

**THE
MACARONI
JOURNAL**

**Volume 38
No. 8**

December, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1956





To Our Friends...

Friendship in business represents one of man's finest ideals. We sincerely regret, as the Holiday Season approaches, our inability to meet our many friends in person, clasp them by the hand, and extend the compliments of Christmastide.

We take this occasion to express our gratitude for the patronage and cooperation of our friends in the Macaroni Industry and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.

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Merry Christmas



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Cover Photo

"Universal Appeal" was the caption on a publicity release from the National Macaroni Institute that went to the wire services during National Macaroni Week. The attractive young ladies enjoying spaghetti are pictured on page 10. The girl on the cover is a Chicago school teacher, Carla Kelly.

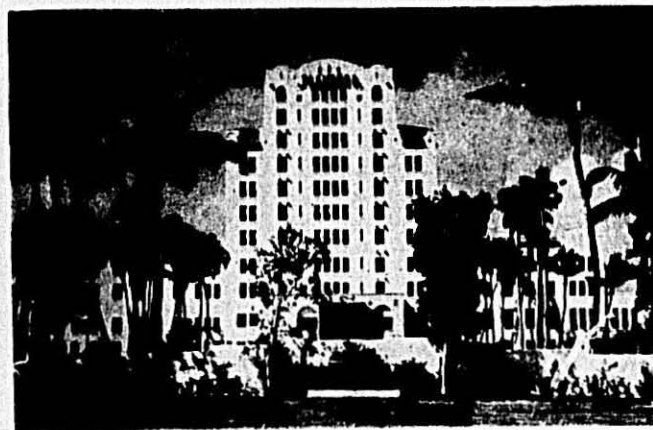
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Winter Workshop



The Flamingo Hotel, scene of January convention.

IMPORTANT decisions will be made following discussion in the Winter Workshop scheduled for January 22, 23, 24, 1957 at the Hotel Flamingo, Miami Beach, Florida. The National Macaroni Manufacturers Association has been holding this meeting at the Flamingo for the past eight years.

Round tables are being planned so that macaroni and noodle manufacturers can meet and exchange ideas on such important topics as ingredients, manufacturing problems, problems of selling, and management matters.

At the top of the list in the ingredient discussion is the durum outlook. With a durum crop of 40,000,000 bushels, the first normal crop in 5 years, the industry must determine what stand it must take with respect to legislation for increased acreage next spring.

The thought was expressed by several speakers at the Durum Show that a continuation of the present three for one program would result in unmanageable surpluses. The general attitude was that a one for one program would be far better and would tend to have durum gravitate back to its normal growing area.

How Much Research?

Another important matter that comes up for decision concerns research. Through the auspices of the Rust Prevention Association scientists in Canada, United States and Mexico, along with help from Governmental agencies and the Rockefeller Foundation, have produced amazing results in developing rust-resistant qualities in durum as quickly as they did. Now the emergency of 15B rust appears to be over and the commitment made by the durum millers and the National Macaroni Manufacturers Association of underwriting a three year program of research has expired. The question to be decided is whether or not some research must be

continued as insurance, and if so, how much.

Egg prices have been see-sawing throughout the year and at present look like they will be in plentiful supply with easier prices. The Government has stepped in with an egg buying program to support prices, and bolster farm income. The outlook on eggs will be discussed by some prominent representative of the egg breaking industry.

Vitamins and Additives

Vitamin and additives continue to hold the interest of macaroni and noodle manufacturers. The increasing interest in nutrition among consumers tends to make this topic an important one. Gluten manufacturers have been interested in gaining support from the industry to effect a change in the Standards of Identity which would permit a high protein product made with more than the present permitted product with 13% protein. Dairy processors have also expressed an interest in including dry milk solids as a protein additive for macaroni products. Some studies by the Alumni Research Foundation of Wisconsin University will be reported upon.

On the manufacturing side, production problems will get their attention through round table discussions led by informed experts. Some of the topics that respondents to a recent questionnaire indicate as interesting to them include the new large presses now on the market; drying problems with vacuum presses, cutting machines, and developments in bulk flour handling and general materials handling.

Packaging Matters

Packaging matters will include comments on package design, the use of color, and improving the on-the-spot salesman in the modern super market.

One of the topics discussed at the annual meeting at Wentworth-by-the-Sea was

cooperative advertising policies. This subject will be explored further with possible light being shed on the matter from discussions that took place at the Grocery Manufacturers of America convention in New York in November.

Point of purchase is an increasingly important part to today's overall merchandising efforts. Pre-selling creates the desire for your product, but pre-selling is not the motivating factor at the point of sale. You've never seen a consumer shopping in a super market with a copy of a magazine, a newspaper, or a television set under his arm. Nor do you buy a Ford while relaxing in an easy chair before your television set, or purchase a refrigerator seated in a subway. You buy only at the point of purchase. And how to develop point of purchase material that will do a job and eliminate waste is an important consideration for all manufacturers. Material from the Point-of-Purchase Advertising Institute will be presented in an attempt to answer the question of how to give point-of-purchase material good life expectancies in the store and sell merchandise.

Management Considerations

On the management side cost controls, industry statistics and trade practice rules have all been indicated as topics of interest for round table discussions.

A newly appointed Trade Practice Rules Committee held its first meeting last June 22 with Charles E. Grandey, Director of the Bureau of Consultation, Federal Trade Commission, presiding. Albert S. Weiss was elected chairman of the Committee.

The functions of the Committee are to cooperate with the Federal Trade Commission in the following respects: (a) To assist in keeping the rules of the industry active by periodically bringing to the attention of industry members the provisions thereof; (b) To publicize and disseminate among all members of the industry Commission stipulations, orders and opinions or administrative interpretations relating to practices covered by the Rules; (c) To meet periodically with Commission personnel for the purpose of discussing the Rules, the need for their revision, and the administration thereof, the Committee's function in connection with such meetings being informative only, with decisions as to any action to be taken left solely in the hands of Government officials.

In view of the new assignment of the reactivated Committee and the increasing intensity of competition this area of discussion should be particularly important.

Reports will be made by the Association's president, Lloyd E. Skinner; the Director of Research, James J. Winston; and Theodore R. Sills, Public Relations

(Continued on page 33)

Durum Show



Maurice Ryan and Lloyd Skinner check prize winning sample.

SOME 621 entries in the Durum Show held at Langdon, North Dakota, November 1-2, broke last year's record of 491.

Most of the entries were the new rust-resistant varieties, although Stewart, entered by Henry Wifness of Maddock, won the open class.

Carlton Marson, Osnabrook, with a sample of Langdon durum, won the Show Sweepstakes award, the NMMA plaque, and was named North Dakota Durum King. Marson also took first place in the professional class, which means he has won an open class in a previous show.

Other winners included first place in the certified class to Bonnie Dahlgren of Adams who had a Sentry sample. Second place went to Ralph Peterson of Wales with a Langdon sample. Second place in the professional class went to William Woods, Tioga, with a Ramsey sample.

In the 4-H class, Steven Baker of Michigan showing Yuma and Robert Schnitzler of Langdon showing the Langdon variety, were the winners.

Tops in the Future Farmers of America class was Curtis Bohn of Munich with a sample of Sentry, and Gary Peterson of Langdon who showed Ramsey.

Senator Young at Show

Senator Milton R. Young, Republican seeking re-election, said in an address at the Durum Show: "Regardless of whose toes I have to step on, I will continue my fight for 90% supports until a better way is found to give farmers their prices."

Senator Young also said that he had sponsored special durum wheat legislation for the last three years permitting farmers to seed durum over and above their regular allotment. He said he will be guided in sponsoring future durum wheat legislation "entirely by the farmers' wishes."

The second day's session featured a round table moderated by Henry Putnam of the Northwest Crop Improvement Association and had Glenn Smith, principal plant breeder at the North Dakota Agricultural College; Maurice Ryan, NMMA

Durum Committee chairman; Albert Thompson and Carl Tollefsen, farm leaders; Bill MacDonald, F. H. Peavey and Company.

Research Saved Ten Years

Glenn Smith stated it would have been ten years before rust-resistant varieties could have been produced to meet the 15B rust epidemic if it had not been for facilities at the College to grow three crops a year in the greenhouses. He indicated that the international cooperation between Canada, the United States, and Mexico with the help of the Rockefeller Foundation through the program organized by the Rust Prevention Association had helped immeasurably. From a few grains of crossbred wheat a handful was developed, then a few bushels, and now enough so that in 1957 all seedling can be done with the new rust-resistant varieties.

Don Fletcher of the Rust Prevention Association, speaking the night before at the Towner County Crop Improvement Association, said it would be a sad mistake to relax on research now in spite of the spectacular success in meeting 15-B rust because there are several hundred identified types of rust, any one of which could burst out in epidemic proportions just as 15-B rust did in 1950.

Farmers Look Out For Themselves

Carl Tollefsen said farmers have got to look out for themselves because nobody else will. He said the farmer must evaluate the program for durum legislation very carefully for 1957. Over-production would be a real possibility if the entire crop were planted in rust-resistant seed, which is possible and probable, on the present three acres for one program. He felt that a one for one program would be more advisable because then the durum acreage would revert back to its historic place in northeastern North Dakota.

Albert Thompson said that durum acreage would be small if taken out of the regular wheat allotment (with no spe-



Henry Putnam, a durum judge.



Maurice Ryan presents NMMA award to Carlton Marson, 1956 Durum King.

cial legislation) because there is less risk in Selkirk hard wheat and better yields even in the durum territory. "Price is not a sufficient incentive when high protein hard wheat is selling higher than fancy durum." The North Dakota Crop & Livestock Reporting Service in a report October 1 indicated that prices received by farmers were steady in the month from September 15 to October 15 for durum at \$2.17 per bushel compared with \$2.57 a year ago. Hard spring wheat declined a cent from \$2.00 to \$1.99 compared with \$2.12 a year ago.

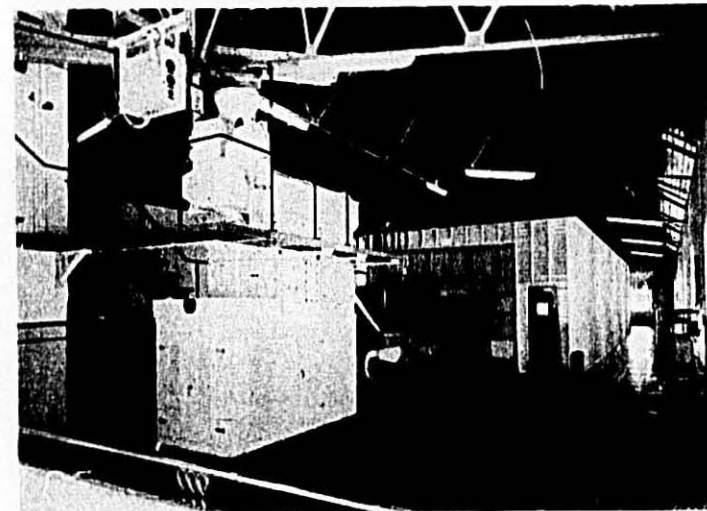
Bill MacDonald said that discounts on frost damaged durum may seem severe because it is an uncertainty. No one knows how this grain will mill and what quality macaroni it will make. He indicated that this was the first time in more than 25 years that frost had damaged the crop to the extent it has this year (about 10%).

Maurice Ryan stated that about 50% of macaroni processors have gone back to 100% durum and that the industry will use 18 to 20,000,000 bushels this year. Export business, which was nonexistent a year ago, has already taken several million bushels and may run as high as 10,000,000. Adding normal requirements for seed, feed, and other uses such as puffing, the present crop will no more than fill up the long empty pipelines of distribution. Growers must produce a normal crop next year if they are to hold on to macaroni manufacturers returning to 100% durum.

One for One Program Favored

It was generally felt that a program of one additional acre of durum for every acre taken out of the wheat allotment program would produce a sufficient crop to meet all needs. A questionnaire was distributed to farmers to indicate their feelings on the program and to indicate what they had done percentagewise before the rust problem.

At the luncheon meeting sponsored by NMMA for County Agents and Special



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 breakdowns.

7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.

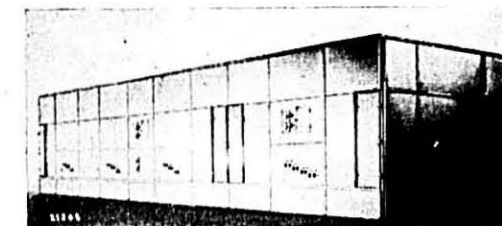
8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.

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

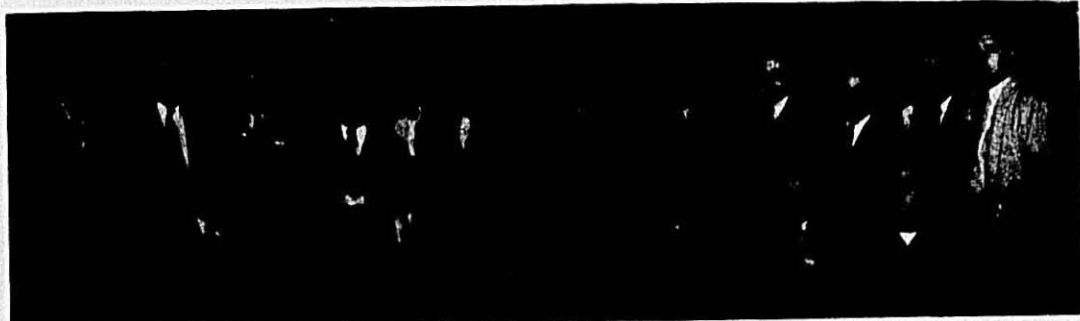
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At the NMMA Durum Show Luncheon: Seated (left to right): Lloyd Skinner, Senator Milton Young, Maurice Ryan, Don Fletcher, Paul Baldwin, Vernon Sturlaugson. County agents and durum specialists standing.

Guests of the Durum Show the two questions of greatest interest were: (1) How much durum will the macaroni industry use in the crop year 1956-57? (2) Will there be a durum legislation program for 1957? Senator Young was on hand and said there will be a program if the farmers want it.

President Lloyd Skinner presided at the meeting after flying through fog from Omaha to Langdon. His plane was stranded the next day as the fog settled in and the first blizzard of the season swirled across South Dakota.

Heard at the Show: "Farmers are underpaid for the risk they take and the value of durum to macaroni manufacturers."

"Durum will continue to be planted in areas where the crop yields more than hard spring wheat, but the difference has been narrowed with the heavy yields of Selkirk. The new rust-resistant varieties look as if they will yield well, however." See paragraph below.

Agitation has been maintained for legislation requiring manufacturers to state the percentage of durum in their macaroni and/or noodle products. The argument that Food & Drug regulations require 100% semolina if the statement is made on the label is not effective in growers' eyes. They apparently think that two laws are better than one law unenforced.

