and drying were all smaller than a year earlier.

Egg solids production totaled 1,459,000 pounds, compared with 1,902,000 pounds in February last year and the average of 2,683,000 pounds. February production consisted of 196,000 pounds of dried whole egg, 722,000 pounds of dried albumen and 541,000 pounds of dried yolk. Production during February last year consisted of 273,000 pounds of dried whole egg, 904,000 pounds of dried albumen and 725,000 pounds of dried yolk.

Frozen egg production during February totaled 26,365,000 pounds, compared with 27,492,000 pounds in February last year and the 1950-54 average of 37,383,000 pounds. Frozen egg stocks decreased 8 million pounds, compared with a decrease of 4 million pounds in February last year and the average increase of 3 million pounds.

Krum to Sterwin Staff

Dr. Jack K. Krum has been appointed assistant technical director of Sterwin Chemicals Inc., effective immediately, it was announced by Robert S. Whiteside, president.

Dr. Krum, who will work with Dr. R. C. Sherwood, vice president and technical director, was research chemist for National Biscuit Co. from 1952 until joining Sterwin. He was previously associated with Oscar Mayer & Co., Madison, Wis., as food technologist in charge of product control laboratories. From 1949 to 1950 he was an instructor in food technology at the University of Tennessee.

Dr. Krum received an A.B. degree from Hope College; M.S. in food bacteriology from Michigan State University; and Ph.D. in food technology from the University of Massachusetts.

Heinz' Franklin Bell Retires

Franklin A. Bell, advertising director for the H. J. Heinz Company's "57 Varieties" for more than a quarter century, retired on March 31.

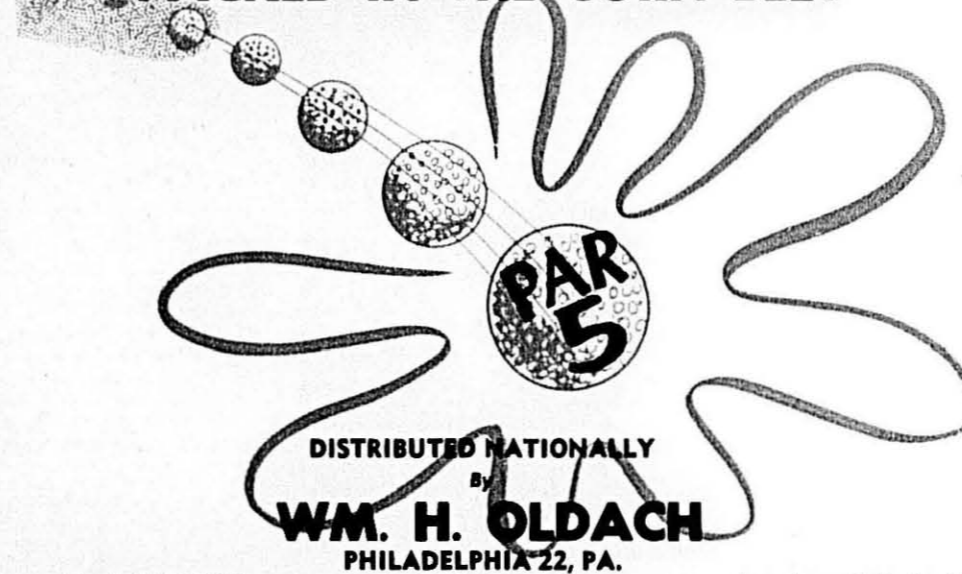
Mr. Bell is chairman of the public relations committee of the Grocery Manufacturers of America, Inc. He is a member of the Association of National Advertisers. He is a former director of the Audit Bureau of Circulation.

Macaroni Exports

Exports of macaroni products in 1955 totalled 5,281,450 pounds, valued at \$869,051.

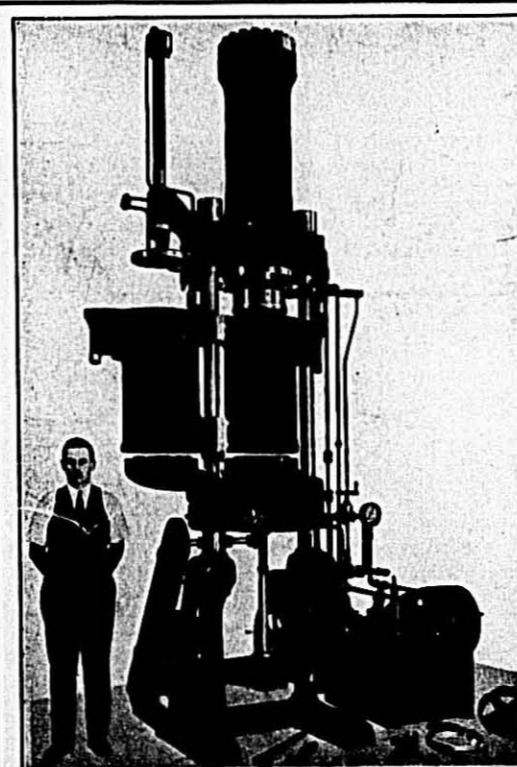
DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



Phone: Garfield 5-1700

American & Berks Sts.



John J. Cavagnaro

Engineers — Machinists

Harrison, N. J. - - - U. S. A.

Specialty of

Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop

255-57 Center St.
New York City

FOOD BUSINESS BAROMETER

THE Grocery Manufacturers of America, Inc. has released a statement on grocery industry trends for the final quarter of 1955, supplemented by available information for the early months of 1956.

In the current discussion of the farm economic situation a great deal is being said about the farm to retail "price spread" — the difference between what the farmer receives for raw products and what the consumer pays for food at the grocery store. This spread, which pays for the many essential processes and services between farm and table, has been rising in recent years, primarily because of the higher costs of wages and salaries, taxes, and transportation.

But there is another area — another "spread" — where the effect of higher costs of wages, taxes and other operating expenses has had a much more direct and provable impact on the prosperity of the farmer. This latter spread is the difference between what the farmer takes in from the sale of his products (gross income) and the amount of money he has left after he pays operating expenses (net income).

It has been widening because of the continuing increase in farm production expenses for labor, taxes, machinery and other operating costs — cost increases which are similar to those experienced by food manufacturers and distributors.

Here is what has happened. In 1947 — the peak year for net farm income — farm operators received \$34 billion gross income. Farm production expenses totaled \$16.8 billion, leaving a net income of \$17.2 billion. In 1955, with nearly the same gross income, \$32.9 billion — net income was down to \$10.8 billion. This was the result of a rise of about one-third in production expenses between the two years. Farm production costs in 1955 were \$22.1 billion — more than \$5 billion greater than in 1947.

It is interesting to note that the small decline in gross income which did occur was primarily the result of the decline in "non-money income" and government payments. The amount which farmers received from the sale of their products used for U. S. consumed food was almost the same in the two years — \$18.7 billion in 1947; \$18.5 billion in 1955.

Current trends in grocery manufacturing and distribution are highlighted below.

Grocery Sales: With December dollar volume topping \$4 billion for a new all-time monthly record, retail food stores sales in 1955 totaled \$43.7 billion. This was 5% above 1954 — the previous peak. January 1956 sales of \$3.5 billion exceeded year ago by about 3% — a much narrower gain than in December. Since retail food prices averaged 2% lower in 1955 than in the previous year, the gain in physical volume apparently exceeded



PAUL S. WILLIS

that indicated by the dollar figures. Grocery and combination stores, the largest group within the food store classification, accounted for most of the annual gain in grocery retail volume.

Sales of wholesale grocers rose seasonally through November in anticipation of heavy year-end volume, then declined moderately in December. The fourth quarter total topped the year ago period by about 5 per cent and the year as a whole ran 2 per cent ahead of 1954. Approximately this same 2 per cent gain was continued through January 1956.

