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The Macaroni Journal

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1949 Convention Number

C. L. Norris Re-Elected President National Macaroni Manufacturers Association

...aroni Manufacturers Association
...Illinois

Printed in U.S.A.

VOLUME XXXI
NUMBER 3

The President's Address

At The National Convention, N.M.M.A.

AT THE midyear meeting in January at Miami Beach, it was charged that I started the meeting off on a gloomy angle. Before preparing these present remarks, I reread my January message and in the light of history since the midyear meeting, now maintain that it was more realistic than pessimistic. I remarked at some length then about governmental influence upon one's business and this is always good for some healthy discussion. While we talk about our desire for free enterprise, our actions sometimes do not go along with our expressed viewpoints. As individuals, we talk free initiative, yet we accept pensions, howl for rent controls, for assistance from Government to buy our homes, protect our health, educate our children, provide insurance, take care of us in our old age, get us a job and keep us from being fired. We think all of these are fine things for the Government to provide but when taxes are extracted from us to carry on these operations, we howl some more. Of course after reading the recommendations of the Hoover Commission everyone should agree that a thorough overhauling of our governmental structure must be undertaken and as quickly as possible.

I would not venture to say which way the Government should jump, on crop controls. As I stated in January, the shadow of a huge food surplus is on the world and just what the Government should do about impending surplus crops would be, at best, a hard one for Solomon himself to call. The present proposal for permitting *perishable* commodities to find the demand price level and *non-perishable* products on the other hand, being supported to a percentage of parity, would react to the detriment of the sales of our products. It is evident that this would create a wide price spread between potatoes, for instance, and macaroni products. We all know that cheap potatoes do not make for bountiful macaroni sales. I believe that all of you should point out this unjust disparity to your representatives in Congress and express your opinions freely. By the way, how long has it been since you wrote your Congressmen about your opinion on taxes, the Hoover report, controls, or what not? We all sit around and do a lot of crabbing, but does your Congressman know how you feel as compared with the deluge of mail he gets from so-called "free" or "liberal thinkers?"

We, in the macaroni industry, along with most manufactured items in this country, have been going through a so-called "recession." Let us not get the idea that a recession is a polite way for saying "a mild depression." I like better the definition that a recession is a downward adjustment to a lower basis of prices. This is still going on and will continue during much if not all of 1949 in most lines. I believe, however, that we are well through it in the macaroni business. There has been a general downward price adjustment in our industry in most sections of the country in the past two months. The hesitancy upon the part of distributors to carry even adequate supplies of our products, has thus been removed. However, we know that distributors are, generally, still cautious

President C. L. Norris

about ordering their former fairly liberal "backroom stock" quantities. This condition will no doubt prevail until fear of falling prices is generally eliminated from food commodities.

While I am not here to radiate false optimism, I honestly cannot see anything in the picture about which we should be dismayed, in our industry. It is true that some manufacturers without too well established consumer franchises, over-expanded production facilities during and since the war. Some of these producers are having some difficulty in adjusting themselves to present demands. The producers having established brands on which they kept working hard during the war, and have since put forth every effort to thoroughly merchandise, are doing all right at present from the best information I have available. Our industry, for the year to date, produced 140 per cent of the average for the same period for the five pre-war years. I have been in a large number of plants around the country during the past year and firmly believe that never before in the history of our industry have the manufacturers in our business been as well equipped mechanically to produce high quality products. The war years taught our manufacturers the value of using high grade raw materials. Our educational programs on sanitation have put our plants in excellent shape from a housekeeping standpoint. The relations between the growers, raw materials, suppliers and our manufacturers is, I believe, on the highest level it has ever attained. The management of the great majority of our plants across the country is in the hands of capable, progressive men. There are no large inventories of macaroni products in distributors' possession.

Perhaps the foremost of all factors, on the encouraging side, is the awakening on the part of more and more firms in our business, to the vital necessity of attracting favorable publicity to macaroni products in the eyes of the American people. We are well launched on a long range program of this type and the results obtained from the capable hands of the Wheat Flour Institute and the Theodore Sills organization, have been extremely beneficial in bridging the recession. We must remember that our program is still an infant and needs to be well nurtured and provided with good solid food, but is, already, in the accustomed way of a healthy youngster, making itself heard.

In short, my message to you is that we, in this business, should be confident that with the present high quality, nutritious, appetizing food we have to offer, plus the ability and know-how to get the job done, we have every reason to be encouraged about the days ahead. We can take a page from the prophet of old who said "the thing which I greatly feared has come upon me," and like him, sit around and hold our heads and bring on a depression, or we can, on the other hand, take courage in all the encouraging factors at hand and go on to greater heights.