Victor Sturlaugson, Superintendent of the Langdon Substation, reports variety plot yields for 1956 as follows:

Variety of Durum	Bushels Per Acre	Weight	% Rust
Langdon	45.8	60.0	Trace
Ramsey	45.3	59.0	Trace
Sentry	42.5	60.0	Trace
Stewart	38.3	58.5	30
Mindum	36.8	58.5	30
Vernum	35.8	57.5	15
Ld. 373	35.3	58.0	Trace
Yuma	34.8	57.0	0
Towner	34.3	59.0	Trace
C. I. 3255	33.2	57.0	

New General Mills Building

General Mills announced that contracts have been awarded for construction of its new general office building at Wayzata Boulevard and County Road 18, west of Minneapolis.

County Agents Luncheon

FOR the past several years the National Macaroni Manufacturers Association has held a luncheon for county agents attending the North Dakota State Durum Show. This year attendance broke all records.

In addition to the county agents, invited guests included United States Senator from North Dakota Milton R. Young and his assistants Chris Sylvester and Harold Bullis; Henry Putnam, Northwest Crop Improvement Association; Donald G. Fletcher, Rust Prevention Association; Glenn S. Smith, principal plant breeder, North Dakota Agricultural College; Russell B. Widdifield, Extension Program Supervisor; Paul N. Baldwin, Greater North Dakota Association; Everett A. Tool, State Seed Department; William P. MacDonald, Agricultural Specialist, F. H. Peavey & Company.

Durum Show personnel included president Victor Sturlaugson, superintendent of the Langdon experiment station, Dick Forkner and Ed Franta of the Cavalier County Republican, Matt J. Mathieu, and Wayne Slotten, vocational agricultural instructor at the Langdon High School, who was general manager of the Show.

Other guests included Tom Martindale, Nelson County agent; Wayne Ophong of Petersburg, North Dakota; Wayne Owens, Ramsey County agent; Henry Wisness of Maddock; Dwight E. Palmer and Norman R. Dahl of Rolla; Kenneth DeKrey, Grand Forks County; Vernon Sturlaugson, Benson County; John W. Logan, Towner County agent; Erling M. Wieberg, Marshall County agent, and grower Lee Munger from Warren, Minnesota; Harold Holte, Grand Forks County; Albert Thompson, Benson County Agricultural Committee; Edsel L. Boe, Cavalier County agent and J. Marvin Skadberg, Assistant County agent.

Macaroni representatives included Association president Lloyd E. Skinner; his pilot, Thomas Gill; Maurice L. Ryan, Association's Durum Committee Chairman, and Leo M. Kraft, North Dakota representative for Quality Macaroni Company. Association Secretary Bob Green was on hand. Glenn Hocking of the

Creamette Company attended Show sessions but not the luncheon.

The discussion started off with a spontaneous and unrehearsed interview between the Association's Secretary Bob Green and a representative consumer, Mrs. Dick Forkner. Mr. Forkner, newspaper editor, has been a foremost proponent of legislation requiring the percentage of durum in macaroni-noodle products stated on the package.

Mrs. Consumer's Views

Questions to Mrs. Forkner developed that the Forkner family, typical of North Dakota consumers, it was thought, ate macaroni in some form or other about once a week, "not as much as when the boys were home" (the Forkners have two sons). Macaroni salads are popular in the Forkner household, and spaghetti and noodles are used frequently in soups and casseroles. "Great for left-overs," says Mrs. Forkner.

The Forkners are calorie-conscious and tend to think of macaroni as fattening. Queried about her shopping habits, Mrs. Forkner said that she will always pay two or three cents more for quality. Quality was defined as macaroni that would not mush up, but would remain firm and tender. She looks for products "made of 100% durum" but admits she may be influenced by her husband's ideas and what she has learned at Durum Shows.

Statistics on sales per month from Mrs. Forkner's favorite grocery store were cited as the final selling point for durum. The point was made that Mrs. Consumer serves what her family eats and enjoys; the grocer sells what Mrs. Consumer demands; the processor makes what the grocer will sell. The marketing process is long and involved but centers on consumer acceptance.

Of Interest to Agents

Questions of paramount interest to the county agents and durum growers centered around "How much durum will the macaroni industry use this year?"

President Lloyd Skinner estimated that perhaps 50% of the industry has gone back to 100% durum, while others were still blending. Maurice Ryan pointed out that exports had been lively and might

(Continued on page 40)

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT

PAR
5

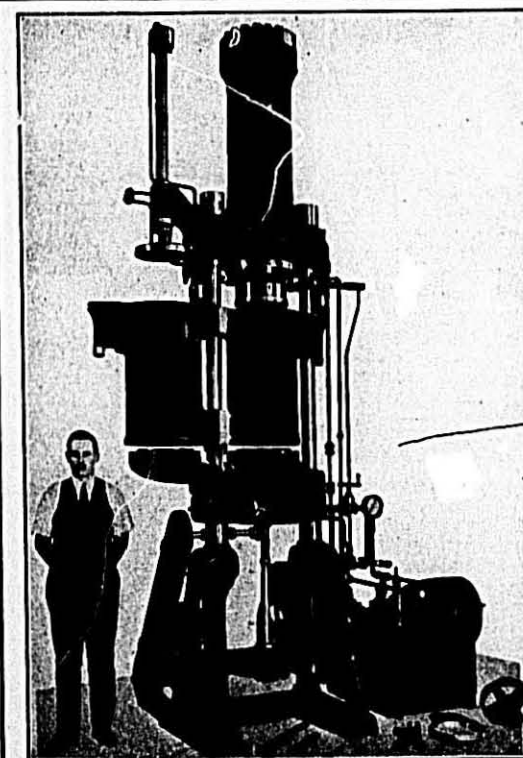
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More on Macaroni Week



MACHIKO KYO

Universal Appeal

Spaghetti, thought by many to have originated in Italy, actually was first made in China and is now consumed all over the world. Spaghetti with meat sauce is the most universal combination, and these attractive young ladies from widely separated countries used National Macaroni Week as the reason to enjoy a platterful. The attractive young ladies are Machiko Kyo, actress from Japan; Maurine Davis, London business girl; Vera Polimanti, office worker in Rome; and on the cover of the Macaroni Journal is Carla Kelly, Chicago school teacher.



MAURINE DAVIS

Acme Goes All Out

A full page advertisement was run by Acme Supermarkets in the Philadelphia Bulletin on Wednesday night, October 24, and in the Philadelphia Inquirer, Monday morning, October 29. The placement in this manner actually covered two selling weeks. The ad carried as its headline "One of America's Favorite Dishes - Spaghetti and Meatballs." Copy said further, "National surveys prove spaghetti and meatballs is one of America's five most favorite dishes . . . serve it tonight!"

Three primary appeals appeared in stars across the body of the ad. They were: "Economical," "Tasty," "Easy to Prepare."

Products listed in the ad include: Gold Seal macaroni, elbow macaroni, and spaghetti; San Giorgio spaghetti, spaghetti, elbow macaroni; LaRosa spaghetti, elbow macaroni, spaghetti; Conte Luna elbow macaroni, spaghetti, spaghetti; Mueller's spaghetti, thin spaghetti, and pure egg noodles; Ideal spaghetti dinner, cooked spaghetti, and tomato paste; Hunt's tomato paste; Contadina tomato paste; Venice Maid spaghetti sauce; Spatini spaghetti sauce mix; San Giorgio spaghetti sauce; Chef Boy-ar-dee spaghetti sauce; Franco-American sauce; Chef Boy-ar-dee spaghetti dinner; Conte Luna twistetti; Kraft parmesan cheese; Borden Italian cheese; Icco Italian cheese; Ideal rip-olives.

Featured across the bottom of the page was fresh ground beef offered in three price ranges for regular fresh, lean fresh, and ground top sirloin.

All of the brand manufacturers cooperated in persuading Acme Markets to try this promotion which is believed to be the greatest single effort ever put forth to sell macaroni, spaghetti, egg noodles, and related items by a supermarket.



VERA POLIMANTI

Roma Macaroni Advertising

The Roma Macaroni Company, located atop San Francisco's hills, again proves its leadership in the West with a newspaper and trade journal campaign to promote the low calorie menu during National Macaroni Week.

Roma macaroni, spaghetti and egg noodles are made with the exclusive vacuum process which removes all air bubbles from the product. The full-view, squared package is another Roma feature. Among the many machines Roma imported from Italy is the intricate Figure 8 machine. Some 75 products, including mushroom sauce and soup, bear the Roma label. Special care in handling and delivery by Roma's fleet of trucks insure the slogan "always fresh at your grocers." Frank Cafferata is president of Roma.

Grace Craves Noodles

Princess Grace of Monaco, plump, pregnant and prettier than ever, has gained 26 pounds in six months and doesn't regret a single ounce.

In an interview with Olga Curtis of the International News Service the former Grace Kelly confided, "The doctor says I eat too much, but I'm ravenous. I had this terrible craving for noodles and spaghetti all summer and now I make the Prince get up at night to fix me sandwiches."

The former movie star from Philadelphia was visiting in New York.

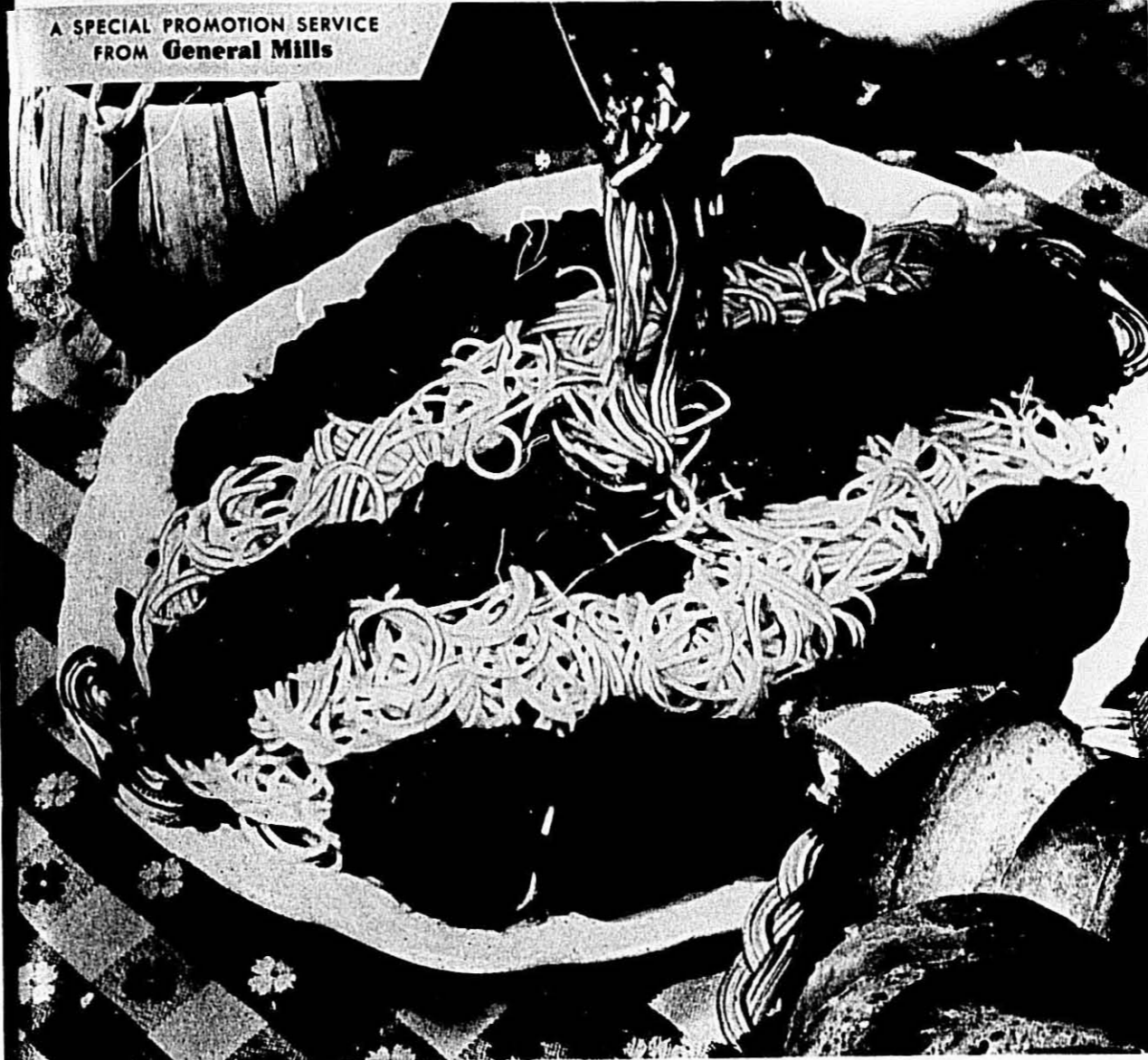
Nancy Likes Spaghetti

When junior Aquatennial queens grow up, they sometimes disappear from the limelight—but not Nancy Piazza of Minneapolis. Now 7, Nancy was junior queen in 1953. Recently she was pictured with Nino Nanni, entertainer stopping in Minneapolis, enjoying spaghetti and meatballs. Nancy's dad owns a restaurant, and she is following in his cooking footsteps. She loves spaghetti!

Housewives' Protective League Station KNX-Los Angeles plugged Macaroni Week through Phil Norman's Housewives' Protective League show.

Winter Workshop
January 22-23-24

A SPECIAL PROMOTION SERVICE FROM General Mills



AVAILABLE ON REQUEST* . . . an 8x10 inch color transparency or black and white print of this photo to use in your own advertising.

An Italian treat to spice your sales

ITALIAN SPAGHETTI WITH MEAT BALLS, a savory dish spiced with zesty Italian tomato sauce, was created by Betty Crocker of General Mills to help you sell more of your products. Just feature this appetizing dish (and the other tasty recipes included in the Macaroni Spaghetti Noodle Handbook shown at right) as service to your customers. Show them unusual, delicious ways to serve your spaghetti, noodles and macaroni products . . . and they'll reward you by purchasing more of them!

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housewives, has home-tested these recipes among all types of families . . . and all won an enthusiastic reception. Offer homemakers this attractive Handbook on your package, in your advertisements, and in your sales literature. It will help you sell consumers and grocers alike.

COPIES OF THIS 12-PAGE RECIPE HANDBOOK are available now with space on the cover to imprint your name and address. For a sample folder and price information, contact your General Mills salesman or write to:



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NEW! GARIBOLDI "QUICKIES" MEATBALLS
Solid Calorie Count per portion, 125-135*
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ALWAYS FRESH AT YOUR GROCERIES!
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On Radio and Television



Bob and Mary William show Charley McCarthy and Edgar Bergen some of the many varieties of macaroni products.

Do You Trust Your Wife?

Mr. and Mrs. Robert William of the Los Angeles macaroni manufacturing organization, A-1 Foods, appeared on the nationally televised Charlie McCarthy-Edgar Bergen show "Do You Trust Your Wife?" on Tuesday, October 2.

Charlie McCarthy was intrigued that Bob William was known in some circles as a "Spaghetti King."