Government figures on grocery manufacturers' dollar sales for 1955 showed a 2 per cent gain. With wholesale prices of processed foods down by about 5 per cent, there was an apparent tonnage gain of about 7 per cent. This is roughly in line with the gain in retail tonnage for the year. Trade reports indicate that January business on both a dollar and a tonnage basis exceeded the year ago figures by a small margin.

Grocery Inventories: At both wholesale and retail rose during the fourth quarter of 1955. On February 1 stocks at both levels of trade were larger than at the same time last year, with the retail gains most notable. In neither case, however, did the stock sales ratio appear unusually high in relation to past experience.

Food Prices: Edged lower during the fourth quarter and into early 1956. The government's Retail Food Price Index in January was about 1 per cent below the same month last year and 6 per cent below the all-time peak in 1952. At 109.2% of the 1947-49 average, the index was at

its lowest point since 1950. The recent declines were led by fresh meat prices, with mixed trends among other items.

The mild downtrend in wholesale prices of processed foods noted earlier in 1955 continued into December. The government index for that month was 5 per cent under a year ago and at the lowest point since June 1950. A slight upturn in January left the index at 98.3 (1947-49=100).

The average of farm product prices also rose fractionally in January, after reaching a ten-year low in December. At 84.1 (1947-49=100) the Farm Product Price Index was 9 per cent below a year ago. A firming of livestock prices and some increases in fruits and vegetables accounted for the increase and have carried the rise into February.

Employment and Wages: Food processing employment has held comparatively steady over the last several years despite the larger volume of food marketed during this period. The January 1956 total of 1,446,000 is slightly above a year ago, but in line with the same month in recent years.

Average hourly earnings of employees in food processing showed a definite rise from September through January, following the fall wage adjustments. In the latter month, the pay of food processing employees average \$1.83 per hour, 10 cents above year-ago levels. One notable development in recent years is that food industry earnings have risen somewhat faster than the earnings of manufacturing wage earners generally.

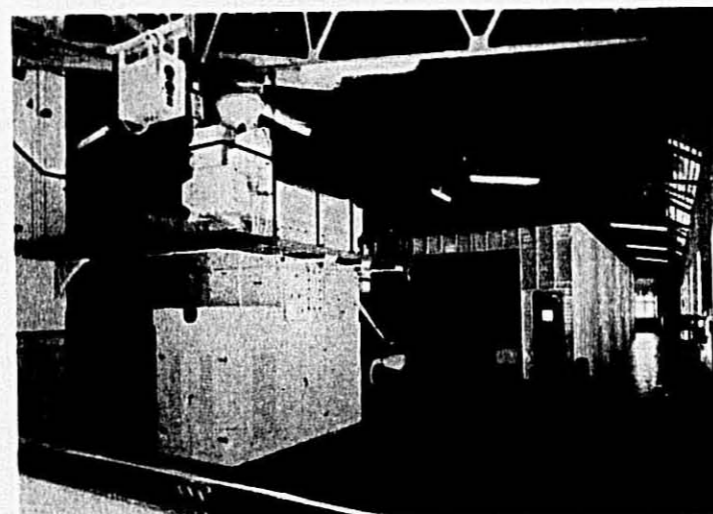
Food Exports: Continued strong through the fourth quarter of 1955 ending the year with exports totaling \$17½ billion, almost 17 per cent above a year ago. While at good levels, this is still well below the peak levels of early post-war years.

Food Chains' 1955 Net Under 1% of Sales

Net profits of the nation's chain supermarkets and food stores fell below 1% of sales last year for the first time since the Korean emergency, according to John A. Logan, president of the National Association of Food Chains.

This occurred despite an increase in sales from \$16 billion in 1954 to \$17 billion in 1955, Mr. Logan reported. Advance reports indicate a decline in net profits after taxes from about \$195 million in 1954 to less than \$170 million for the year ended Dec. 31, 1955. The preliminary figures from a study by the Harvard Bureau of Business Research in cooperation with NAFC showed that profits were 0.99% of sales last year as against 1.22% the year before.

Rising costs and intensified competition, along with higher labor costs, were listed as factors in the narrower margins.



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

Goods extruded from the press pass through an oscillating preliminary screen dryer, where they are slightly surface dried to prevent deformation. Thereafter, they are conveyed to the preliminary drying section of the dryer and spread evenly over the top conveyor by means of a distributor.

After passing through the controlled pre-drying stage, the goods enter the finishing dryer where they are also subjected to a controlled drying process. They leave the dryer at a little higher than room temperature and may be packed immediately.

To obtain optimum drying, two independent climates in the dryer are automatically pre-determined by control instruments.

DESIGN CHARACTERISTICS

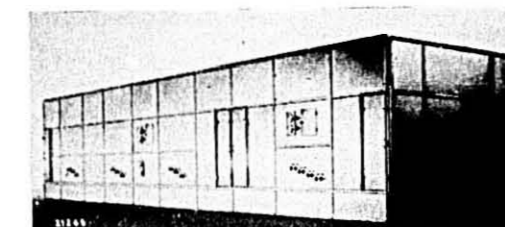
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 3) The fully-automatic operation of the short goods manufacturing line requires only periodical supervision. Any deviations from the normal operating temperatures are quickly observed on external recording instruments and can be corrected in time to prevent goods spoilage.
- 4) A battery of blowers on each side of the dryer provides for sufficient air throughout all stages. The air is guided through ducts into the drying chamber to the desired location and then is forced through the conveyors and the goods. Heaters between the conveyor bands recover the drying capacity of the air after the passage through each layer. The heat input of each heater is simply adjusted by two valves according to a heat requirement chart, to obtain optimum drying capacity for every class of goods.
- 5) Two products may be dried simultaneously under continuous operation. The press shut-down time for die changing permits enough time between the two operations to adapt the climate to the following product.
- 6) The conventional screens are replaced by specially shaped, corrosion resistant channels forming the con-

veyor elements, thus eliminating repairs and break-downs.

- 7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.
- 8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.
- 9) The electric control cabinet incorporates all controls, pilot-lights, starters and overload relays. It is located for convenient observation by the operator. Respective pilot lights flicker if a motor should fail to operate.

CAPACITY

The Short Goods Dryer TTM is built in three sizes, with capacities from 650 lbs. to 1400 lbs./hour, determined by the specific density of the product to be dried.



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

WHERE IS YOUR MARKET?

by Arthur C. Nielsen Jr.

FEW MARKETS remain the same year in and year out. They are constantly shifting and molding themselves to changes in our entire economic structure. What with the development of atomic power, automation, new preservation methods, miracle drugs, and other innovations, we stand on the threshold of a period of violent change in many markets.

Who knows — for sure — just what is ahead of us? Not only have we seen new markets develop for manufacturers, but we have seen new brands take over leadership within commodities. Within a group of 100 established drug and food commodities, three out of every ten leading brands were knocked out of first position in the last ten years.

Some of the factors that will have a powerful influence on many markets in the foreseeable future are more new products, a fast-growing population, a more mobile population, a greater upward mobility in buying power of important groups, and finally more leisure time. None of these trends appear to have leveled off — if anything, their rate of change appears to be accelerating.

Let us consider some of the effects these changes have had on the marketing of many products. They are as follows:

Concentration of Business. In the retail food business an appreciably fewer number of stores do proportionately more of the total grocery volume. Chains now operate only 5.5% of the total number of stores, yet these stores account for 41% of total grocery sales. There has also been an additional concentration brought about by the emergence of cooperatively owned and voluntary buying groups.

This development has been brought about in large part by the rapid advances in recent years in motor transportation, both passenger cars and trucks. The wider ownership of passenger cars has enabled consumers to reach shopping centers some distance from their homes and also permits the carrying home of large quantities of goods on a single shopping trip. Larger trucks have permitted deliveries to be made to stores from warehouses located greater distances from the retail markets.