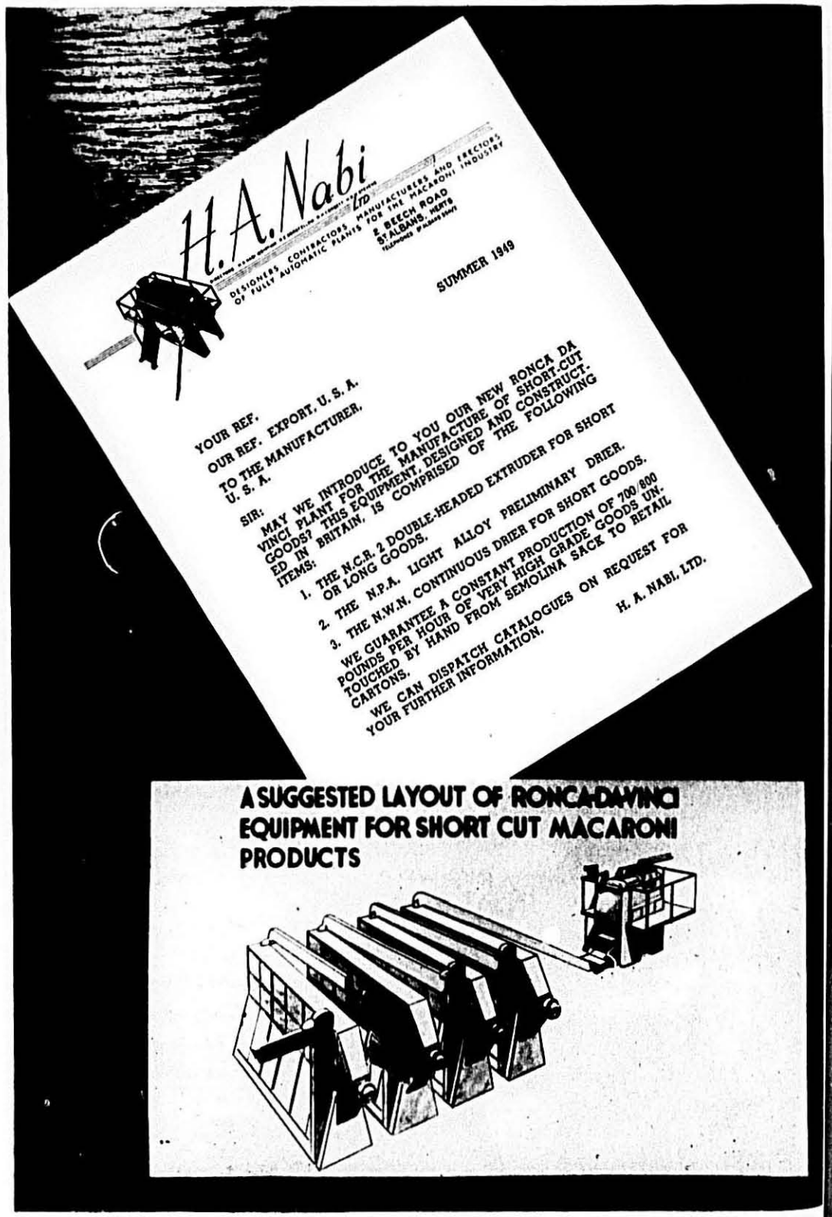
In conclusion let me repeat the message that I have been trying to pound home on every occasion during the past year:

Use top quality raw materials.

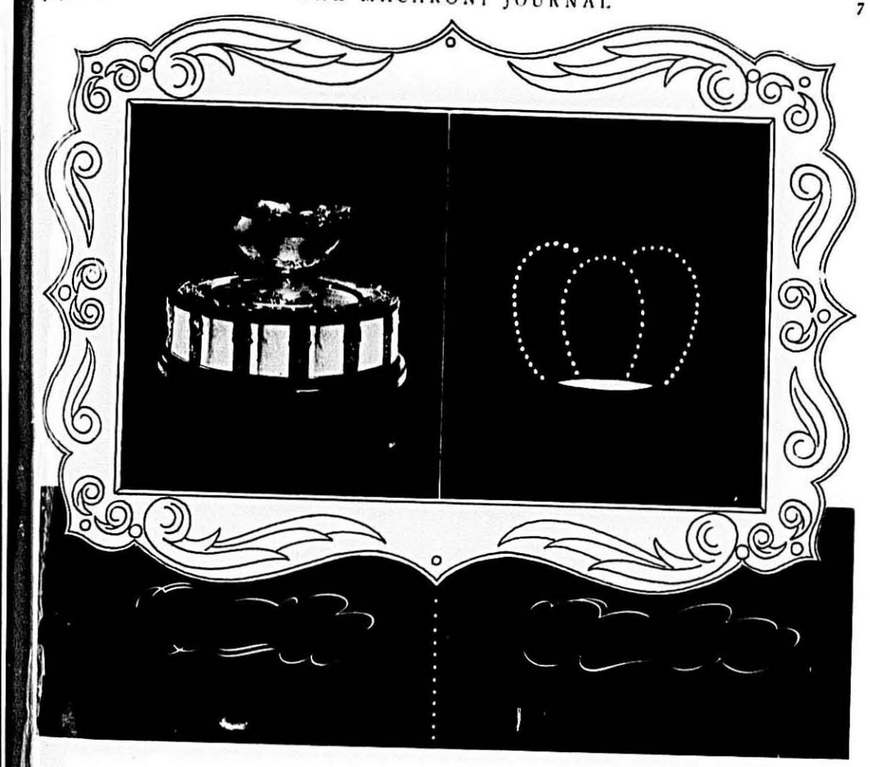
Use the best machinery and brains you can purchase to produce and package the finest product possible.