In discussing macaroni's history and origins Mr. William told the Marco Polo story and the story of the Chinese maiden distracted from her bread-making by the Italian sailor with the resultant overflowing of dough drying in the sun and becoming the first spaghetti product.

Mr. William got in the macaroni business about ten years ago after having worked for a Hollywood movie studio in the publicity department. He related that after a falling out with a new star he decided to get into the food business, and bought a macaroni plant.

Last year, with his partners, he purchased the macaroni business of A-1 Foods, a subsidiary of Pillsbury Mills. This merging makes the present organization one of the largest on the West coast.

Mr. William reported that he received an amazing assortment of mail from all over the country as a result of his television appearance with his wife, Mary, and he hopes that it helped to sell macaroni products.

Mr. and Mrs. William didn't hit the jackpot in the quiz session, but they went home with \$200 winnings.

Dave Garraway Salutes National Macaroni Week

Radio Reports, Inc. says the following dialogue was heard on the Dave Garraway NBC network television show "Today" on October 24:

Mr. Garraway was seen standing near a little table on which was a pot of macaroni. J. Fred Muggs, the chimpanzee on the show, was playing with the macaroni in the pot.

Garraway: "Oh dear, indeed. This is National Macaroni Week. I'll say that again. This is National Macaroni Week. We could think of no better way to celebrate it than to have the finest expert in the country show you the art of mixing loose and wayward strands of this desirable table delight."

"First, let me tell you about the unique schooling of our expert. It meant a good deal of travel for our young expert and it brought him finally to the very heart of his training, Italy; Rome, in fact, one of the most famous eating establishments for this kind of a delicacy in the world, Alfredo's, the master of his art, Alfredo himself giving out with the do's and don'ts."

"Little did our expert know two years ago that he would be called upon this day to demonstrate that old television technique, and he alone has mastered the most delicate of all artistic accomplishments. And there, my friends, is the beginning of the most delicious dish imaginable, spaghetti a la Muggsario, a long kind of dish for the young at heart

and strong in stomach. Doesn't your mouth just water for a taste of this chef's delight? Well, let me see how the chef is doing."

At this point the table went over and the macaroni went on the floor.

Garraway: "We didn't get much of the chef on there."

Laughter.

"Take the table away will you, buddy? We can see what he's doing then. Spaghetti a la Muggsario, indeed. We were going to let him mix that whole pan up and all of a sudden he decides to tip over the table instead. Well you never can tell about J. Fred, that's one thing for sure. Whatever we plan for him you can tell he isn't going to do, generally. But outside of that it's pretty hard to tell about him. We were smart enough to put a ply of film strip on the floor there, I see, a good thing too. All over your shoes, and what not. Next hour, an hour from now, we'll probably try that again and it may work differently."

The scene was repeated with Muggs playing with the macaroni in the pan. This time there was no tipping of the table. Muggs ate quite a bit of the macaroni and thoroughly enjoyed it.

Disc Jockeys Plug

Disc jockeys from coast to coast talked about the history of macaroni and its consumption during the period of National Macaroni Week. Here is a partial list of the platter spinners who spun yarns about spaghetti, macaroni, and egg noodles:

KTOP, Topeka, Kansas; WEBR, Buffalo, N. Y.; WAPO, Chattanooga, Tenn.; KSTT, Davenport, Iowa; KBON, Omaha, Neb.; WDAN, Danville, Ill.; WNEB, Worcester, Mass.; KSL-TV, Salt Lake City, U.; WALA-TV, Mobile, Ala.; WLAU, Laurel, Miss.; WBRE, Wilkes-Barre, Pa.; WJOY, Burlington, Vt.; WHCU, Ithaca, N. Y.; KWJJ, Portland, Ore.; KIMO, Independence, Mo.; KFMB, San Diego, Calif.; WOWL, Florence, Ala.; WENK, Union City, Tenn.; WKYW, Louisville, Ky.; KNX, Hollywood, Calif.; WDOS, Oneonta, N. Y.; WAZL, Hazleton, Pa.; WRRZ, Clinton, N. C.; KRUX, Phoenix, Ariz.; WCHV, Charlottesville, Va.; KWBR, Oakland, Calif.; WEEU, Reading, Pa.; WRDW, Augusta, Ga.; WFMW, Madisonville, Ky.; WHLB, Virginia, Minn.; KFRE-TV, Fresno, Calif.; WFLA, Tampa, Fla.; Granite State Network, Manchester, N. H.

House Party

Art Linkletter's House Party on October 26 carried Macaroni Week plug to 5,500,000 audience over CBS via 146 television stations and 244 radio outlets.

Merry Christmas

and

A Healthy, Prosperous and Happy New Year



D. MALDARI & SONS
New York, New York



A Letter From Don Fletcher



Don Fletcher is the Executive Secretary of the Rust Prevention Association, an organization of companies interested in eliminating leaf rust and stem rust affecting grains. The National Macaroni Manufacturers Association is a member of the organization. For the past three years N.M.M.A. and the Durum Millers have underwritten a program coordinated by the Rust Prevention Association to develop durum varieties resistant to 15B rust. In a letter to N.M.M.A. members Mr. Fletcher describes the progress of the project.

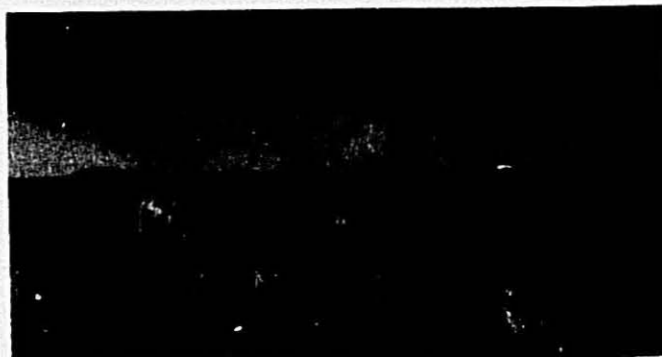
TREMENDOUS progress has been made in broadening and intensifying all cereal crop research since 1950 when race 15B of stem rust first threatened durum wheat production in North Dakota, South Dakota and Minnesota—states where 98% of the durum in the United States was produced. The whole-hearted financial support of the National Macaroni Manufacturers Association, the Durum Milling Industry, and both State and Federal legislative bodies increased facilities and staff which has resulted in the production of four new rust-resistant durum wheats since 1950. Normally, ten to twelve years are required before a new variety can be developed.

Some of the important steps taken since 1950 to restore normal production of durum wheat include the addition of more than 100 research scientists to the Section of Cereal Crops and Diseases of the U. S. Department of Agriculture. This federal group supervises development and testing of durum wheats as part of the whole program of cereal crop improvement. At North Dakota, increased State and Federal support made additions to the research staff possible, resulted in the construction of new greenhouses, laboratories, and an expanded field program for development of new durum wheats. A recently completed building to house the Department of Cereal Technology, and increased funds have made more intensive testing of the quality of durum breeding lines possible. Two rust tests of durum lines have been made possible each year

by increased greenhouse facilities, and still more rapid progress in developing new wheats has resulted from taking varieties to Mexico for field testing. Fifteen hundred durum lines and varieties from North Dakota were tested in Mexico last winter in plots supervised by the Rust Prevention Association.

The Rust Prevention Association served as the agent for a group of about 85 North Dakota farmers who invested a total of \$66,000 last fall to underwrite the cost of taking 198 bushels of Langdon durum to the west coast of Mexico for winter increase. This was a new venture. Eighty-six hundred bushels of this new durum were returned and seeded in North Dakota. While all the data on durum fields planted to the Mexican grown durum this spring have not been received, early returns indicate that the growers have more than 1,000 bushels of rust-resistant Langdon durum for each bushel of seed sent south last fall. This all happened within twelve months.

Other increases in the southwestern United States by privately financed groups increased the supply of rust-resistant durum seed sufficiently so that by the spring of 1957 the present durum acreage in North Dakota, Minnesota, South Dakota, and eastern Montana can be sown to these new varieties.



Development plots of durum in Mexico

Fortunately, stem rust development on durum wheats in 1956 was limited to occasional fields of susceptible varieties even in areas where most fields were much later than normal. Initial infections resulting from spore showers were later and lighter than usual and, despite generally favorable weather for stem rust development, the crop matured before rust became epidemic. October first government estimates of durum wheat production are as follows:

State	Harvested Acres	Yield Per Acre, Bu.	Production, Bu.
N. Dakota	1,303,000	16.0	20,848,000
S. Dakota	158,000	8.0	1,264,000
Minn.	49,000	19.0	931,000
Montana	974,000	16.5	16,071,000
Total United States production—			39,122,000 bushels.

The westward shift in durum acreage in the United States first noted in 1955 continued in 1956. Latest estimates are that 974,000 acres of durum will be harvested in Montana this year. A similar shift in durum acreage has occurred in Canada. The bulk of durum now is being grown in southwestern Saskatchewan and southern Alberta. Durum production in Canada increased sharply since 1954, and a 41 million bushel crop is currently estimated by the Canadian Government.

Rust control is a never ending job. A constant stream of new and improved varieties is needed to provide an adequate and dependable supply of durum for milling. Now that the immediate threat of race 15B has been somewhat alleviated by the production of these new varieties, our efforts should not be slackened. There are new races and new biotypes of old races which can attack some of our new rust-resistant durums. I mention this only to re-emphasize the fact that rust control is a continuing battle. We must continue efforts to see that funds and personnel are always available to insure a dependable supply of durum in the years ahead.



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Macaroni Laboratory

There is a new building on the campus of the North Dakota Agricultural College at Fargo housing the Cereal Technology Department.

Cereal technologists take the grains developed by the agronomists and plant breeders and put them through the mill to see how they perform. There are a variety of tests to determine color, tensile strength, nutritional properties et al, before the processor's stamp of approval is put on the plant developer's work.

Head of the cereal technology work at NDAC is Dr. Rae H. Harris. He is ably assisted by L. D. Sibbitt and G. M. Scott who have collaborated with him in writing technical treatises. Probably this

staff knows more about technical aspects of durum and macaroni manufacture than any other group of men in the country.

On the door of room 108 in the new Cereal Technology Building the legend reads: "Macaroni Laboratory." In this room is equipment that can take a handful of kernels developed from a new breed of durum and test it quickly for a 50 gram sample of semolina, and then macaroni made from it.

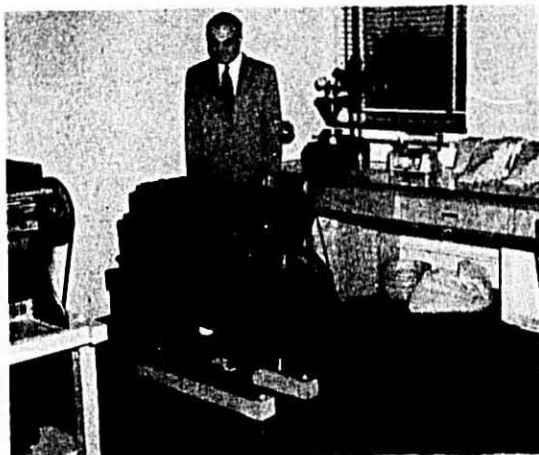
Larger batches can be put through a John J. Cavagnaro mixer, kneader and press which will produce a single strand of macaroni by which the technicians can determine processing difficulties, both in manufacture and drying.

Before the grain gets into the Macaroni Laboratory it goes through the grain cleaning room and the milling department.

Research is done for properties of hard wheats as well as durums, and baking tests are performed in the same building.

End products are tested for protein and cooking characteristics in the same manner that consumers would use the products.

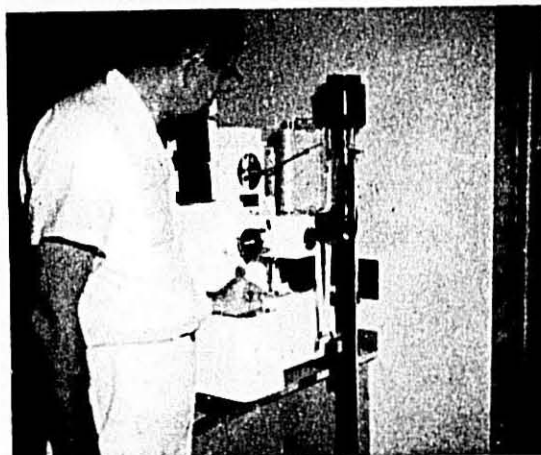
It is not enough to develop a new strain of wheat that will grow well and produce heavy yields - it must be put through the mill and measure up to rigid consumer standards.



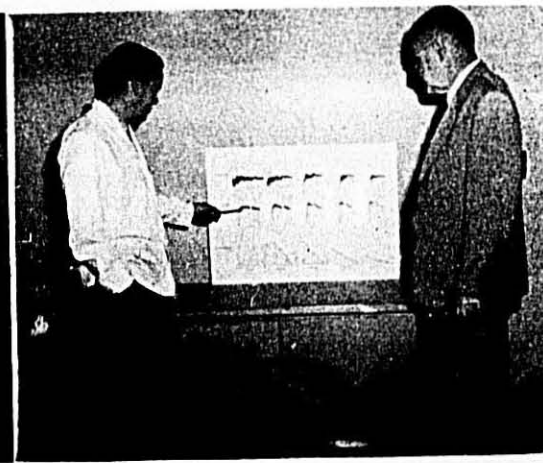
Grain is cleaned in the machine examined by Dr. Rae Harris. Samples are weighed and bagged on table in background.



George Scott runs a wheat sample through the mill to determine milling characteristics of new grains.



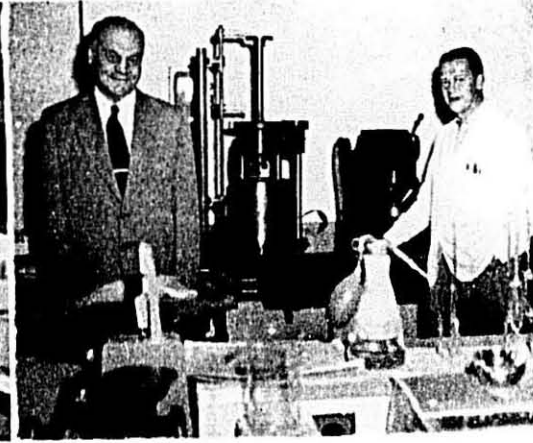
G. H. Bruner checks a doughball on an extensograph to determine strength of gluten in a wheat variety.



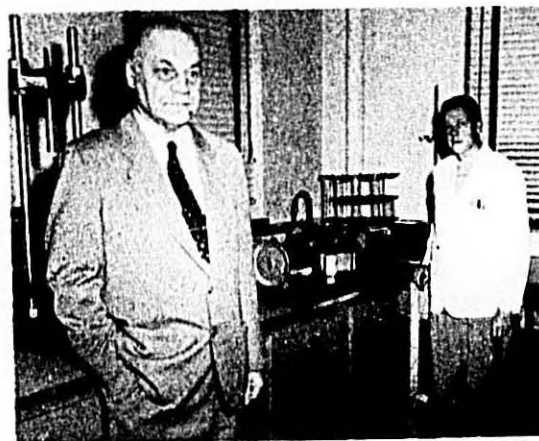
Dr. L. D. Sibbitt and Dr. Rae H. Harris compare extensograph curves of several wheat samples in their evaluation of their merit.