The Miracle of Merchandising. Six percent of all U. S. food stores now have partial or complete self-service meat departments — and these stores account for 31 percent of total grocery all-commodity sales. Produce is being pre-wrapped not only at the store level, but now at the producer level as well. These and many other new products are all competing with one another for a place on the retailer's already crowded shelf. The older, well established products face a difficult problem here because it is important that they maintain their share of the retailer's stocks.

Increased Flexibility of Sales Power. There has been a definite trend towards

more scientific allocation of sales power with more effort going into determining the amount of business available in smaller and smaller geographic areas. With this information, a sales manager can determine more reliably:

- (a) the number of salesmen needed to properly cover a territory;
- (b) the competitive performance of his product — provided he sells direct;
- (c) the optimum frequency of sales calls by sire of account.

More Production Capacity than Sales Power. With the further possibilities for increased production in the offing from automation — this problem may become acute. In the light of past experience, it would seem only prudent when making plans for advances in production capacity, to devote equal attention to plans for increasing sales capacity.

New Sales and Advertising Tools. Probably the greatest development in the past ten years along these lines has been the growth of television and its use as a sales medium. TV is generally classed as an advertising medium in many cases, but it has been able to perform a broader function, taking over some of the historic sales functions, such as product demonstration. Records show that the greatest sales gains have been made by those companies which were successful in combining the use of TV along with other conventional forms of advertising.

TV should not be considered as a high cost advertising medium. While the cost of sponsoring a television program is high in dollars, the cost in terms of advertising message delivered is low.

Changes in our Living Habits. The average family spends 4.8 hours a day viewing TV — more time than on any other activity except working and sleeping. This adds up to increased importance of the home market for many lines of business.

New Product Developments. Studies have shown that a dollar invested in product research should bring back between \$25 and \$50 over the next 25 years. This estimate is based on what has been happening — not on what might happen under favorable conditions. The Nielsen Food Index records showed that one basic reason for the ability of the food industry to keep pace with the growth in disposable income traces to new product developments such as cake mixes, frozen foods, and other convenience goods.

Increased Use of Market Tests. It's impossible in many cases to predict in advance consumer acceptance of new products — hence, the need for exposing the product to customers under actual market conditions. Such tests made today are certain to play a major role in changing the patterns of our markets tomorrow.

New Channels of Distribution. Studies show that while drug store sales of 15

drug and toiletry product groups have increased only 7% since 1950, food store sales of these same commodities have doubled. To fill this loss in drug store sales, many drug outlets have taken on new lines such as household goods, pots and pans, electrical appliances, in addition to expanding soda fountains, baby supplies and photographic equipment departments.

New Opportunities in Foreign Markets. Virtually everything that can be sold here can also be sold abroad, and at a greater profit. The skillful use of U. S. advertising and sales methods which exert pressure against markets has resulted in rapidly expanding sales. This is true because little has been done to acquaint buyers abroad with the virtues of specific products and services.

These major marketing trends will affect each company to a greater or lesser degree. In order to capitalize on these trends the following 9-point program is offered:

- (1) **Research your own company.** It is vitally important to know accurately and continuously how much you are selling, where and to whom. Good records permit an evaluation of all phases of company's operations, disclosing shortcomings and opportunities.
- (2) **Research your own industry.** General economic factors, while helpful, cannot be a substitute for more intimate knowledge of a specific industry. You should know: How big is your market? What is the trend? What is the competitive structure? Where are you weak relative to competition? Where are you strong? Why?
- (3) **Investigate Potential Markets.** Is there an opportunity in closely allied fields? Can the market for your products be broadened by distribution in other channels?
- (4) **Be not afraid to innovate and pioneer.** A planned program of both product and marketing research gives a substantial marketing advantage.
- (5) **Weed out slow-moving, unprofitable items** while adding new products to your lines.
- (6) **Develop scientific methods for determining location of stores, warehouse, plants and other operating facilities.** Expensive facilities deserve more than guesswork to guide their locations.
- (7) **Do not rely too much upon the government to bail you out of recessions** — when they develop. It is your own responsibility.
- (8) **Plan ahead, but allow for flexibility.**
- (9) **Finally set your goals high.** It is impossible to hold steady in this country today — you must move upwards — to move upward — Aim High! Charles Burham, a great Chicago architect, put it this way, "Make no little plans. Men's minds and hearts do not take fire to little things. Plan big!"

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.
1450 BROADWAY, NEW YORK 18, N. Y.

PIONEERS IN MACARONI PRODUCTS ENRICHMENT

"AIRSLIDE" - AN IDEA THAT CLICKS

This is a progress report of General American's 3-year-old dry-commodity car promising cost-cutting relief to a host of bulk shippers. Details of this article are taken from a story in Railway Age, February 13, 1956, issue.

A FREIGHT car that offers something close to true automation in transportation is today chalking up an impressive acceptance record with both railroads and shippers.

Introduced less than three years ago by the General American Transportation Corporation, the "Airslide"® car is a new approach to bulk transportation. It offers swift, and thereby less costly, loading and unloading. It eliminates small-unit packaging, resulting in substantially less product loss. And it successfully prevents contamination in commodities susceptible to such damage.

To use the words of W. J. Stebler, president of General American, "Airslide" not only fits in with shippers' mechanization but provides "a completely sealed system of transportation." Near-automatic loading and unloading enable a unit of this type to blend into either end of a shipper's or receiver's push-button assembly line.

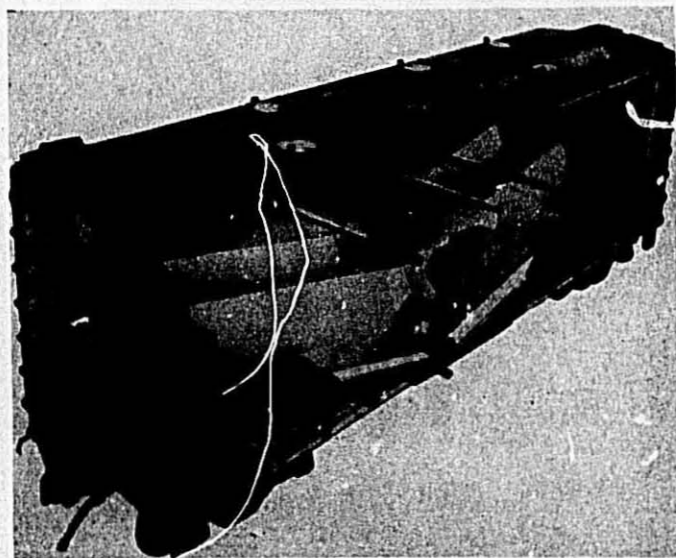
Today, 23 railroads either own or lease "Airslide" cars. Some 32 major industries use them in day-to-day service. Over 1,900 of the units are in service or on order, mostly of the 2,600-cu. ft. capacity, and General American reports that present indications point to a substantial number of additional cars being booked this year.

That's a telling record for any new car, especially one that embraces some radically different ideas. But the reason is not hard to find. The development was timely and it offered shippers and receivers some very favorable cost-cutting opportunities.

The handling of flour is a good example. Surveys made jointly by General American and individual bakeries have turned up savings of 18 to 20 cents per 100 lbs. when flour is shipped in these cars instead of bags. Product loss in bags averages approximately 1%.

It is in the bulk movement of flour, incidentally, that "Airslide" cars may now bring about some new rail-highway coordination. An estimated 70% of the nation's bakeries, accounting for around 40% of flour consumption, are located off railroad lines. Late in 1955, General American's subsidiary, the Fuller Company of Catasauqua, Pa., introduced a portable device for transferring flour or similar commodities direct from these cars to motor trucks (Railway Age, Jan. 9, p. 122).

This transfer unit, which like the car itself is air actuated, can be used on any



CUTAWAY SECTION shows 60-deg. slope sheets and the 13-deg. slope of the "Airslide" section. Air is introduced into lading through the porous fabric along the bottom of the trenches. Discharge outlets are at the center of the car.

ordinary team track. Thus it opens the door for off-line bakeries to take advantage of low-cost bulk shipping, with final delivery by truck. Conversely, railroads now have added service to sell.

While the "Airslide" car was initially thought of as a unit which General American would lease to shippers, particularly in the food industry, the car proved to be surprisingly versatile. It is currently moving a wide range of dry, granular and powdered materials, such as starch, flour, sugar, clays, carbon black, plastic bases, feed ingredients and diversified dry chemical products.

Some early experiments point up this built-in versatility. Bulk handling of sugar was known to be practical, so why couldn't it be handled in the new car?

Early day "sugar cars" were heavily insulated, thereby adding to the cost of the cars. Extensive studies by General American, including the construction of a special laboratory, indicated that an "Airslide" unit without insulation would do the job. Actual service test substantiated these findings, and today sugar shippers are among the foremost advocates of the equipment.

How It's Made

From the first, General American has carried on an active testing program aimed at expanding the car's uses. In addition to extensive laboratory studies, using commodity samples, the company maintains a fleet of test cars which are used to demonstrate bulk shipment oper-

ations to potential customers. This way, a carrier or shipper can obtain sufficient data in advance to appraise the car's merits in his particular operation.

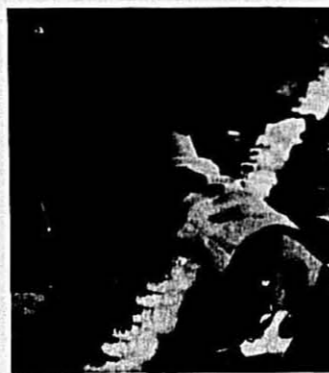
The car embodies a simple design, with a minimum of moving parts. Except for normal upkeep, maintenance has not been a problem. There hasn't been, for example, a single reported case of the "Airslide" fabric itself wearing out. In fact, results to date indicate that under normal operation the fabric may well last the life of a car. In the cement industry, such fabric is used to convey hot cement 24 hours a day, and there are cases where it has been in constant use for seven years without replacement.

No special adaptations have been made in the basic General American car to fit individual commodities. None is needed. A buyer or lessee does have this option: In case a car is to handle commodities subject to contamination, particularly foodstuffs, a special lining is applied and baked on all interior surfaces when the car is built.

The basic car is, in essence, a covered hopper of all-welded construction. The major portion of the car body is welded automatically. Here are the car's highlights:

Loading Hatch Covers: Made of cast aluminum, circular, and fitted with rubber gaskets, these hatch covers afford water-tight protection.

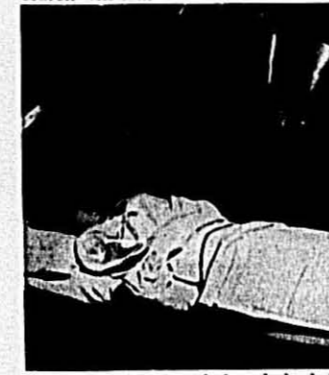
Hopper Sections: Two trenches run the full length of the car on each side of the center sill. The sides of each trench



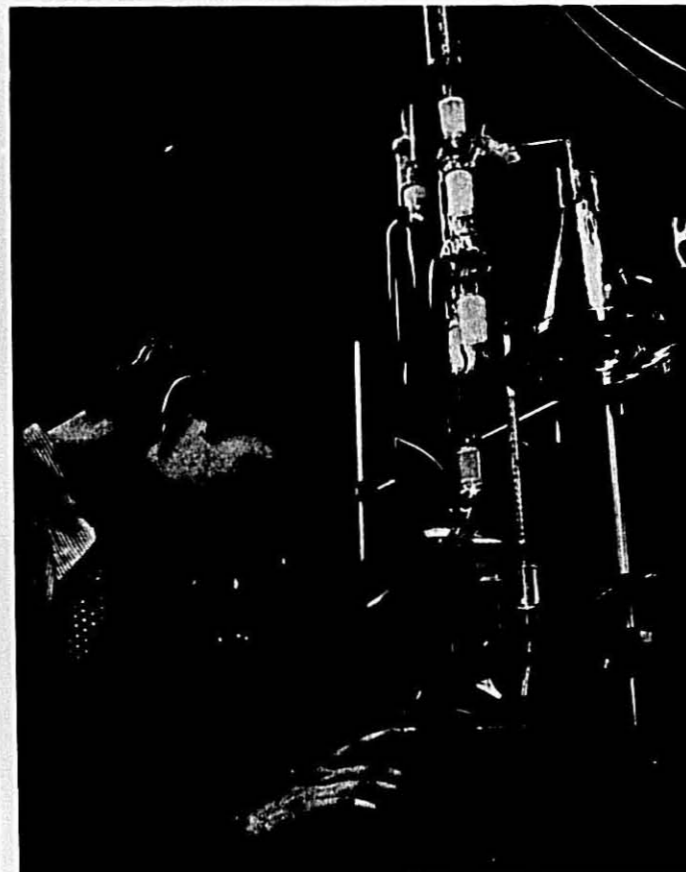
Cancer and healthy cells seem to feed on different kinds of "food." We know how to make some cancer cells die by starving them. Will we starve out all kinds of cancer cells one day? Only more work and research will tell.



Some cancer patients develop substances that fight their own tumors. When science knows more about antibodies, we may have a new cancer treatment. Only more work and research will tell.



Some cancers are being halted by atomic materials. Can new radioactive isotopes affect other cancers in the same way? Only more work and research will tell.



New drugs are being developed that fight specific kinds of cancer. Will any of them turn out to be cancer-killers? Only more work and research will tell.

Some good news about cancer

... and how you can make the news better

These photographs illustrate some of the work our scientists are doing in the fight against cancer. Just one thing is needed to keep this research going. Your help. If you—and all of us—give today, the research will go on until we conquer our greatest enemy—cancer. Help fight cancer with your check. Give generously. Send your contribution to CANCER, c/o your town's Postmaster. AMERICAN CANCER SOCIETY.

are sloped at 60 degrees to insure clean and rapid discharge of lading. Slope sheets are welded to provide smooth surfaces.

"Airlides": These consist of strips of tightly woven cotton fabric, silicone treated. Each strip is 12 in. wide, ¼ in. thick, impervious to moisture, and porous. Located at the bottom of the hopper sections, the "Airlides" slope at a 15-degree angle toward the discharge outlets at the center of the car.

The underside of each strip of fabric is totally encased by a steel U-section. This creates the chamber into which low pressure air is introduced from the outside blower. The air passes through the fabric and into the lading, aerating it and giving it the flow properties of a liquid. The lading then flows down the fabric by gravity to the discharge outlets.

Roof Construction: Carlines are reversed, and are on the outside surface of the roof. This leaves a smooth "ceiling" inside the car, permitting easy cleaning and minimum product retention.

Discharge Outlets: Under full load, these outlets are approximately 13 in. above the top of the rail. This high design permits easy connection to any conveying system for unloading. The outlets are protected with two independent closure devices—an interior swing valve and a rubber-gasketed cover plate which seals against contamination from the outside or product leakage from within. This cover plate is hinged and locks in place with two nuts.

General American offers the car in three sizes—2,000, 2,600, and 3,600 cu. ft. capacities. The car carries an AAR designation of LO Type. Overall length between coupler pulling faces is 37 ft. 9 in. in the smallest model, 42 ft. in the next larger unit and 53 ft. 3 in. in the 3,600-cu. ft. car.

Unloading is Simple and Fast

The "Airlide" car can be unloaded, and quickly, into any plant conveying system—pneumatic, gravity into screw conveyor, or simple gravity into under-track hopper.