Doctors Harris and Sibbitt in the Macaroni Laboratory. A small mixer and kneader makes macaroni samples.



A hydraulic press makes sample strands to test strength and color of finished product.



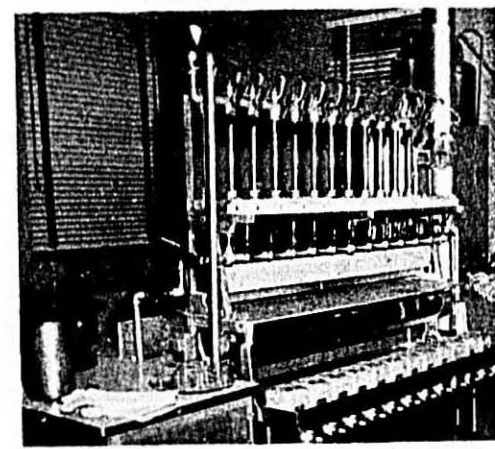
Small samples of 50 grams or less are run on this tiny equipment.



Drying process is scientifically controlled for temperature and humidity.



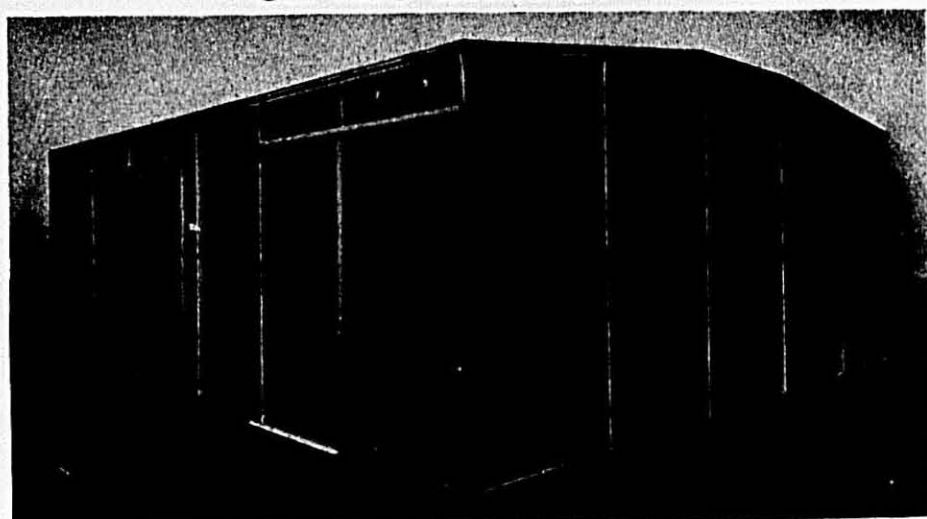
Cooking tests are run by home economist Myrth Weiser, a sophomore at the college.



Protein determination is made on this complicated arrangement of burners and retorts.

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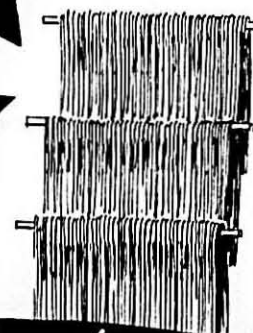
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Improves quality

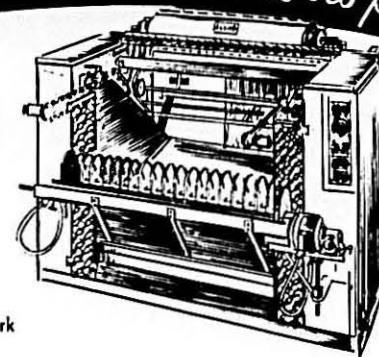


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Pasta Is an Art



Plain boiled spaghetti dressed with meat sauce is ideal dish for a week night.

Helen Gougeon of the Week End Magazine Supplement, distributed in Canada, wrote the following article for National Macaroni Week.

ONE of the best cooks I know admits that, now and then, her kitchen walls close down on her like a cage. "I cook pasta when that happens," she told me one day not long ago. "It is one of the most inspiring foods I know."

While many people look on macaroni, noodles and spaghetti as budget foods, there are others who think of pasta as sheer art. Next time you are in a grocery store, look at the many shapes and designs which are sold under the name of macaroni. I know one woman who paints some of the gay shapes and hangs them on her Christmas tree.

These are a collection of recipes which can be served as everyday main courses or for company. The recipe for Spaghetti Trazzini has been requested frequently by readers, and also included is a Genovese recipe for spaghetti. For macaroni lovers, there are several dishes which I hope will be used again and again. Manufacturers are making some excellent sauces, and I recommend that if you like to add your own touch, add one or all of the following: a bouillon cube, 4 tablespoons red wine, 1 tablespoon olive oil, pinches of basil, oregano, marjoram, a few drops of Worcestershire sauce, a little chopped parsley. Then simmer, uncovered, for ten minutes. Prima!

Boiled Macaroni, Noodles or Spaghetti (Serves 3 to 4)

- 1 8-oz. package macaroni noodles or spaghetti
- 2 quarts water
- 2 teaspoons salt

Drop into rapidly boiling, salted water and boil from 9 to 12 minutes until tender. Drain and run cold water through macaroni to prevent stickiness. Note: macaroni may be reheated with butter, buttered crumbs, cheese sauce, tomato sauce or any desired sauce.

Spaghetti Trazzini (Serves 6)

- 1 lb. thin spaghetti
- ¼ cup butter
- 3 tablespoons flour
- 3 drops yellow coloring
- 1 pint light cream
- 1 teaspoon salt
- 1½ lb. chicken, cooked
- 2 tablespoons salt
- 4 quarts boiling water
- ¼ cup butter
- 2 tablespoons Italian cheese, grated
- Paprika

Melt ¼ cup butter in a saucepan over low heat. Add flour and blend. Add coloring and cream and simmer until thick, stirring constantly. Stir in 1 teaspoon salt. Chop dark chicken meat and add to half of cream sauce. Add 2 tablespoons salt to rapidly boiling water and gradually add spaghetti so that water continues to boil. Cook, uncovered, stirring occasionally

until tender. Drain in colander. Add ¼ cup butter and cheese. Combine with chicken cream sauce. Slice breast of chicken paper thin. Place spaghetti mixture in individual casseroles and top with slices of chicken breast. Spread with remaining cream sauce, sprinkle with cheese and a dash of paprika. Place under broiler until golden brown. Serve immediately. Note: 2½ cups canned boned turkey or chicken can be used in place of cooked chicken.

Spaghetti Sauce Genovese (Serves 2)

- 1 medium onion
- 4 cloves garlic
- 4 tablespoons butter
- 4 tablespoons olive oil
- 2 tablespoons basil
- 12 sprigs parsley
- 1½ cups water

Grated Parmesan-type cheese

Mince onion and garlic and cook slowly in butter and olive oil until they are golden. Add basil and parsley, chopped very fine. Cook for 5 minutes longer. Add water, salt lightly and simmer to 20 minutes. Much of the liquid will evaporate. Serve on spaghetti with a dot of butter and let everyone sprinkle with Parmesan cheese.

General Mills Salute

Here is an article from the October issue of "Modern Millwheel," a publication of General Mills which goes to 15,000 company employees:

When fall rolls around, and snappy weather makes family appetites hearty, spaghetti, macaroni and noodles play an even more important role in the American menu.

And an added falltime impetus is provided by National Macaroni Week (October 18-27), sponsored by the National Macaroni Manufacturers Association. General Mills, as a key supplier of the semolina and durum flour milled from durum wheat which goes into macaroni products, is again participating in this campaign.

The macaroni, spaghetti and noodle manufacturers are good customers of General Mills. In turn, the General Mills' Durum Products Sales department is happy to provide the following services for increasing consumption of macaroni products:

... places institutional ads in the Macaroni Journal trade magazine ... makes available to manufacturers color transparencies and black and white pictures of tempting dishes ... distributes the new Macaroni, Spaghetti and Noodle Handbook of Delicious Main Dishes Created by Betty Crocker.

During Macaroni Week, a display window in the General Office of General Mills draws attention to durum products.

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This year an ample crop of durum wheat allows manufacturers to return to making products with 100 per cent durum — improving flavor, appearance and quality. Also newsworthy is a brand new cooking process — assuring perfect results! The new cooking method means a smaller kettle, less watching and avoids the danger of overcooking.

1. Use 7- or 8-oz. package of macaroni, spaghetti or noodles (about 2 cups). Drop into 6 cups rapidly boiling salted water (1 teaspoon salt). Bring back to rapid boil. Cook, stirring constantly, for 3 minutes.*

2. Cover with tight fitting lid, remove from heat, and let stand for 10 minutes.

3. Rinse with hot water, then drain.

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

Other main dishes — combining appetite-whetting flavor and attractiveness with economy — are contained in the recipe pamphlet included with your October Millwheel.

In the cleverly illustrated "Handbook," there's a recipe calling for the uniquely delicious combination of noodles, sour cream and cottage cheese. It's called Noodles Romanoff, and here's the recipe.

Mix gently . . .
1 cup cottage cheese
1 cup cultured sour cream
3 cups drained hot boiled noodles (5 to 6 oz. uncooked)

Season with minced onion, garlic, a little Worcestershire sauce, a dash of Tabasco sauce and 1/2 teaspoon salt. Place in greased 2-quart baking dish. Sprinkle with grated cheese. Bake 40 minutes in moderate oven (350°). Serve hot. Makes 6 servings.

U. S. Has Spaghetti Secret

Albert Ravarino of St. Louis, Missouri sent a clipping of the following story by Pasquale Marranzino in a local paper:

There apparently is a feather in our cap and we call it macaroni.

Because a group of Italian spaghetti makers are en route to the country to learn the fine points of American macaroni production to improve the product they introduced here with Columbus.

I'll have to string along with the spaghetti boys and am convinced they are using their noodles in scouting our pasta plants.

Because when I was in Italy a while back I very rarely found a spaghetti dish that could come close to what mama makes. As a matter of fact, the farther up the boot we traveled, the rarer a dish of pasta appeared on menus.

In Milano and Florence they referred to it as an American dish. And in Rome there was an American restaurant called — of all things, the California — where you could get hot dogs, hamburgers, ham and eggs and American spaghetti.

The macaroni belt in Italy stretches southward from Naples. The Neapolitans are famous for macaroni variations as well as pizza (don't call it pizza pie). During

World War II the Neapolitans were very excited about their treasures — which happen to be a string of endless macaroni factories.

These factories stretch down that lovely arm of the Bay of Naples toward Sorrento. And you probably remember what the Germans and the Yanks did at Sorrento. They weren't throwing meatballs.

The Germans planted 88s in the macaroni factories and the Yanks planted 500-pound bombs. The result was macaroni hash and the whole string of plants was destroyed.

They since have been rebuilt — many with the aid of American money. And their products apparently are inferior to ours because they are sending gangs of people to observe our plants, our procedures and examine the wheat that goes into our macaroni.

Our wheat appears to be somewhat superior to the semolina wheat that grows in South Italy and in Algeria. And we use eggs in our pasta in most of the better products and eggs give flavor, body and a better golden color in the final windup.

Like mashed potatoes, macaroni depend on what is used to submerge them. I refer, of course, to the sauce. You can make a dozen different sauces with a dozen different flavors — many of them without the traditional tomato.

And macaroni is plural. It is a collection of pastas with different names like spaghetti, noodles, mostaccioli, etc. The number of types is legion and not everybody can make the same sauce with the same flavor.

This is an advantage, especially in a country where supermarkets are a rarity, meat is scarce, and the people have to make a little bit go a long, long way.

Marco Polo began the whole thing when he brought back from China a thin, crooked stick of flour and water called noodle. Ah, the inskroodleable Oriental.



C. F. Meyer at Frozen Food Show

Frozen Macaroni Products

Frozen macaroni products were on display at the Central States Frozen Food Association exhibit in Chicago October 18-19.

Creamette representatives displayed their new macaroni and cheese dinner, spaghetti and meat in sauce, macaroni, beef goulash, and whiz cakes, a frozen pancake batter.

Other frozen macaroni packers included

Holloway House, Morton, and Stouffer restaurants.

Hi Fi Pizza Pie

Seventeen magazines promoted canned tomato products and natural processed, and specialty cheeses in a November article called "Hi Fi Pizza Pie." Featured ingredients were tomato paste and sauce, stewed and Italian style tomatoes, mozzarella, Cheddar, Parmesan, Romano, Swiss, ricotta, and cottage cheeses. Ready-made pizza products included were Chef Boyardee Pizza Pie Mix, Appian Way Pizza Pie, and La Rosa Pizza Pie Mix. Various toppings also were recommended.

Golden Grain Buys Mission Macaroni Company

The purchase of Mission Macaroni Company, Seattle, Wash., by Golden Grain Macaroni Company, has been announced by Vincent DeDomenico, General Manager, San Leandro, Calif.

Mission will continue under its present management with Guido Merlino as president, according to Mr. DeDomenico.

The combined production and packing facilities of the Mission and Golden Grain plants will be in excess of 100 million pounds of food products annually.

The Mission plant will be the third for Golden Grain in Seattle. A fourth plant is located in San Leandro.

Mr. DeDomenico stated: "With the Mission plant, we will have a more flexible operation and increased volume which will allow us to give better service to our customers in the seven Western states and Hawaii. The same high quality product standards will be maintained."

Paskey DeDomenico, president of Golden Grain with headquarters in Seattle, will head all operations in the Northwest.

Budget Pack Bankrupt

Budget Pack, Inc., 1300 Goodrich Boulevard, Los Angeles, California, manufacturer, processor, and distributor of food products and distributor of toys and novelties, filed petition in Federal Court to effect an arrangement to pay creditors 100 per cent under Chapter XI of the Bankruptcy Act.

No schedules were filed and an extension of 10 days has been granted for their preparation and filing.

Plan calls for payment in full within 60 days from confirmation of all unsecured claims under \$250. Claims over \$250 would be payable in 12 monthly installments commencing 90 days after confirmation.

The debtor has a sales office at Phoenix, Arizona, and warehouse at San Leandro, California, it is stated.

The estimated statement as of Oct. 19 showed assets of \$1,276,000 including current assets, \$854,000; fixed assets (net) \$311,000, and other assets, \$111,000.

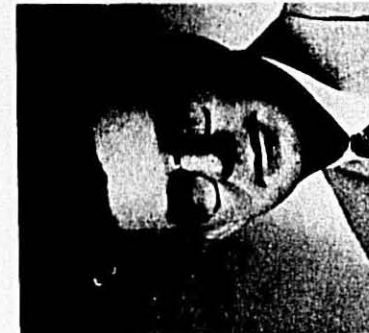
Liabilities are listed at \$873,000 and include \$642,000 payroll, \$21,000 in taxes, \$34,000 payroll, \$129,000 in notes payable (given for old accounts payable as at May 3, 1953) and contracts and mortgages, \$47,000.