Air is introduced into the lading through the fabric in the bottom of the car. A positive displacement blower, located at the unloading point, provides the necessary air pressure via a hose connection. Even hard-packed lading can be aerated within minutes. Then it "flows" out readily.

The 2,600-cu. ft. model has two discharging outlets beneath the car at the center. This arrangement enables the entire load to be discharged without further switching or respotting. Unloading outlets are approximately 13 in. above the rail, depending upon the load, and provide good clearance. (The larger 3,600-cu. ft. car has four outlet gates.)

In actual test, one major company found that one man unloaded 101,100 lbs. of material from an "Airlide" car in 2 hours, 18 minutes. A standard hopper car, meanwhile, with 70,000-lb. load

and two men working, required 5 hours, 15 minutes to unload.

General American reports that, at least up to this time, it hasn't found a conveying system with capacity to unload the car at its maximum potential speed.

New Pneumatic System

Sprout, Waldron & Company of Muncy, Pennsylvania, manufacturers of milling and processing equipment and material handling equipment, announces its new package assembly of a pneumatic unloading system for small and medium size requirements. The assembly is being manufactured under quantity production methods making it economically possible for the smaller and medium size plants to avail themselves of the many advantages of pneumatics heretofore available only for extremely large material handling requirements.

The "Airo-Flow" assembly consists of a 25 hp motor, rotary positive displacement blower and cyclone separator, blow-through air lock, inlet nozzle, flexible hose and auxiliary piping and fittings for a complete package assembly. Piping from the discharge of the blow-through airlock to the customer's storage bins or other points of delivery is ordered to suit installation requirements.

The manufacturers claim for this system an unloading rate of 6 to 8 tons per hour on light, dry ingredients and 10 to 15 tons per hour when handling heavier dry materials. This capacity is based upon locating the "Airo-Flow" adjacent to the material unloading spot and assuming a combined vertical lift and horizontal run of 75 to 100 feet from the discharge of the blow-through feeder, with not more than two 90° turns in the pressure conveying line.

The "Airo-Flow" serves an additional purpose when the vacuum side is deleted as ingredients from mixers, screw conveyors, and other equipment can be spouted directly into the blow-through air lock for pneumatic transfer to distribution points throughout the plant. As a straight pressure conveying system it is capable of capacities in excess of 20,000 pounds per hour with the same lifts and runs as noted above. This arrangement not only serves the smaller plant, but also meets the many transfer needs within the larger plants.

The unit can also be furnished with an auxiliary inlet at the base of the cyclone separator where the customer wants the unit to serve the dual purpose of car unloading and straight pressure conveying.

International's Bulk Flour Handling Televised

The bulk flour handling operation of the International Milling Co. has been selected as the subject of a filmed program being viewed on 258 television stations throughout the U.S. on the National Association of Manufacturers' weekly "Industry on Parade" TV series.

"Industry on Parade" is a public service TV series of the NAM and tells in news-reel form the story of American industry. The film on bulk flour handling is part of the 15-minute TV show.

International spokesmen said that the subject of bulk flour handling was selected for the NAM series because this has become one of the most revolutionary advances in the baking and milling industries in the past several years.

Portions of the film were taken at International's Detroit mill, and another part showing a baker's bulk storage installation was taken at Koeplinger's Bakery in Detroit.

Other sequences of this film show the loading of one of the company's bulk flour trucks and "Airlide" rail cars at the mill, the transfer of bulk flour from rail car to bulk truck by means of the Fuller Company's portable transfer device, and the unloading of a bulk flour truck at the bakery.

Technical assistance and equipment for the film was provided by General American Transportation Corp. and the Fuller Co.

This particular "Industry on Parade" TV film, numbered 283, will be shown at different times on the various TV stations throughout the country. In many cities, the film is scheduled for an early showing in April, May, or June.

Wheat Survey in North Dakota

While North Dakota leads all states in the production of durum, the 14.1% of the total wheat acreage planted to durum in 1955 was the smallest proportion in the 32 years durum acreage has been estimated separately. Mindum was the chief variety of durum planted, accounting for 10.2% of the total wheat acreage in the state. The area harvested was estimated at 733,000 acres with an average yield of 13.1 bushels and a total production of 9,602,000 bushels. It was the chief variety in all of the main durum sections.

Vernum accounted for about 2% of the total wheat acreage and an estimated 2,073,000 bushels were produced last year. Other durum varieties grown in North Dakota in 1955 were as follows: Stewart, 0.8%; Kubanka, 0.4%; while miscellaneous varieties accounted for only 0.7%.

Ferguson Brochure Available

A new four-page brochure describing the Packomatic Fully-Automatic Bale Sealer has been produced by the J. L. Ferguson Company of Joliet, Illinois, manufacturer of packaging machinery.

The brochure outlines pictorially, step-by-step, the operation of the bale sealer—designed to automatically fold, glue, seal, and compress kraft paper bales up to 100 lbs. weight.

In addition the brochure provides technical data on range, speed, dimensions, construction features and adaptability plus a blueprint elevation.

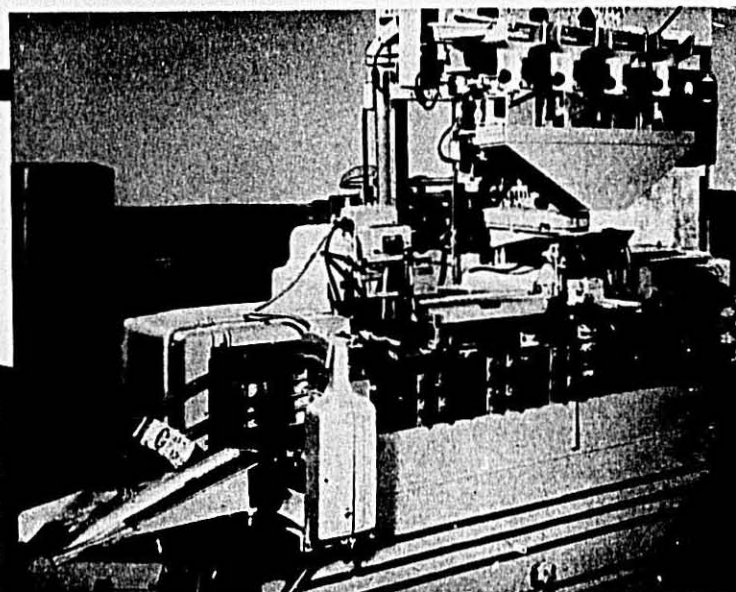
PUSH-BUTTON PACKAGING

FOR FREE-FLOWING PRODUCTS

with Simplex-O-Matic

Reduce Your Labor and Bag Costs!

One operator makes bags, fills, seals, check weighs and cases at speeds to 35 packages per minute.



Simplex-O-Matic automatically packages lima beans at the Oxnard, California plant of the California Lima Bean Growers' Association.

HANDLES
Macaroni
Rice - Beans
Candy - Nuts
Poultry Stuffing
Etc.

Simplex-O-Matic is the only completely automatic packaging machine for flat or gusset folded bottom bags! It will reduce your labor costs, since only one operator is required. Cost of bags can be cut up to 25%. Accurate bulk and dribble net weigher cuts product "giveaway"! From roll stock to packaged product, you save with Simplex-O-Matic.

Check with Simplex for your bag and packaging needs...Other Simplex models for polyethylene bags...scrim and barrier bags and pouches...cellophane bags. For descriptive bulletins write to Simplex Packaging Machinery, Department MJ-5.



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REPRESENTATIVES IN ALL PRINCIPAL CITIES

Grow Durum —*(Continued from page 14)*

If yields per planted acre this year should equal the 1950-54 average, by States, and acreage planted equals that indicated by farmers as of March 1, an all spring wheat crop of 188,000,000 bushels would be produced. Based on conditions as of December 1, 1955, a winter wheat crop of 735,000,000 bushels was indicated for 1956. These add to an all wheat total of 923,000,000 bushels. In 1955, an all wheat crop of 938,000,000 bushels was produced.

The 1955 durum crop of approximately 21,000,000 bushels is not disappearing very rapidly. Jess Cook writes in the Farmers' Union Herald that from July 1, 1955, to February 29, 1956, only a little over 6,000,000 bushels have reached the terminal market.

Growers, disgruntled with falling prices for durum plus the fact that the industry has not been taking durum as fast as the farmers would like, have had North Dakota Senators Young and Langer submit a bill to the Senate designed "to assure accurate labeling and advertising of macaroni and spaghetti in respect to their durum wheat flour or semolina content—the terms "durum" and/or "semolina" would be permitted only if the product had 75 per cent or more." In North Dakota the Langdon Commercial Club, Cavalier County Farm Bureau, and Cando Commercial Club have already sent petitions signed by local growers urging Congress to pass the bill. Many in the macaroni industry feel that strict enforcement of present Federal Food and Drug Regulations which require clear and honest statements of all ingredients in the product is more desirable than new legislation, and this view will be presented to the law makers at the Senate committee hearings on the bill. No date for the hearing has been set as yet.

Towner County Contest

John W. Logan, Towner County Extension Agent at Cando, North Dakota, announces that the Towner County Crop Improvement Association will sponsor a durum production contest this year. It will be called the Amber Acres Contest.

Entries will be limited to 20 growers, each raising 15 acre fields of durum of an acceptable milling variety. There will be no restriction on cultural methods except that no supplemental water may be applied.

All entries are to be in by June 1, and the contest fields are to be designated by July 1. Fields will be measured and harvest supervised by impartial judges. Net bushels will be established by weight on a public scale and tonnage will be determined by probing the loads and submitting all samples to one tonnage tester.

Visits to the fields on a farm tour will be arranged during the summer, and winners will be honored at the Crop Improvement Association banquet in the fall.

At Rust Conference

Left to right:
Dr. Ruben M. Heermann, Durum wheat breeder, U. S. Dept. of Agriculture.
Professor Cesare Sibilla, Director of the Station of Vegetable Pathology, Rome, Italy.
Professor T. E. Stoa, Chairman, Dept. of Agronomy, North Dakota Agricultural College.
Donald G. Fletcher, Executive Secretary, Rust Prevention Association, Minneapolis.

Durum Experts Meet

Shown examining varieties of durum wheat, developed at the North Dakota Station being tested for stem rust resistance along with durums from all over the world in the greenhouse at Chapingo, Mexico. These persons are among the delegates attending the Third International Wheat Stem Rust Conference in Mexico City March 19-24, 1956.

Heermann, Stoa, and Fletcher will be examining the International Grain Plots at Ciudad Obregon, Sonora, Mexico, and the farmer-financed winter increase of the new rust resistant durum Langdon during the week of March 26th. The 300 acre increase of Langdon is being supervised by Mr. Fletcher—The Rust Prevention Association is acting as agent for the farmers in this increase program in Mexico.

Later in the week Stoa will be examining other increase and experimental plots at Brawley, California, and Yuma, Arizona.

Durum Increase Program

The U. S. Department of Agriculture has announced a program to encourage increased production of durum wheat (Class II), as provided by Public Law 431, 84th Congress, approved by President Eisenhower March 16, 1956. "Durum wheat" under the program includes hard amber durum, amber durum, and durum of Class II varieties.

The program is available to farmers in designated counties in California, Minnesota, Montana, North Dakota, and South Dakota where durum wheat (Class II) was produced in one or more of the past five years for commercial food prod-

ucts. In these counties farmers may plant three acres of durum wheat for each acre of the farm wheat allotment not planted to "other" wheat. For farms with wheat allotments of less than 15 acres, the increase permitted in durum will be on the basis that the allotment is 15 acres.

Farmers in the designated counties who intend to plant durum wheat in 1956 under the program may get full information about the program from their county Agricultural Stabilization and Conservation office.

Under the durum wheat program for 1955, production increased from a low of about 6 million bushels in 1954 to more than 20 million bushels in 1955. The average annual production for the five-year period 1948-52 was 34 million bushels.

The drop in production resulted from the damaging effects of stem rust, race 15B. The current program to increase durum wheat production will be helped because of the development of strains which are more resistant to stem rust. Through plant breeding operations by the U. S. Department of Agriculture and the North Dakota Agricultural Experiment Station, the supply of seed of four new rust resistant varieties available for planting this spring is enough to plant more than 100,000 acres in North Dakota, the main producing state.

Farmers in the designated durum wheat counties are urged to check with their local county extension agent for information on strains and varieties best adapted to local conditions and where seed may be obtained. In addition, they should also contact the local ASC office to obtain other information concerning the increased allotment for their farms.

NOODLE MACHINERY

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Dough Brakes — Dry Noodle Cutters
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IT TAKES TWO

The National Macaroni Manufacturers Association, trade association for macaroni and noodle manufacturers and their allies in the United States and Canada, serves as industry representative, spokesman and clearing house of information. Members receive bulletins, reports, surveys and are called together periodically for meetings and conventions.

The National Macaroni Institute is the public relations organization for the industry, dedicated to product promotion. Counsel is retained to prepare features, photos, and recipes to distribute through every medium of communication. Members receive advance news on publicity and promotions and are kept informed of results.

It takes two organizations to do the job. Members agree it doesn't cost — it pays. Write for details.

**MACARONI
MANUFACTURERS ASSOCIATION**

BOX 636, PALATINE, ILLINOIS

JACOBS-WINSTON LABORATORIES, Inc.

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

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

James J. Winston, Director
156 Chambers Street
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BIANCHI'S Machine Shop

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Western States
Macaroni Factory Suppliers
and
Repairing Specialists

40 Years Experience

DOES ADVERTISING NEED A GODFATHER?



PAUL J. CARDINAL

Are present government and industry regulations sufficient against false and misleading claims?

Existing government controls and other factors are sufficient to keep advertising claims within proper limits, Paul J. Cardinal argues vigorously in the March issue of the Journal of the American Public Health Association. Addressing a group among whom there have been severe criticisms of food advertising, Mr. Cardinal cites the effectiveness of Federal Trade Commission, Food and Drug Administration, Post Office Department and Better Business Bureau actions, and regulation arising from industry, in stopping false and misleading claims. "Apart from them" he maintains, "advertising is now controlled by the power brakes of measured results it gets or doesn't get. Its claims are power-steered by continuing research into motivation, buying habits, and customer reaction. As a result, the American public is enjoying new safety, as well as satisfaction, in its ride along the road of progress with advertised products."

Observing first that advertising today is the product of a well developed eight and a quarter billion dollar business manned by professional people schooled in the psychology of the buying public, and having their fingers on the pulse of human responses and reactions, Mr. Cardinal holds that advertising requires emphasis, that the American public recognizes over-emphasis, and finds some exaggeration actually entertaining. But "most advertisers want to be correct, and no sane business man or copywriter wants to invite citation by the Federal Trade Commission or other regulatory bodies. . . . A cease and desist order is a blight upon the company's record just as worrisome as the arrest of one of your children."

Some other interesting points made by Mr. Cardinal include: "Most Americans feel it among their inalienable rights to do their own choosing, and believe they are qualified to do it, be the subject a Presidential candidate or a food to eat. They have been taught the freedoms of thinking and speech. They abhor censorship. They may disagree violently with what they hear or see, as on radio and TV programs, but they will fight for their right to listen and look, and for the pleasure they may get out of tuning out the objectionable by a twist of the dial.