Merry Christmas and a Happy New Year!

From your Woodman Man — serving your industry from coast-to-coast, Canada, too!
The entire Woodman family in 15 sales and service offices throughout the United States and Canada sends best wishes for a Merry Christmas and a very prosperous 1957!



D. E. Woodman, President



Duncan Cutler, Asst. Chief Engineer



J. L. Moore, Asst. Sales Manager



Ned W. Heyward, Comptroller

John L. Kelley, Director of Field Relations



The WOODMAN Company

HOME OFFICE, DECATUR, GEORGIA; Direct Sales and Service Offices in Portland, Fort Worth, New York, Boston, Columbus, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, St. Louis, Montreal . . . soon in Toronto.

Politics Play a Part



Marty Snyder admires President Eisenhower's portrait done in spaghetti and held by Bette Jane McCabe.

Political Publicity

With the national election following closely on the heels of National Macaroni Week this year, publicists at Theodore R. Sills & Company decided to capitalize on getting attention for macaroni products through political means.

A portrait of President Eisenhower, done in spaghetti, was presented to Marty Snyder who was President Eisenhower's mess sergeant during World War II. The portrait was presented by Bette Jane McCabe, New York. Snyder, who is now a New York food processor, cooked many a batch of spaghetti for the General during his war time years.

There was no partisan partiality, and Adlai Stevenson, the Democratic contender for President, was presented a portrait fashioned entirely of spaghetti following a major address in Chicago. The portrait was presented by Mrs. Mary Tierney, an employee of a Chicago macaroni plant.



Mrs. Marie Tierney presents gift to Adlai Stevenson

"Penny Day" Promotion

"Penny Day" was promoted November 8 by the National Association of Food Chains. Concentrating on the average penny that food chains realize as net profits on the average dollar sale, the promotion is designed to get the story before the public. The "Penny Day" term will be plugged in ads, window posters, shelf talkers, bag stuffers, and on bags. To each customer on November 8, each participant is asked to give one cent of his change in a small envelope which will bear or contain a message that says in part: "This is one penny of your change. It represents the amount food chains, on the average, take as a profit to do business for you."

Skinner Promotion

"Homemakers Holiday" a Spam-macaroni casserole, will be jointly promoted by Skinner Manufacturing Company of Omaha and George A. Hormel & Company, Chicago. The promotion will take place throughout Oklahoma and Texas. Free recipe pamphlets and store banners are available.

Macaroni Exports

In July, 1956, macaroni exports totaled 375,805 pounds, valued at \$64,480. Durum flour and semolina totaled 573,520 pounds, valued at \$30,586. Imports during July totaled 270,209 pounds, valued at \$48,918. 198,309 pounds came from Italy.

Dott. Ingg. M. G.

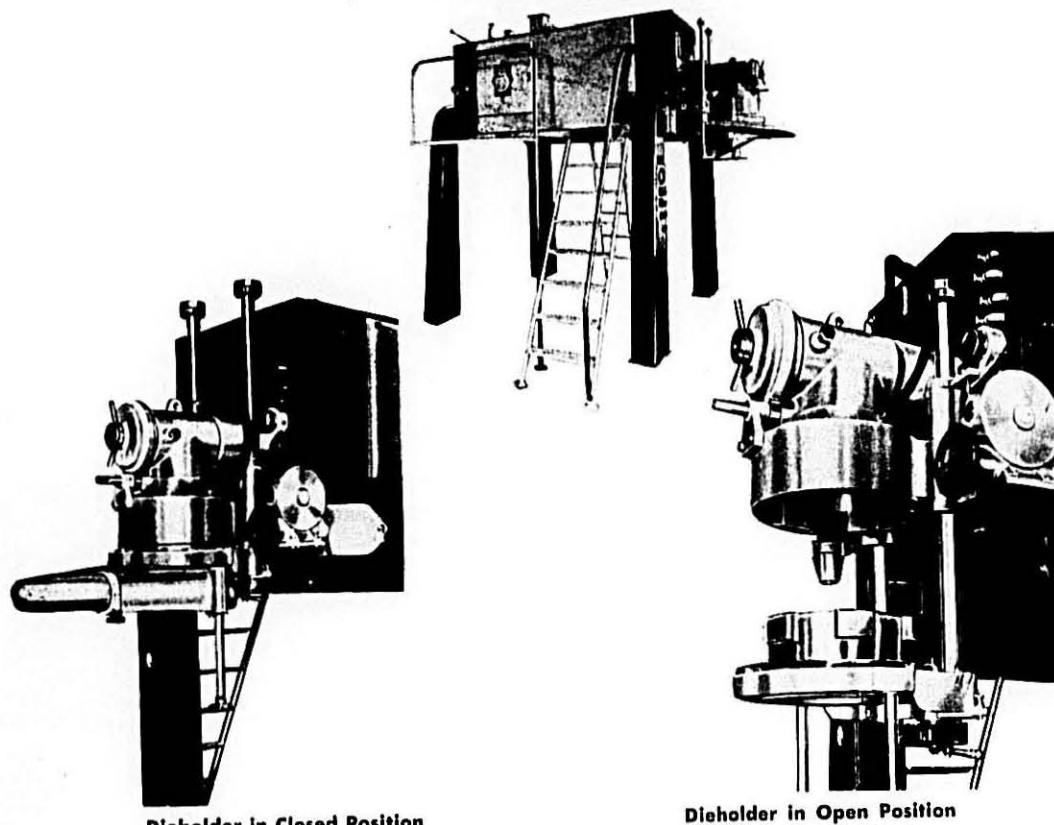
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SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used.

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THE NEW SUPER MACRON PRESS WITH THE NEW MOTORIZED DIEHOLDER FOR QUICK CHANGE OF DIES



Dieholder in Closed Position

Dieholder in Open Position

Equipped with the Braibanti Vacuum System!

Send your inquiries to:

Eastern Zone: Lebara Corporation, 16 East 42nd St., New York 17, N. Y.

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,

1206 S. Maple Avenue, Los Angeles 15, Calif.

Merck Enrichment Macaroni



MERCK VITAMIN PRODUCTS FOR

Preparations give your Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

For Continuous Production

MERCK ENRICHMENT MIXTURE No. 32P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

MERCK ENRICHMENT MIXTURE No. 34P—offers all the advantages of No. 32P plus special formulation for use in currently available flours and granulars.

For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.

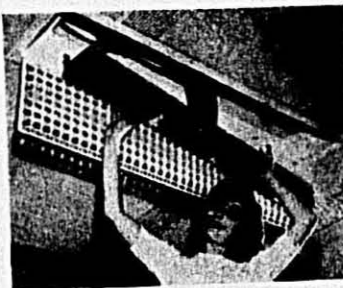


ENRICHMENT OF MACARONI

*Research and Production
for the Nation's Health*



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



Light That "Breathes"

A revolutionary new commercial lighting fixture that "breathes" cooled air, introduced in Chicago, is expected to drastically chop mass air conditioning installation costs.

Called the Multi-Vent Troffer, this single-dual-purpose ceiling fixture provides both air distribution and lighting, performing a job that normally required two separate units. It is adaptable to any drop-type ceiling.

Two firms, Pyle-National Co., air distribution manufacturer of Chicago, and Benjamin Electric Co., lighting equipment manufacturer of Des Plaines, Ill., jointly engineered and designed the new unit, first of its kind to be produced.

Both firms are recognized leaders of more than 50 years standing in their respective fields.

Designed for offices, stores, factories, laboratories, restaurants, hotels, hospitals, and schools, the Multi-Vent Troffer eliminates "busy" ceilings, cluttered with unsightly air-distribution units. The dirt smudges usually found adjacent to ordinary air diffusers are eliminated.

The Multi-Vent Troffer looks like a regular recessed fluorescent light fixture. A completely concealed, built-in air diffuser, mounted above the reflector plate, distributes air which bypasses the lamps.

Uniformity of temperature is guaranteed by a unique low-velocity pressure displacement principle which is used instead of the ordinary high velocity injection of other types of air diffusers. Air emerges gently down from the fixture in a manner compared to the fine spray from a hose nozzle, instead of spurting out in one sharp stream.

There are no "cold air drafts," even when Multi-Vent Troffers are used on applications requiring 60 air changes per hour.

Complete concealment of the air diffuser eliminates the cluttered, "busy" ceilings found in most air conditioned establishments.

Highly versatile placement of air conditioning and lighting is a great advantage of the new unit. Some office areas, for example, contain a massed concentration of people and equipment, and require greater amounts of light and air conditioning. Other areas need less because there are fewer people or machines. Balancing temperatures and lighting in these "hot" and "cold" spots is simple with the flexible Multi-Vent Troffer system.

Laboratory tests made on the new, dual-purpose fixture show that the overall light output of the unit actually is increased when operating with duct temperatures between 70 and 130 degrees Fahrenheit.

Three types of Benjamin Electric Troffers are available. Louvered troffers are designed for use where good general distribution of light with excellent shielding is desired. Baffled troffers provide high levels of illumination, uniformity of light, and minimum shadows where close scrutiny is required. Open troffers are especially designed for installation where shielded light sources are not a consideration.

The units combine a standard 1' x 4' Benjamin Trofferlite and a standard Pyle-National Air-Diffuser. Flexible, 4-inch diameter tubing equipped with a Pyle "Snap-on-Duct-Collar" connects the troffer with air ducts above the ceiling.

The estimated cost of this new unit (based on 5' x 5' module) is approximately \$1.60 per square foot as compared to \$2.00 per square foot for separate lighting and air-conditioning systems. This, of course, does not take into consideration the tremendous savings in installation costs, realized when the combination system is used.

New Transparent Tape

A new kind of transparent pressure-sensitive tape for business and industrial uses has been announced by the General Tape Corporation of Saint Paul, Minnesota. This tape utilizes a special polyethylene-surfaced cellulose backing, and domestic and several foreign patents as well as are now pending on the tape.

A brand name has not yet been chosen for the product. In the meantime, the company has designated it as tape number 66. At the outset, it will be available only in the most popular sizes of 1/2" wide rolls, 2592" in length.

The polyethylene surfacing on the tape backing brings many unique advantages to this new pressure-sensitive tape product. The company states that the tendency towards accidental breakage of ordinary cellophane tape is largely overcome in this new stronger tape backing.

The adhesive of this new tape is of a special long-aging, pressure-sensitive, crystal-clear resinous material. The top surface of the tape itself is resistant to acids and alkalis, and is impermeable to greases, oils, and powders. Contrary to regular cellophane tape, it possesses dimensional stability with flexibility at low temperatures, and has extremely long life. At the same time, it is not subject to brittleness and drying out as is the plain unsupported cellophane tape.

The company states that present plans are to limit the new tape's availability to business and industrial users. Market surveys are presently being conducted to determine the most suitable system of distribution for the new product, while adequate supplies will become immediately available directly from the company's offices in Saint Paul, Minnesota.

Cellophane Production Expanded

Du Pont Company announced plans to boost production of cellophane by 10 million pounds annually, with another 20 million pounds to be added later. The company has more than doubled cellophane capacity since 1946. It now exceeds 200 million pounds yearly. Du Pont also will step up by 35% its presently undisclosed capacity to produce Mylar polyester film, which resembles cellophane in appearance and is used for packaging and electric insulation. "Several million dollars will be spent for each project," the company said.

Quadnumeric Packager Presented by Schroeder Machines

Schroeder Machines of Syracuse, New York, has developed four machines in one which they call the "Quadnumeric."

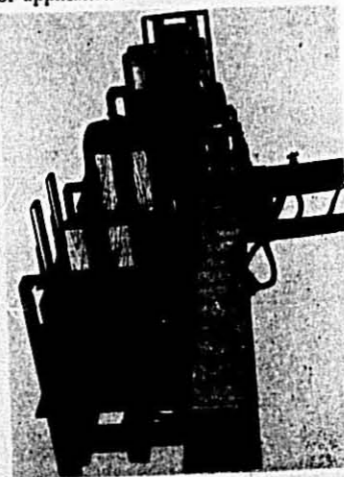
This entirely automatic machine, pneumatically driven, fabricated of steel and welded, is a case opener, accumulator, packer and sealer all in one. The overall length of the machine is 16 feet and the width approximately 30", depending on case size. The maximum speed is ten cases per minute.

The machine will automatically select a case from the rack within the machine, bring it into the opened and formed position, accumulate the pattern of the pack, inject the load into the case, glue and seal, ready for shipment. Simultaneously, another case is selected from the rack and brought into the opened and formed position, completing the cycle.

Glue application to the case flaps is accomplished by a completely enclosed glue system with one common tank. It is an efficient system entirely without moving parts.

The pneumatic drive accomplishes all of the motions of the machine with a single stroke of an air cylinder. There are no motors or moving parts. A minimum of maintenance is required.

Production has been tested in a variety of applications.



International Continues to Modernize

As a continuation of the multi-million-dollar mill modernization program announced by International Milling Company in 1953, the firm recently completed extensive remodeling work in its durum mill at Baldwinsville, New York.

The modernization program involved a change of flow and the installation of additional new milling machinery, including a number of MIAG Quadruple all-metal purifiers, fans, and cyclones. This is the first installation of these all-metal purifiers in the U. S. or Canada.

The compact design of these MIAG purifiers allows the introduction of expanded surfaces for cleaning of durum product, always a prime objective in semolina milling. The installation was planned and executed by International's Milling and Engineering Departments, in cooperation with MIAG technicians, and was completed without shutdown.

The new purifiers complement other new milling machinery installed earlier in the Baldwinsville plant, and will enable International to produce better durum products more efficiently and to exercise even greater control of uniformity.



Shown here is a view of one of the new MIAG purifiers installed in International's Baldwinsville, New York plant. On the left is the outlet or tail end of the machine; facing are the equally distributed air control valves and inspection windows.

Bulk Car Brush

A specially designed brush for cleaning caked flour from bulk railroad cars has been introduced by the Fuller Brush Co. of Hartford. Heavy, long-wearing, washable nylon, not susceptible to cracking, shedding and absorption of odors, it is firmly and evenly bonded to the metal brush back in a continuous strip to form a sweeping tool 12 inches long with 1-inch exposed trim.

The unique curved ends, square-trimmed, enable even the corners of lined cars to be cleaned without being scratched. A clamp assembly designed by Fuller makes it possible for the brush strip to be easily removed and another put in its place.

Electro-Sealer Debuts

A combination heat-sealer with cellophane roll dispenser and cutter, called the Electro-Sealer, Model PT-33, has been introduced by J. B. Dove & Sons, in Philadelphia, Pennsylvania.

Hoffmann-La Roche Queries FDA on Carotenoids

Hoffmann-La Roche, Nutley, New Jersey, has asked amendment of the Food and Drug Administration coal-tar color regulations to exempt from certification carotenoids and various other colors, whether produced from natural sources or by chemical synthesis.