"Moreover, the public favors the underdog, is critical of critics, and loves to boo the umpire. So criticism can boomerang. . . . The public knows from experience that the underdog may win, that the Broadway show which was panned as impossible by the critics may still turn out to be the season's outstanding hit." A particular advertisement or claim which excites some people may never actually exert appreciable influence in support of which Mr. Cardinal gives impressive figures from consumer loyalty studies. All this leads him to question the probable effectiveness of further "voluntary tribunals" which may be set up by health, dietetic, medical, or other associations.

The article ends with a strong rebuttal of arguments that advertising is wasteful of the public's money. On the contrary, "this nation's epochal economy and prosperity have been built in no small degree upon the demand established by good companies for good products sold by good advertising, developed by good people possessed of good business judgment."

A special note by the editor of the Journal of the American Public Health Association heralds the article, actually presented as a luncheon talk to the Association's Food and Nutrition Section, of which Mr. Cardinal is a member, as likely to prove challenging to readers.

Mr. Cardinal, well-known in drug and chemical circles, first became interested in advertising while studying business administration at M.I.T., where he was graduated in 1924 with a record of achievement in college journalism. An immediate opportunity in the advertising department of Hoffman-La Roche gave him a chance to utilize both backgrounds, and he soon became advertising manager of the company, whose slogan then was "Makers of Medicines of Rare Quality." When subsequently assigned to build up a hospital sales department, he relied heavily upon trade journal and direct mail advertising. As co-director of the Roche pharmaceutical sales staff in the 30's, he integrated the salesman's presentation with advertising wherever possible.

Appointed manager of a new division to sell bulk vitamins in 1939, Cardinal found the food industries very sensitive to suggestions that their products might not convey adequate vitamins to the consuming public. Embarking on a campaign of trade journal advertising, he himself wrote all of Roche's early bulk vitamin ads portraying future sales insurance through restoring vitamins lost in processing or through scientifically justifiable fortification. Among pharmaceutical manufacturing customers his division's slogan "Vitamins By the Tons" is equivalent to saying Hoffmann-La Roche. Cardinal is one of the eleven charter members of the Pharmaceutical Advertising Club of New York. In 1948 he was made Vice-President in charge of the "Roche" Vitamin Division. He is a resident of Montclair and Bay Head, New Jersey.

G. M. Naanes Products Control Chief

Dr. Frank C. Hildebrand has been appointed director of products control for General Mills, Inc., succeeding G. Cullen Thomas, vice president and veteran of 32 years' service with General Mills and its predecessor Washburn Crosby Co., it was announced by C. H. Bell, company president.

Mr. Thomas will continue to head General Mills' management development program. He will also retain his membership on the company's executive council and his chairmanship of both the personnel policy committee and the quality and standards committee.

Dr. Hildebrand joined the General Mills' products control department in 1943 and served as its technical director from 1949 until 1952. From 1935 until 1943, he was a chemist with the company's research laboratories. He has also served as administrative assistant to the president.

Dr. Hildebrand holds a bachelor of science degree from Beloit College, a master of science degree from the University of Wisconsin and his doctor of philosophy degree from Columbia University. He is a past president of the American Association of Cereal Chemists and is a member of the American Chemical Society.

Redington Offers Catalog

The F. B. Redington Company of Bellwood, Illinois, has just issued a new edition of their catalog of automatic machines for cartoning, wrapping and special packaging. This edition, with 40 copiously illustrated pages, has been substantially revised and expanded to include many interesting new developments and adaptations of Redington machines.

From Woodman—high speed efficiency for Manufacturers with

The FLEET-WEIGH Model "S" and NEW LO-LEVEL FEEDER!

New speed! New accuracy! New economy! This Woodman combination turns macaroni and noodle packaging into a smooth, efficient operation! Designed for floor feeding, the Lo-Level Feeder levels the product in the hopper. Picker wheel insures uniform flow to the elevating section, where product is delivered to dual scale hoppers of the famous Fleet-Weigh Model "S" for rapid and accurate net weighing. The Fleet-Weigh han-

dles semi-dry and free-flowing products in a range from 2 to 16 ounces. Average weight variation—normally less than 1/8 oz.

Woodman's complete line of packaging machinery can answer your packaging problems. Get the facts now. Call, write or wire for a Woodman engineer to analyze your packaging operation at no obligation to you. YOUR WOODMAN MAN IS A GOOD MAN TO KNOW!

Easy to clean . . . economical in operation . . . speed production



The
WOODMAN
Company



HOME OFFICE: DECATUR, GEORGIA. Direct Sales & Service Offices in Portland, Ft. Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, St. Louis, Montreal . . . soon in Toronto, Canada.

RETROSPECTIONS

by
M. J.



35 Years Ago — May, 1921

- Announcement of 1921 convention, Statler Hotel, Detroit, Michigan, June 9 and 10.
- "The Old Swimming Hole", The National Macaroni Manufacturers Association where the waters are always just right.
- Slogan: "Away with Price Cutters." They are worse than criminals. They are fools.
- Dryer Alexander Rossi, San Francisco, advertises Drying Rooms that Fool the Weather.
- James T. Williams of the Creamette Company, Minneapolis, recommends a trade paper campaign to increase macaroni sales with emphasis on increased sales of other foods used in macaroni-spaghetti-noodle meals.
- Poor packaging encourages pilfering.
- In 1920 the Palestine area in Asia imported 10,899 pounds of macaroni products, mostly from Italy.
- Cumberland Macaroni Manufacturing Company, Cumberland, Maryland, reports completion of its one-story addition.

25 Years Ago — May, 1931

- 1931 NMMA National Convention June 16-18, Edgewater Beach Hotel, Chicago.
- Count Ernesto Rossi, linguist and world traveler, will be after-dinner speaker, June 17.
- U. S. Department of Justice ruled price fixing illegal.
- Consumers are reported as sick of poor quality macaroni products.
- Macaroni as a change from potatoes suggested by C. F. Mueller Company of Jersey City, New Jersey.
- Gaetano LaMarca, Association Director and president of Prince Macaroni Manufacturing Company, Boston, recommends joint educational board of Millers and Manufacturers to sponsor regional meetings to popularize macaroni as ideal food to offset the unfavorable markets for this food throughout the country.
- Macaroni aids cheese consumption.

15 Years Ago — May, 1941

- A Convention Vacation — time properly spent at industry meetings, if properly invested.
- Heirs of the late Pietro Viviano have filed a suit in the Circuit Court in St. Louis, Missouri, May 2, demanding appointment of a receiver for Viviano Brothers Macaroni Manufacturing Company of that city.

- Italy bars opening of new spaghetti factories for the time being, as production far exceeds consumption.
- Noodle manufacturer A. Irving Grass of I. J. Grass Noodle Company reports an extensive tour of the West to the Pacific Coast on a combined business-pleasure trip.
- With the cooperation of the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., the Association plans to dramatize macaroni.
- The "Slacked-filled" bogey.
- Various shapes and sizes of macaroni featuring the attire of the macaroni queen, Mrs. M. V. Gilahis, by Jewel Tea Company, Frackville, Pennsylvania, "looked good enough to eat."

5 Years Ago — May, 1951

- Down with the improper word "Paste" as a short name for Macaroni products.
- A French Commission of business leaders plan to visit Langdon, North Dakota, and then attend the N.M.M.A. Convention in Chicago.
- National Macaroni Week set for October 18-27, 1951.
- Ask packagers to stretch cellophane supplies in time of material shortage.
- Industry is studying Ceiling Price Regulation No. 22.
- Director Guido P. Merlino reports 100% attendance at Regional Meetings on Pacific Coast.
- Roster of registrants at Association convention May, 1951, shows 81 active firms represented and 24 allies.
- Director of Research James J. Winston comments on "Fill of Containers for Macaroni Products."