In a petition filed with FDA by G. F. Siemers, technical director of Hoffmann-La Roche's vitamin division, the company said "it is obvious that the present regulations have become archaic due to developments in chemistry during the years since they were written." The company pointed out that such carotenoids as beta-carotene, lycopene, zeaxanthin, physalin and bixin already have been prepared by chemical synthesis and that the chemical synthesis of colored anthocyanins of strawberries, grapes and other vegetation may soon be developed.

The petition stated that "In view of the rapid progress now being made in the synthesis of carotenoids and other chemically identified pigments of edible vegetation, it would seem advisable to have these exemptions sufficiently broad so as not to require further amendments to the definitions as these edible pigments are isolated and synthesized, perhaps in the near future."

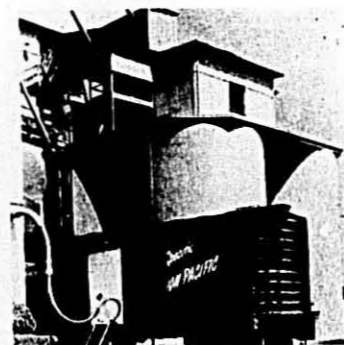
The company feels that as progress is made in chemical synthesis and extraction of pigments from edible vegetation, it is important that wording in the definitions in the regulations does not create an advantage for either the chemical manufacturer or the processor of pigments derived from edible vegetation.

The present FDA coal-tar color regulations require certification of any substance "so related in its chemical structure to a constituent of coal-tar as to be capable of derivation from such constituent." FDA interprets this to cover natural colors when made synthetically, even though these colors are actually not considered coal-tar colors.

The Hoffmann-La Roche petition specifically asks "exemption from certification for carotenoids, anthocyanins, flavones and other chemically identified pigments isolated from edible vegetation sources or the identical compounds produced by chemical synthesis, without change of chemical structure; cochineal and cochineal extracts from Coccus cacti.

"Also, chlorophyll, chlorophyllins and salts of chlorophyll produced by chemical synthesis or extracted from edible food sources; turmeric or curcumin and colored compounds thereof isolated from the rhizomes of Curcuma longa or the identical compounds produced by chemical synthesis, without change of chemical structure.

"Also, saffron and colored compounds thereof isolated from the stigma of Crocus sativus or the identical compounds produced by chemical synthesis, without change of chemical structure; carbon black; charcoal black, and caramel obtained from carbohydrates by heating."



Unloading Problems Licked

Increased demand for its product meant that the Lucky Lager Brewing Co. at Azusa, California had to erect additional storage bins for incoming raw materials, malts and grits (see photo). The new storage bins caused a problem in themselves. Although an Airveyor bulk pneumatic conveying system was already installed for unloading the materials from bulk railroad cars, only additional conveying ducts had to be added to deliver a flow of malt and grits to their respective silos.

However, in order to reclaim from nine newly added malt and grits silos efficiently, an additional conveying system was installed. Another Airveyor system, designed and engineered by Fuller Company, Catasauqua, Pa., was installed to meet material handling requirements.

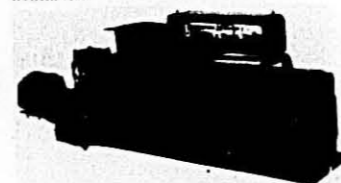
Because the Airveyor conveying system provides 100 per cent retention of visible dust, high sanitary standards, requisite for quality control and efficient brewery operation, were met.

New Continuous Weighing Feeder

A new continuous gravimetric feeder utilizing pneumatic instrumentation has been introduced by Wallace & Tiernan Inc., Belleville, N. J.

The W&T Merchen Pneumatic Scale Feeder is controlled by a 3 to 15 psi air signal set manually or automatically in proportion to an air signal from an external source. The feeder has a guaranteed minute to minute accuracy of plus or minus 1% over a 3 to 3000 pound per minute feed range. The unit is ideally suited for continuous blending or automatic batching operations.

The new feeder features recording and integration of feed rates from a measured air signal. Since the only electrical component in the unit is a synchronous motor for driving the weigh belt the feeder is suitable for use in hazardous locations. Adjustable over-and-under feed alarms are available.



RESEARCH is a DYNAMIC DEVELOPEMENT with



10'8"

11" - 7 1/2"

DESIGN: Every job whether big or small is studied by DeMaco Engineers, Mr. L. DeFrancisci, Mr. N. Bontempi, Mr. L. DeFrancisci.



PURCHASING: Prices of all raw materials are scrutinized by Purchasing Engineer, guaranteeing you lowest prices. Mr. Joseph DeFrancisci, Jr.



MANUFACTURING: Each DeMaco Engineered job is carefully checked by shop foreman, Mr. Alfred Bontempi.

3'-0"
3'-0"
5'-0"
PLAT

DEMACO ENGINEERS

NEW DEVELOPMENTS IN DESIGN:

SHEET FORMER With positive output up to 1500 lbs. per hour using new type Teflon Die. DeMaco engineers were the first to discover and use Teflon in the extrusion of a sheet for the production of noodles.

DIE CLEANERS New Super Speed type completely redesigned. Guaranteed to be the fastest and safest Die Cleaner on the market.

LONG GOODS PRELIMINARY DRYERS - New type in chamber design. Fully controlled with patented positive pick up and reactions and double air circulation. DeMaco now offers this at offered on an exchange basis for your existing dryer.

LONG GOODS FINISH ROOMS - Complete new concept in design. Fully controlled with new air circulation guaranteeing 20% pick up on positive drying.

SPREADER CONVERSIONS - Your existing ADS Spreader. Attachment for converting to DeMaco type spreader. Guaranteed for 100% minimum pick up. Also attached on a new 100% basis. We supply you a DeMaco type spreader for your existing spreader.

SCREW CYLINDER and FEED SCREW - A new make of screw cylinders with a new type sleeve. Another DeMaco new. The 18" built with new alloy. DeMaco has the line of screw cylinders and feed screws.

CONTINUOUS SHORT CUT and NOODLE DRYERS - DeMaco has an exclusive design with air flow control. Fully controlled incorporating all the latest scientific design.

NOTE
Noodles Cut
with V.A.R.

DEMACO **DeFrancisci Machine** CORPORATION

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10"
16
PUTTER
S
B
R 11 1/2"
11 1/2"

Freight Rate Dilemma

Petition for Freight Increase

The eastern and western railroad lines are in the process of filing a petition with the Interstate Commerce Commission seeking a general freight increase of 15% to embrace all railroads in the country. While the possibility of this rate increase request received favorable consideration, it is not imminent. The oral and written requests by the railroads will be held before the Railroad and Warehouse Commission on January 22, 1957. A 15% increase added to present rates would add from 4 to 12c per cwt. to flour costs in different localities.

Freight Rate Dilemma

In the milling industry and in the grain and feed trades, the latest proposal of railroads of the West and the East and some small carriers in the South to increase freight rates by 15% is raising serious questions. If the Interstate Commerce Commission authorizes the full advance sought by the principal carriers, freight rates of railroads on wheat and flour will reach a level approximately 85% or more above the tariffs that were in effect at the end of World War II. If the full increase or any other advance is approved, many millers and members of the grain and feed trades ask, how much more flour, feed and grain traffic will be diverted to trucks and barges and thereby further upset existing markets and competitive relationships in the grain and milling business?

The concern that has arisen in flour milling as a result of the newest freight rate proposal is exemplified by a communication from a miller to the Millers' National Federation. "Don't the officials of these carriers realize that every time they obtain a rate increase they automatically turn more and more shipments over to trucking companies," this miller writes. "This is what has happened after each rate increase during the past 10 years. This process is rapidly undermining the milling-in transit structure and is putting millers involuntarily into the transportation business."

The Federation directed attention to that statement under the heading "Railroads Pricing Themselves Out of Business." Many millers and grain men maintain that they, too, are being priced out of no little business by the railroad rate advances. The higher the level of railroad rates, the greater is the advantage of shipping by truck and by barge.

The petition for the further increase of 15% follows a general advance of 6% with a rise of 5% on grain and grain products last March.

The carriers state that the increase now sought would make possible an average return of about 6.06% on their net investment as against the present estimated yield of 4.01%. If higher wages follow

the filing of the petition, the carriers assert that it may become necessary to ask for further rate advances. Unless the higher rates are granted, the I.C.C. has been told by the carriers, they will "be unable to attract capital on reasonable terms to improve efficiency and adequacy of service and unable to meet their competitive positions."

As members of industries in which competition is intense, millers, grain men and feed manufacturers and distributors are in sympathy with proposals for reasonable returns for every service, including that of railroads as well as their own. But many believe that the carriers and the rate authorities should give great consideration to the problem of the diversion of grain and grain products traffic to trucks and to barges as freight rates are advanced.

A suggestion is being made to the grain and feed trades and to milling by Walter R. Scott, executive vice-president of the Kansas City Board of Trade and an authority on freight rates, that these interests unite in a common presentation to the I.C.C. in order to guard against further losses of business to trucks and barges. The procedural timetable announced by the I.C.C. on this case, which includes the filing of written arguments, cross-examination of parties submitting briefs on January 15 and oral arguments on January 22, provides an opportunity to organize such action. The stakes of millers and the grain and feed trades in this proceeding are great enough to justify common and united action by them in a constructive spirit from the standpoint of all concerned, including the railroads.

Boxcar Shortage

Many flour mills have been forced to curtail operations because of the inadequate supply of boxcars. As a general rule, the railroads approve for flour loading only such cars as are in reasonably good condition. Recently the railroads, realizing their obligation to furnish sufficient freight cars to their shippers and to stretch the supply of cars, have been less particular and as a result, some cars are being approved for flour loading which do not qualify.

The railroads have been promising for several years to improve the condition of boxcars, but unfortunately the promise of better and more boxcars has not been fulfilled. As a result, some of the flour mills are now compelled to load some cars which are not in good condition. In order to make a poor car do, it is the general practice of most mills to first clean the car thoroughly, to cooper the rough spots, and to paper the floor and the walls of the car. This is all extra expense, but they are glad to do this much so that the contents of the car will suffer as little damage as possible while in transit.

A decrepit boxcar, when it is banded around in transit, will often shake loose

grain or other foreign material which may be lodged behind the wall linings or ceiling of the car. For this reason, when a car is opened at destination, its appearance may not be satisfactory even though the car was carefully loaded, because the car itself was in such poor condition that it could not stand up under the severe bumping it received while in transit.

The mills are requesting that if any damaged flour is received the customer should get the necessary notation of the damage on the freight bill so they will be repaid for any loss.

Multiple Imprinter Set-Up

A set-up involving the use of four separate imprinting attachments and a turning device is now being used by Buitoni Foods Corp., South Hackensack, N. J., to imprint changeable legends on all four sides of their shipping cases.

Developed by Adolph Gottscho, Inc., the arrangement consists of two recently developed "Model 750 Rolaprinter" imprinting machines which are installed on a conveyor leading to the case sealer, a turning device at the compression section of the sealer and two more Rolaprinter machines beyond the turner. In operation, filled, partially preprinted macaroni cases are imprinted on two sides with the appropriate variety name and number as they are conveyed to the case sealer. As they emerge from the sealer the cases are automatically turned 90° on a straight-through pass, then imprinted on the other two sides.

The "750 Rolaprinter" machine was selected because it provides a higher quality imprint and more positive imprint placement than are available from conventional friction-operated markers. Fully automatic, the "750 Rolaprinter" attachment incorporates a unique vertical, motor-driven flexographic printing system that synchronizes with the surface speed of cases in travel, and an electro-mechanism that controls positioning of imprint in exact desired locations on cases regardless of whether their flow is regular or irregular. Rubber type or dies are used on the machine and they are readily changed for new copy requirements.

General Mills Buys "Ready-to-Bake Foods"

General Mills, Inc. has purchased Ready-to-Bake Foods, Inc. of Los Angeles, California. C. H. Bell, General Mills' president, announced. Ready-to-Bake Foods produces and distributes refrigerated biscuits under the brand name Puffin, and will continue to operate as a wholly owned subsidiary of General Mills.

Winter Workshop January 22-23-24

Winter Workshop

(Continued from page 3)

Counsel for the National Macaroni Institute.

The durum millers have asked for a special spot on the program to present the activities of the Wheat Flour Institute's Durum Division. This special presentation will take place at a breakfast on the second day.

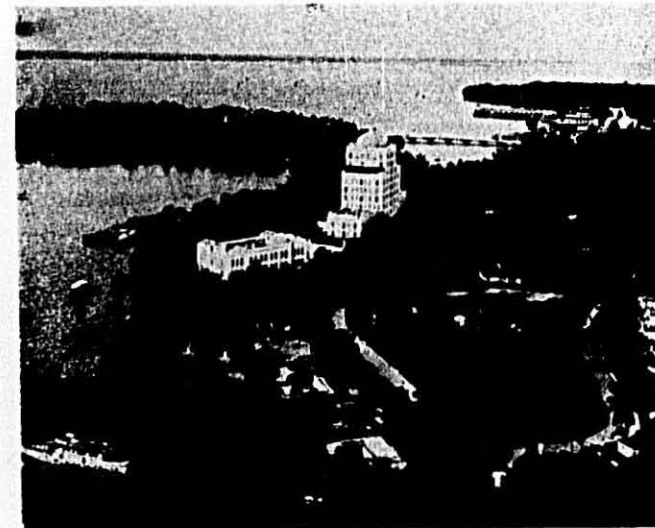
On the Social Side

On the social side the calendar will begin on the opening night with Rosotti's traditional Spaghetti Buffet. Special trips are being planned including one to Miami's Seaquarium which houses a most startling collection of marine life in its many forms in two huge steel and concrete tanks.

The Flamingo Hotel, scene of the convention, is a 13-acre resort estate directly overlooking Biscayne Bay. The hotel is far from the sounds of traffic and is served by its own private drive. The Flamingo pool and cabanas, facing south, are designed to capture the sun to its fullest. Also provided is a supervised wading pool and pool for children.

Fun for the Family

Golfers enjoy the 18 hole putting course, get pointers from the golf pro, and receive privileges at one of the area's most exclusive golf clubs, only minutes away.



An aerial view of the fabulous Flamingo

The Flamingo's station wagon will take you there or meet you at airport or railroad station on your arrival.

Tennis enthusiasts acclaim the three championship clay courts a real vacation asset. Fishing, claimed to be the finest in the world, is as close as the Flamingo's bayside front door. The Flamingo dining room and the cocktail lounge have both been newly air conditioned.

In addition to the well appointed main hotel building the Flamingo has 11 Mediterranean-style cottages, right on the grounds—ideal for families or for those who seek complete privacy.

This popular spot fills up fast so early reservations are recommended to be sent to the Flamingo's general manager, Mr. O. G. Thompson, 1500 Bay Road, Miami Beach, Florida.

James Winston and Staff
of
**Jacobs - Winston
Laboratories, Inc.**

156 Chambers Street
New York 7, New York

Extend their best wishes

to members of the

Macaroni-Noodle Industry

for a

Happy Holiday Season

and a

**Healthy and Prosperous
New Year**

GREETINGS

from the

Macaroni Journal

An ideal gift for
Representatives
Customers . . .
Friends . . .

Twelve month subscription
Domestic \$2.00
Foreign \$3.50

Write The Macaroni Journal
Palatine, Illinois.

Consumer Dividends in Modern Groceries

A statement of the outstanding services performed by the nation's food industry has just been issued by the Grocery Manufacturers of America. GMA President Paul S. Willis answers the questions most frequently put to him in interviews.

Mr. Willis has been president of the Grocery Manufacturers of America, Inc. since 1932. He counsels on production and marketing problems with executives of more than 300 leading food and grocery manufacturers. He is well acquainted with the nation's leaders in agriculture, grocery distribution, and government. A spokesman for the food industry, his articles on the food situation have appeared in many publications, and he is frequently requested to air his views on radio and television.



PAUL S. WILLIS

GETTING food to you—the way you want it—is the world's most important industry. This is the responsibility of the "Life Line of America," the line of essential processes between food in the field and food on the table. That it is being achieved is due, in large part, to the efforts on your behalf by America's grocery manufacturers.

The manufacturer's inventiveness has been the source of wonderful new ideas in groceries. His willingness to risk large sums of money on their acceptance by you has made these manufactured miracles a reality. And his exceptional efficiency has brought the world's most tasteful and healthful diet within reach of every American budget.

Yet the industry's impressive services are sometimes taken for granted, overlooked, even misunderstood.

Aiming for more complete understanding, we've raised here a few questions, questions we believe you might ask, and answered them as forthrightly as we know how.

Here they are:

What's Happening to Food Prices?

Since the high mark in 1952 there has been a reduction of almost ten per cent in the price of the family market basket of farm foods. During that short period grocery manufacturers have achieved remarkable improvements in our grocery products.

With lower prices and higher incomes, we are paying very much less relatively for food today than we did in 1952. An hour of labor in 1956 will buy better than 25 per cent more farm food than it did in 1952.

How Much Do Folks Usually Spend on Food?

Americans today spend 25 per cent of their disposable income on food. But if

they were content to buy the same amount and variety of groceries that were bought back before the war, Americans could do it on just 16 per cent of their income. Most people prefer to eat more and better food as their incomes increase and to take advantage of the economical "wonder" products in cans, jars and packages, among them cake mixes, soluble beverages, juice concentrates, frozen precooked meals, detergents, dietetic food and the like.

Is It True That Modern Grocery Products Save Us Money?

In many cases. Take, for example, fresh peas. In New York City their average price has been around 27 cents a pound. But pods and other waste accounted for 63 per cent of the weight, raising the real cost of shelled fresh peas to 72 cents a pound. At the same time, frozen peas, already shelled, sold at an average price of only 33 cents a pound. Other examples, just offhand, would be orange juice concentrates, cake mixes, and most canned goods.

What Makes These Economies Possible?

The manufacturer, who performs operations comparable to those you would do in your own kitchen, can buy and process large quantities of foodstuffs on special purpose equipment more economically than a housewife who must prepare a few portions of a number of dishes at once. Besides, by removing waste materials at the factory—like pods in the case of peas

—the cost of transporting, storing, and handling unnecessary bulk is eliminated. Another thing: processed foods are generally less perishable than raw foods, meaning that spoilage waste is reduced.

Does the Industry Want to Keep Prices in Line . . . and Why?

And how they do! In a sharply competitive market such as this, no one wants to raise prices and run the risk of losing business to a rival.

We know that not every dollar spent by homemakers on food is spent for the bare necessity of a subsistence diet. A good many dollars are paid for bigger menus, more nutritious meals, tastier and more interesting food. We want to go on providing these extra satisfactions and at prices that will attract the shopper and build more business for us.

An important share of the millions spent on research by the industry is spent on making processes more productive and efficient. Had it not been for a large investment in new plant and equipment and improved methods between 1952 and 1955, labor costs per unit would have risen more than they did and that would have meant higher consumer prices.

What's the Most Noteworthy Trend in Today's Groceries?

Time saving, beyond a doubt. The women of America have many important demands on their time. Instead of spending five and one half hours in the kitchen preparing and cleaning up after her family's three daily meals, the homemaker can do it in as little as an hour and a half, thanks to the manufactured maid services she's provided in modern grocery products.

What Else Do Women Want in Their Food and Household Products?

Convenience is more than a matter of time. The food processor is assuming more and more of the tasks once a part of the home kitchen routine. That means fewer utensils are required, fewer ingredients need to be stored, fewer waste materials have to be discarded. There are wonderful new wrappings, cleaning materials, laundry aids, and so forth. The industry spends about \$100 million annually on market and laboratory research to keep improving your grocery products.

Not only have products undergone fabulous changes, but they have reached the point of just about 100 per cent reliability. The homemaker can select from the familiar trademarks on her grocer's shelf and have complete confidence that she has picked a pure, wholesome product that will do what it says it will do on the label.

What About Nutritional Values?

We live on a better diet than ever before. Processed foods retain their nutritive values longer than raw foods on which the food values diminish throughout the long journey from field to home kitchen. And often food processors go Mother Nature one better. For instance, bread and cereals are commonly fortified with vitamins essential to good health. America is better informed on nutrition, too. Home economists in leading food companies have done an outstanding job of getting nutrition information into schools and before the public.

Do We Have as Much Variety as We Once Did?

Every once in a while you hear someone bemoan the passing of the "good old days" when it is supposed grandmother catered to the individual tastes of her family. Perhaps she did, but granddaughter has many more such opportunities, an infinitely wider choice of foods, in season and out, packaged and precooked from expert recipes, which she can pick out at her neighborhood store. Some self-service groceries carry as many as 7,000 items.

Why Do Manufacturers Spend Money on Advertising?

The history of American industry—and of the food industry in particular—illustrates graphically the dramatic fact that advertising more than pays for itself. It is the essential "ingredient" that makes possible those magnificent bargains you find in your grocery store. You see, advertising informs people about the useful and attractive qualities of goods and services. It sells products efficiently and in great volume. That makes possible mass distribution and mass production—which mean real economies for the American homemaker. Here's a case in point:

You may remember that back in the 1920's baby foods sold for about twenty-five cents a jar. Mothers then didn't know much about these products, and so there wasn't much of a market for them. Through advertising, an entire nation was introduced to baby foods and mothers discovered how remarkably helpful and healthful they are. Now, largely because of the bigger market that advertising created, baby foods sell at around ten cents a jar, less than half of their price in the "old days."

What About Profits?

Pretty close to rock bottom. On the average only about three and a half pennies out of your food dollar are returned to manufacturers and distributors, combined, as net profits. Back in 1939 it was almost twice that much.

Who Benefits from the Food Industry?

I would say that the entire economy benefits from a vigorous and growing industry. On the basis of sales, the industry has slightly more than quadrupled in size

since 1939. Think of it! This is a \$70 billion industry today, and it was only a \$16 billion industry seventeen years ago. This industry has grown in stature, too. The nation has profited and will continue to, because imaginative leadership in grocery manufacturing and distribution has helped build new businesses and strengthen others.

This \$70 billion grocery industry buys cans, cases, labels, steel, construction, advertising space, and so on and on. Just about everybody who works derives some portion of his or her paycheck from the operation of the food industry; almost one out of every three of America's jobholders is supported by the food industry—a million and a half in grocery manufacturing alone.

These many people have shared in the growth and prosperity of the industry. They have profited materially, and they have the promise of a bright future.

What Can You Predict About the Future?

By all odds it should be a glorious future. Ahead of us are the fascinating developments of timesaving and taste-satisfying foods and household products. The homemaker can look forward to quicker, more convenient shopping and liberation from still more kitchen chores.

We are on the threshold of some significant nutritional discoveries.

There is no reason to expect that present price stability will be upset.

All in all, continued progress will offer a better life for the homemaker and a better bill of fare for her family.

Factory Pay Hits High

Average factory pay hit \$2 an hour for the first time in history in September, the U. S. Departments of Labor and Commerce reported.

The \$2 average hourly earnings for manufacturing employees represented a gain of 10¢ over September 1955.

Average hourly earnings stood at 57¢ in 1929. It was not until 15 years later in 1944 that the \$1 mark was passed. In late 1950 average hourly earnings hit \$1.50.

The gain from 57¢ in 1929 to \$2 in 1956 has been partly eroded by the rising cost of living. Nevertheless, the real increase is substantial. The Bureau of Labor Statistics Consumer Price Index has risen by less than 100%. So real wages have doubled over the period.

Another milestone was achieved as average weekly earnings of factory workers rose to \$81 passing the \$80 mark for the first time.

Total employment in September stood at 66,071,000 down from the August peak because of young workers returning to school. Unemployment also declined to 200,000 and now stands at less than 2,000,000 or 2.9% of the labor force, a remarkably low level for peace time conditions.

Fringe Benefits

Based on a survey of one thousand companies by the Chamber of Commerce of the United States, employees averaged \$819 in fringe benefits in 1955. This is an increase of \$99 since the 1953 fringe survey was made and averages 20.3% of payroll or 39.2 cents per payroll hour.

The Chamber survey noted: "When a worker is hired today, or a new wage contract is agreed upon, the wage rates established no longer measure the cost of hiring labor, and the number of hours actually worked no longer measure the number of hours for which the employer must pay."

This \$819 per employee breaks down into \$251 for agreed-upon pension and insurance programs; another \$251 for vacations and holidays; \$145 for legally required payments—such as Old Age and Survivors Insurance, and unemployment and workmen's compensation; \$89 for rest periods; and \$77 for miscellaneous fringes.

Fringe payments vary considerably among employers, ranging from less than five to more than fifty percent of payroll. Industry payments in 1955, range from 13% for hotels to 30.5% for banks, finance, and trust companies. Regionally, highest payments were made in the Northeast; with the Western, East North Central, and Southeastern regions following in that order.

Macaroni Wage Survey

The National Macaroni Manufacturers Association conducted its annual wage and policy survey of the industry in November.

Hard Work to Be Boss

The latest portrait of the modern American businessman was painted by the American Management Association at a recent conference on middle and top executives.

The survey indicated there's no shortcut to the top, either in job or salary. Top managers have been working 26 years, serving as executives for 15 years, make between \$20,000 and \$30,000 a year. Middle management men have been at work for 20 years, the last 10 as executives, and they earn from \$10,000 to \$15,000 annually.

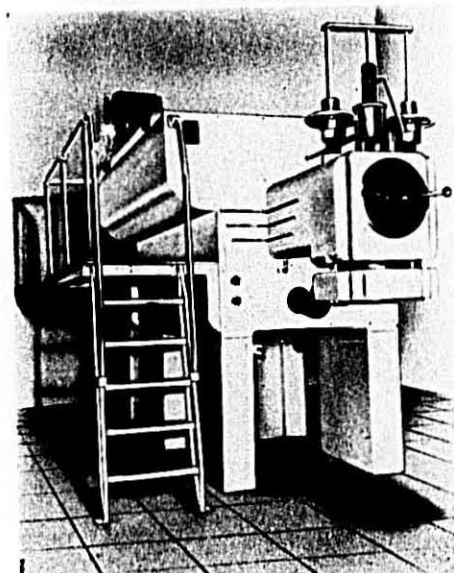
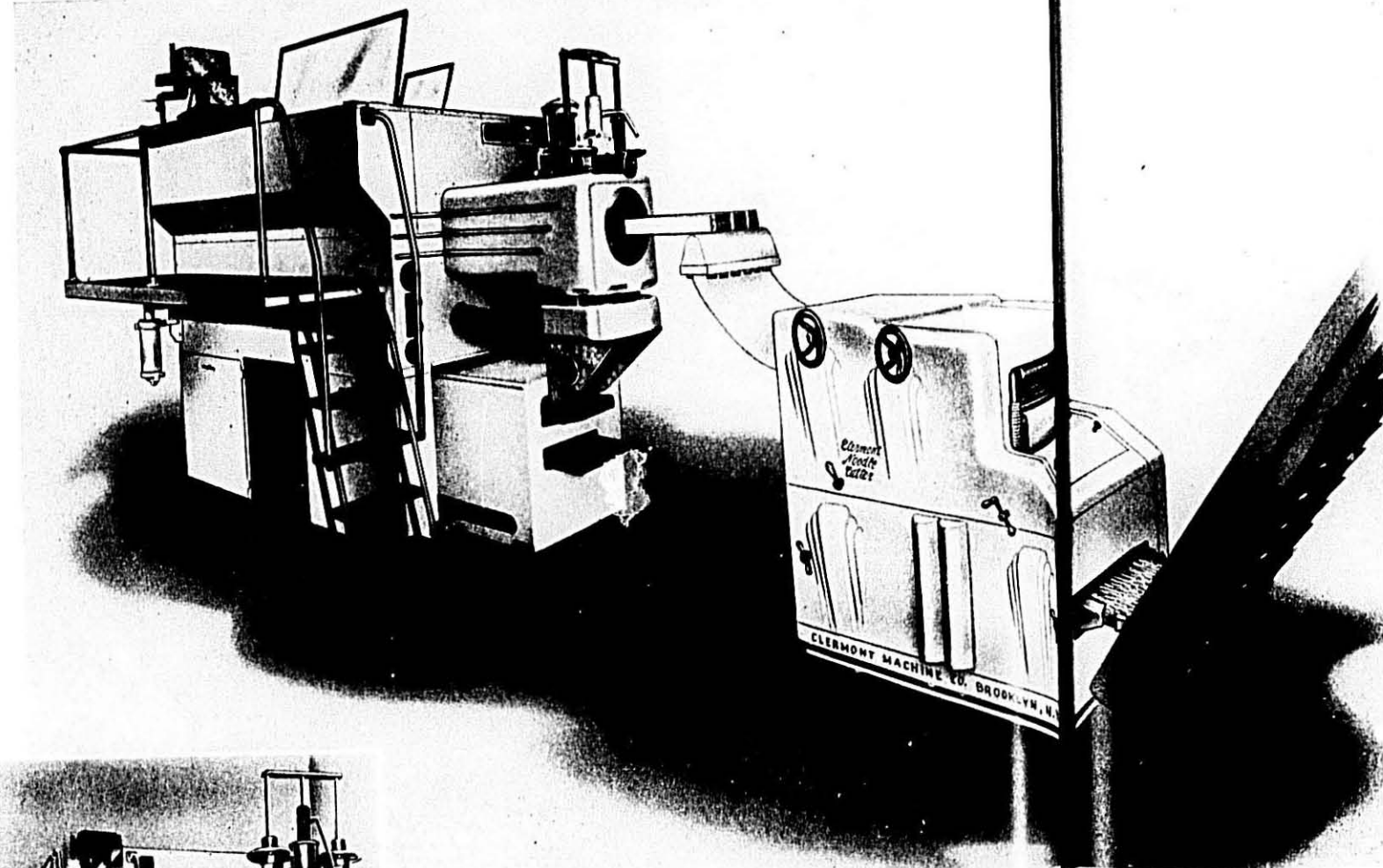
The higher a man's salary, the harder he works. Men in the middle management salary brackets put in about 11 overtime hours weekly; those making more than \$50,000 put in 18½ extra hours a week.