Management Change

Chicago Macaroni Company of Illinois is now owned and operated by Joseph S. Matalone and is known as the Chicago Macaroni & Food Products Company. Mr. Matalone is the son of the late Steven Matalone, known in the macaroni and wholesale grocery business for many years. Other officers in the newly formed company include Joseph J. Matalone, vice president, and Mrs. Gladys Matalone, secretary-treasurer.

The former head of the company, Martin Morici, has returned to the west. President Joseph S. Matalone has announced that promotional effort behind the company's Cyrilla brand will be increased and that a new product under the "Big Three" brand will be introduced.

CLASSIFIED

ADVERTISING RATES
Display Advertising Rates on Application
Want Ads.....75 Cents per Line

FOR SALE—Two Simplex Model No. 1 bag-making machines, only slightly used. Write Box 124, Macaroni Journal, Palatine, Ill.

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Chester C. Robinson Dies

Chester C. Robinson, Sales Manager of the Vitamin Division of Hoffmann-La Roche, Inc., died on Sunday, March 25, following a cerebral hemorrhage which occurred while he was taking a nap earlier in the day while at home.

Well known throughout the pharmaceutical, fine chemical and food industries, Mr. Robinson had been associated with Hoffmann-La Roche since 1911. His career with the company began as a pharmaceutical sales representative in the Chicago area. A year later he was transferred to the bulk Vitamin Division, serving as sales representative in the Chicago area until 1950. At that time he was given special duties with the Nutley plant as his headquarters and, with his family, took up residence in Montclair, New Jersey. Shortly thereafter he was appointed Sales Manager of the Vitamin Division.

Born in Indiana Harbor, Indiana, in 1904, Mr. Robinson attended Howe Military School, Choate School and Yale University. Prior to his association with Hoffmann-La Roche he had been President of Ucoline Products Company. He was president of his Junior Class at High School and at college participated in tennis and wrestling. He was a member of Montclair Golf Club, the Salesmen's Association of the American Chemical Industry, Inc., American Pharmaceutical Manufacturers' Association, American Drug Manufacturers' Association, The Drug, Chemical and Allied Trade Section of the New York Board of Trade, Chicago Drug and Chemical Association and the Chicago Perfumers, Soap and Extract Association.

INSIDE SCIENCE

The Vital Story of Vitamin B.

(Thiamine)

by Science Writer

History. The discovery of vitamin B₁ resulted from research into the cause of beriberi. Almost 50 years passed between Eijkman's discovery of the relationship of the disease to diet and the famous work of Jansen and Donath who first isolated the crystalline vitamin from rice bran.

Within ten years of that first isolation the vitamin's chemical structure was determined and it was successfully synthesized.



Eijkman's work resulted in the development of a theory that beriberi was caused by a lack of some factor in the diet and not by a toxin or infectious agent. This idea was not readily accepted until the growth of dietary knowledge proved it correct.

Isolation and Synthesis. In 1926 Profs. Jansen and Donath accomplished the isolation of crystalline vitamin B₁ from rice bran. In 1931 Windaus and co-workers successfully isolated pure vitamin B₁ and established its empirical formula. In 1936 R. R. Williams, and independently R. Grewe, explained the vitamin's chemical structure. That year, R. R. Williams and J. K. Cline accomplished the synthesis of thiamine which is in wide use today. Andersag and Westphal also synthesized the vitamin in 1936. Another synthesis was described by Bergel and Todd in 1937.



Microscopic photograph of thiamine crystals.

Chemical and Physical Properties. Thiamine hydrochloride is white, water soluble, with a nut-like, salty taste and yeast-like odor. Its empirical formula is: C₁₂H₁₇ClN₄O₄ · HCl. Thiamine produced by synthesis is identical chemically and in biological activity with that obtained in pure form from nature.

Deficiencies. A deficiency of thiamine is characterized by these symptoms: depression, irritability, fearfulness, lack of initiative and interest, loss of appetite. Symptoms vary since in usual practice deficiencies of other water-soluble vitamins occur. Medical treatment is simple: a sufficient amount of thiamine is administered to relieve symptoms quickly and the physician provides for a continuing adequate intake.



Beriberi victim

A severe deficiency of thiamine leads to beriberi, a serious and sometimes fatal disease. While beriberi is almost a medical curiosity in the United States, it is common in countries in which polished white rice is a staple of the diet.

Human Nutrition Requirements. Thiamine is one of the nutritive elements the human body needs daily and does not store in quantity. The minimum daily requirements established by the U. S. Food and Drug Administration for the prevention of symptoms of thiamine deficiency disease are:

Adults	1.00 mg.	Children (1-5 incl.)	0.50 mg.
Infants	0.25 mg.	Children (6-11 incl.)	0.75 mg.

The Food and Nutrition Board of the National Research Council recommends the following dietary intake of thiamine for healthy persons in the U. S. A.

Recommended Daily Intake in Milligrams

Age	Men	Women
25	1.6	1.2
45	1.5	1.1
65	1.3	1.0
Pregnant (3rd trimester)	1.5	
Lactating	1.5	

The Council recommendations for infants and children vary below and above these figures, based on age and sex. Various illnesses and stress situations can exhaust vital reserves of thiamine. So, for the physician, vitamin B₁ is prepared in various dosage forms and potencies for therapeutic and prophylactic use.



How do human beings receive thiamine? It is widely distributed in foods of animal and vegetable origin, particularly cereal grains and dry legumes. Because of public demand for refined products which millers must meet for obvious economic reasons, a loss of thiamine and other factors occurs during processing. The thiamine loss is overcome through the use of enrichment in cereal grain products for which Federal Standards exist, or in other foods such as breakfast cereals, by fortification or restoration. When enriching, fortifying or restoring, the food processor adds the necessary amount of pure thiamine (and other vitamins and minerals) to the food so that the finished product meets Federal, state and territorial requirements or contributes to the consumer an amount of the vitamin which dietary experts believe significantly useful.



Thiamine is extensively used for the enrichment of cereal grain foods such as white flour, white bread and rolls, macaroni products, farina, corn grits and meal, milled white rice. The story of these uses is delightfully told in a separate brochure which is available on request for reference or educational purposes.

Production. Huge production facilities at the Hoffmann-La Roche plant in Nutley, New Jersey, deliver highest quality thiamine by the tons. Roche manufactures thiamine hydrochloride and thiamine mononitrate. These fine products, which equal or exceed U.S.P. specifications, are ideal for use by pharmaceutical makers and food processors. Years of experience in research and manufacture have made Roche the leader in vitamins.

This article is published in the interests of pharmaceutical manufacturers, and of food processors who make their good foods better with essential, health-giving vitamin B₁. Reprints of this and others in the series are available on request. Write the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.

1. Use 7 or 8 oz. package of macaroni, spaghetti or noodles (about 2 cups). Drop into rapidly boiling water with lid slightly ajar. Heat to boiling. Cook 3 minutes, then drain.

2. Cook with rapidly boiling water in the pot for 3 minutes.

3. Rinse with hot water, then drain.

NOTE: For thicker, walled products such as Lasagna or Rigatoni use conventional cooking method. Follow manufacturer's directions.

NEW COOKING METHOD!

tested and approved by Betty Crocker of General Mills

New **timed** method gives sure results . . . helps you sell more macaroni products. Betty Crocker, of General Mills, has tested and approved an entirely *new* method of cooking macaroni, spaghetti, and noodles . . . a method to help you sell more of your products! Since cooking time is exactly stated, there's no danger of over cooking. Your products will come out chewy, flavorful . . . exactly as they *should* be.

The new method uses less water so smaller cooking utensils may be used. Less watching during cooking. Boils 3 minutes, stands for 10 minutes.

Tell your customers of the new method. Feature it on your package and in your advertisements and sales literature.



This new recipe handbook features the new cooking method and a select variety of delicious recipes. Has space on cover to imprint your name and address. Write for prices and sample folder.



DURUM SALES **General Mills**
MINNEAPOLIS 1, MINNESOTA