The AMA survey indicates liberal arts college graduates have been more successful than the specialists. Among the specialists, lawyers earn the most, followed by science and business graduates.

The 214 participants in the AMA survey included 18 presidents, 56 vice-presidents, 11 treasurers, secretaries, and other officers, and 41 division and department heads. Top management age was about 49, middle management age, 43. Average for the group: about 45.

Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



Clermont Super High Speed Noodle Cutter, Type NA-1 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

Extruded Noodle Dough Sheeter VMP-3

TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour.
Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean.
No separation between screw chamber and head.

Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design.
Meets all sanitary requirements.

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

Clermont Machine Company, Inc.

2676 Wallabout Street

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

VMP-3 with short cut attachment.

County Agents

(Continued from page 8)

continue to take considerable quantities of durum. Combined estimates set the possible mill grind at 18,200,000 bushels; exports perhaps as high as 10,000,000; milling 1-2,000,000; seed requirements 2-3,000,000 bushels. Perhaps as much as 10% of the crop, especially that portion that was frost damaged, will wind up as feed. With this estimated usage quantities on hand are certainly not burdensome and a crop of similar size or better will have to be produced to insure a carryover to meet normal requirements.

To the question "Will there be a government program in 1957 for durum?" Senator Milton Young said he will sponsor legislation if the growers want it. It seemed to be the consensus of opinion that growers wanted some incentive to grow durum now that durum prices have fallen closer to those of hard wheat and hard wheat yields make that crop attractive. Some thought an extra acre for durum for each acre taken out of the wheat acreage allotment would produce sufficient plantings. A questionnaire to determine grower sentiment was to be distributed later at the Show.

A low calorie spaghetti luncheon was served and enjoyed by everyone.

Bill MacDonald Killed

William P. MacDonald, 46, national authority on the agriculture of grain, died November 8 of injuries suffered in an automobile accident.

He had been attending a meeting of the Northwest Crop Improvement association before his accident. His car crashed into an abutment dividing traffic lanes on the N. Fifth street railroad overpass.

Mr. MacDonald was director of the agriculture department of F. H. Peavey & Company. King Midas Flour Mills is a division of the company. A former county agent in North Dakota, he was a native of Langdon, North Dakota. He was a member of the north central weed control conference and a past chairman of its industry committee.

He also belonged to the American Society of Agronomy and had recently been elected chairman of the public relations committee of the Minneapolis Grain Exchange.



A. T. Slough and Bill MacDonald at Peavey booth at Durum Show.

Mr. MacDonald belonged to Alpha Gamma Rho, professional agricultural fraternity. He was a Mason, a member of Wayzata Community church and a veteran of World War II.

Surviving are his wife, Jeanne; two sons, John and Daniel; and two daughters, Joan and Sybil.

Egg Surplus Squeezes Farmer

Eggs produced under mass production techniques have put the farmer in another surplus squeeze and the government in the egg-buying business—but still the housewife is holding the bag.

"Cage farms," so-called because hens never touch the ground and live their entire lives in racks of cages, have sprouted up and hiked egg production by leaps and bounds in the last two years.

The Department of Agriculture reported an all-time high production of 4,435,000,000 eggs during September, largest for any September on record.

That was 20 per cent more than the 10-year average for the month. But consumption, while also rising, has not gone up as fast as production.

Michael H. Weinberg, chairman of the Chicago Mercantile Exchange, said development of the cage egg was "seriously threatening" Midwest producers. He said farmers in the big Midwest surplus egg-producing area were beginning to lose out in the traditional consuming areas in the East and Southwest.

The government started buying eggs for the school lunch program and for use in other nonprofit institutions in September. About 165,000 cases of eggs had been purchased in the program in a month's time.

Weinberg discounted political implications to the egg support program even though it was announced just prior to the Nov. 6 elections.

"No matter who is in the White House, we are faced with overproduction," he said. "The problem is economic, not political."

But, he said, the farmer was not reaping the benefits of the government purchases. Weinberg said that processors in the heart of the egg-producing area were getting the gray under the program.

Consumers, of course, do not stand to gain from the government's move to bolster the price of eggs.

Weinberg said the price of eggs eventually would go up as more of the surplus was absorbed by the government. So far, except for a momentary increase when the program was announced, the market has remained about the same.

Prices paid to farmers in the country have stayed about the same or gone down slightly. Farmers were getting from 23 to 24 cents a dozen before the support program was started. Four weeks later they were getting from 22 to 23 cents.

"Country processors, however, are getting a bonanza of about a 100 per cent increase in profits on price-supported eggs," he said.

The reason the benefits of the program are not being passed on to the farmer,

Weinberg said, is that there was no provision made that the farmer be guaranteed part of the increase. Under a World War II price support program, federal officials demanded that price-supported eggs be accompanied by a certificate stating what price the farmer got, insuring that the producer benefited.

Weinberg said the government purchases, along with a recently announced purchase of 166,000 cases of eggs by the Spanish government, would tend to keep the market at present levels or start raising prices "in the next few weeks."



C. L. SIBBALD

Catelli Appointment

Mr. Fred Bienvenu, president of Catelli Food Products Ltd. has announced the appointment of Mr. C. L. Sibbald to the position of Western Manager with the firm, with headquarters in Lethbridge, Alberta. Mr. Sibbald is well known in agricultural circles for his work as Director of the Catelli Durum Institute. The Institute provides farmers, government officials and the grain trade with information concerning the growing, marketing and processing of Durum wheat. Mr. Sibbald will continue his activities with the Institute in addition to his new duties as Western Manager.

Director of Research James J. Winston has reminded members of the National Macaroni Manufacturers Association that Food & Drug Administration regulations require qualification for variety forms with the additional words *Macaroni*, *Macaroni Product*, *Egg Noodle* or *Noodle Product*, as the case may be.

General Mills' annual report has been judged best in the milling industry in the annual survey conducted by "Financial World," national weekly magazine. This is the ninth time in 16 years that General Mills' annual report has won the top award for the milling industry.

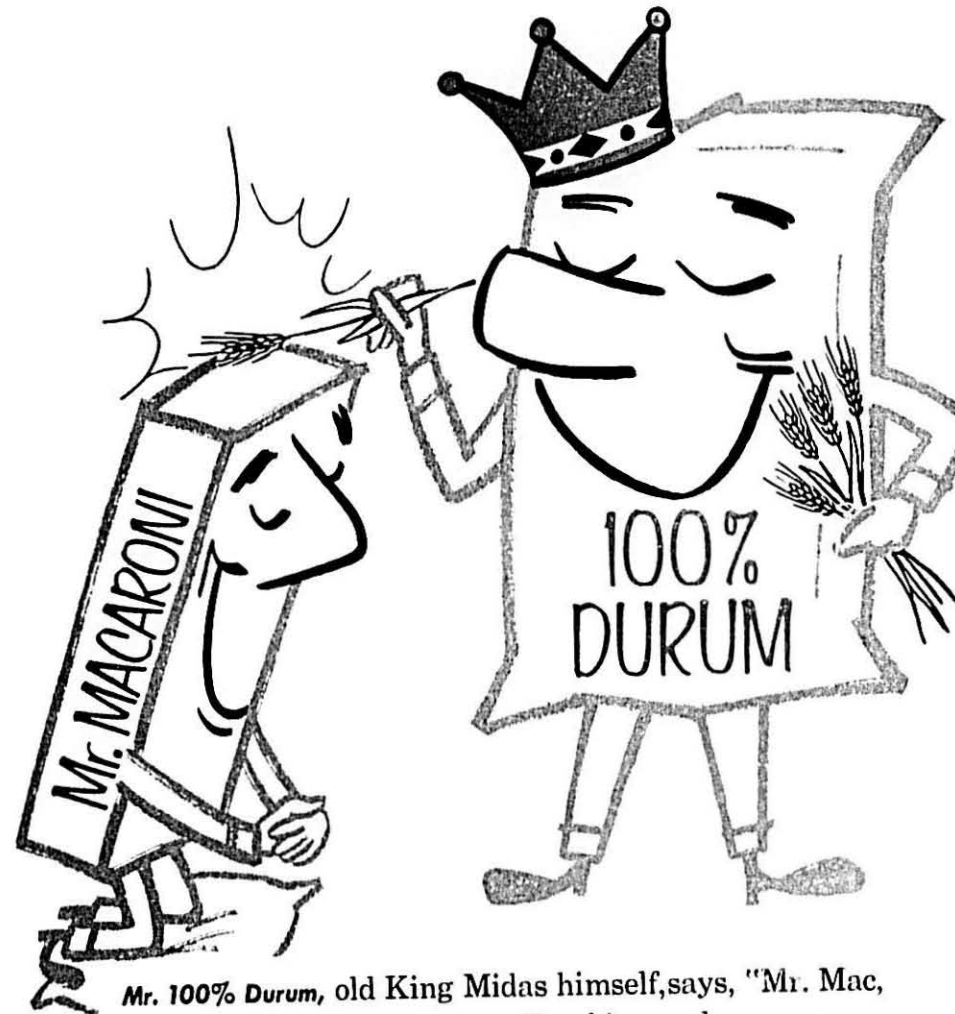
Proper Labeling

General Mills' annual report has been judged best in the milling industry in the annual survey conducted by "Financial World," national weekly magazine. This is the ninth time in 16 years that General Mills' annual report has won the top award for the milling industry.

General Mills Wins Award

General Mills' annual report has been judged best in the milling industry in the annual survey conducted by "Financial World," national weekly magazine. This is the ninth time in 16 years that General Mills' annual report has won the top award for the milling industry.

The Golden Touch of King Midas...



Mr. 100% Durum, old King Midas himself, says, "Mr. Mac, you are a knight of 'The Golden Touch' proud possessor of that rich golden look and rich in flavor too!"

"Remember, there's no substitute for the 'Golden Touch,' that's you!"

King Midas DURUM PRODUCTS
KING MIDAS FLOUR MILLS  MINNEAPOLIS

RETROSPECTIONS

by
M. J.

35 Years Ago—December, 1921

- There were eggs and eggs, as always. Dr. B. R. Jacobs brought to light some interesting facts concerning the quality of eggs being sold to macaroni manufacturers.
- "Ergot," a rye disease, struck alarmingly at 1921's macaroni wheat crop.
- Mr. Nelson B. Glaskell of New Jersey, named as chairman of the Federal Trade Commission.
- The Specialty Manufacturers Association at its convention in Atlantic City, November 15-18, went on record as favoring standard size containers for foods.
- The Acollan Macaroni Company, East Boston, Massachusetts, discontinued business after 30 years.
- The Sun Manufacturing Company, Council Bluffs, Iowa, registered its trademark "Sunco."
- The 1921 potato crop totaled 856,000,000 bushels, a gain of 10,000,000 over the 1920 crop.
- Property and equipment of the S. R. Smith Company, Grantham, Cumberland County, Pennsylvania, bankrupt, was ordered sold.

25 Years Ago—December, 1931

- The industry's champion is still the National Macaroni Manufacturers Association.
- "Macaroni—the ideal food, with many uses," declares Mr. F. C. Panepinto, president of Genesee Macaroni Company, Rochester, New York.
- The Macaroni Trademark Service undertook searches for possible registration of "Napoli" for the Union Macaroni Company, Denver, Colorado; "Il Fiore de Napoli" for Italian-American Paste Company, San Francisco; and "Napoleon" for Los Angeles Macaroni Manufacturing Company, Los Angeles, in November, 1931.
- The wedding story and picture of Thomas Viviano and Miss Stella Rosa, married November 21, appears in the December issue of the Macaroni Journal.
- The Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce placed macaroni products consumption at 4.1 pounds per capita.
- The DuPont Cellophane Company sponsored a gigantic egg noodles exhibit in its boardwalk building in Atlantic City.
- Heavier penalties for food adulterators urged by the Food and Drug Administration in its annual report.
- Retail food prices averaged 17.5% lower than on same date a year ago.

15 Years Ago—December, 1941

- President C. W. Wolfe issued call for Mid-Year Meeting at Morrison Hotel, Chicago, to discuss among other things, new Standards of Identity; the price of semolina; durum flour or farina related to the price of macaroni and egg noodles.
- Macaroni Products declared as aid in war or peace.
- The Atlanta Macaroni Company, Atlanta, Georgia, began operations in its leased factory at 230 Eugenia Street, S.W.
- Food prices are up—but "up from what?"
- 1941's durum quality is below normal, principally because of heavy rains during most of the harvesting and threshing season.
- Mr. L. F. Patterson of Victor, Montana, named 1941 Macaroni Wheat King at International Hay, Grain and Livestock Show in Chicago the week of November 29-December 6.
- Railroads permitted to cut freight rates on macaroni products by decision of the Interstate Commerce Commission.
- B. Filippone & Company opened a plant at Garfield, New Jersey.

5 Years Ago—December, 1951

- The macaroni industry's prime problem was the reduced supply of its basic ingredient, durum wheat, due to stem rust in the 1950 crop and devastating summer rains in 1951.
- Arnold Ingulsrud of Edmore, North Dakota, was crowned Durum Wheat King at the State Durum Show, Langdon, North Dakota, with a 61-pound sample of Nugget Durum.
- "Public health foremost," said Joseph and James J. Winston, discussing condemnation of processed food by the Food & Drug Administration.
- V. LaRosa and Sons, Brooklyn, New York, launched one of the largest and most concentrated television campaigns over station WOR-TV.
- Report made on the regional meeting in Belmont Plaza Hotel, New York City which was attended by 50 macaroni men and suppliers discussing such things as: Weight Tolerances; The 1952 Durum Outlook; The Scrap Campaign; Price Controls.
- Macaroni manufacturers received a new booklet containing large quantity recipes featuring macaroni foods from the Wheat Flour Institute.

Winter Workshop
January 22-23-24

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Stag Party, new Institute film, features easy-to-fix recipes that please everybody when served with that all-time favorite—spaghetti.

Tougher Competition

ACF-Wrigley, originally a Detroit chain, after three mergers in 12 months, has entered Cleveland, St. Louis and Oklahoma and is now moving into the Texas-Kansas markets. Red Owl with stores in nine Northwestern states is openly looking for mergers. Kroger is reported looking for expansion in California, Florida.

About 2,500 new chain supermarkets will be built this year compared to 1,800 last year. But chain executives close older, smaller stores even faster than they open new, giant, deluxe emporiums. The result, says the National Association of Food Chains, is that total chain business is still about 40% of the nation's grocery bill, about the same as 25 years ago.

Season's Greetings -by the Tons

• Our sincerest thanks for the privilege of serving you
• Our best wishes for a very successful and prosperous New Year

FROM THE
VITAMIN DIVISION
HOFFMANN-LA ROCHE INC.
in the United States and Canada
and our distributors



Seasons Greetings

to all our friends associated with
the Macaroni Industry

CAPITAL FLOUR MILLS