Do as the colored preacher when asked for the reason for his marked success in sermonizing: "First I tells 'em, then I tells 'em again, then I tells 'em what I told 'em."

Sincerely yours,
C. L. Norris, President



A SUGGESTED LAYOUT OF RONCADAVINCI EQUIPMENT FOR SHORT CUT MACARONI PRODUCTS



The
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Industry In Favorable Position

S of June, 1949, the position of the macaroni industry appears quite favorable in the eyes of the leading nufacturers who attended, and the galaxy of renowned eakers who addressed the forty-fifth annual convention the National Macaroni Manufacturers Association in Edgewater Beach Hotel, Chicago, June 27 and 28, 49. The fifty and more manufacturers and twice that mber of allieds who composed the industry conference nsidered jointly the possibilities of improving the in-stry's good position by better merchandising. In their nion there appears to be a great need for wider distri-tion and a continuous campaign to enroll all manufactur-s in such planning.

The sale of macaroni, spaghetti and egg noodles for the t six months of 1949 has been approximately 40 per t over the pre-war sales for the same period. The real ture is somewhat obscured when attempts are made to pare present output with the wartime high, a peak both production and profit that may never again be ched.

From the producer's angle it is conceded that the pro-tion capacity of the industry has increased alarmingly ing and since the war, and that despite the increased eptance of our products during the war years and -rationing, some promotional effort is a business ne-sity, an activity deserving and requiring the united sup-t of every one in the trade to hold the gains made and ncrease even further the acceptance by new consumers, in this country have the greatest selection of good ds to choose from to sate their appetites.

here has been no scarcity of good raw materials dur-the past few years, with the result that the retail outlets well stocked with high quality macaroni-noodle prod-. The general quality is good, the retail prices fair, gh there has been some price-cutting on below-grade es.

ecause of the friendly relations among durum farm-semolina millers and macaroni makers that have de-ped appreciably during the past few years, there has n available an ample supply of good durum, fine semo-lina and granular and the best finished macaroni products in the world. There was some discussion at the convention on the need of setting up some kind of an official standard for granulars because of the wide variation in the flour contents in the granulars offered by the different mills. The matter was left to the millers and manufacturers for further study and needed action.

While there was much talk on factory cleanliness, prevention of infestation, better accounting, improved manufacture procedure and other things that would improve the industry generally, it was the question of distribution that was foremost in the minds of the leaders who sought ways and means of collective improvement in business activities to enable the trade to keep up with its increased production possibilities.

There is hardly a plant operating in our country today that is not in a position to produce nearly twice as much as it is normally manufacturing, and it is this potential that has the manufacturers, large and small, really worried. With macaroni exports reduced to less than 20 per cent of the 1947-1948 peak, and little prospects of regaining even a fraction of that lucrative market, manufacturers must turn their attention and beam their dollars at increased domestic demand.

From all sides the work and plans of the National Macaroni Institute were praised highly, not only by manufacturers who are co-operating in the promotional plan, but by representatives of distributors and speakers for consumers who see in the Institute's efforts a steadier flow of finished macaroni products from plants to consumers, at prices that are fair to retailer and consumer, and with quality products that none need be ashamed of.

It was the general thought of the 175 conventioners present at the 1949 conference that much good eminates from such friendly business get-togethers as sponsored by the National Macaroni Manufacturers Association last month . . . that the good therefrom would increase proportionally to the interest taken by manufacturers all of whom stand to benefit from any co-operative action that grows out of united group thinking.

Industry Conference Stresses Competitive Co-operation

Convention Theme—"Better Materials, Better Methods, Better Merchandising for Better Business"—Guides Activities of Enthusiastic Conclave. Social Functions Varied and Appreciated.

THE 1949 conference of the macaroni-noodle industry of the U.S.A. held in the Edgewater Beach Hotel, Chicago, June 27 and 28, is now history. The attendance was nearly up to record and the interest keen. There was manifested a spirit of optimism that speaks well for the future of the business.

In attendance were manufacturers from San Francisco to Brooklyn, from St. Paul to Fort Worth. The conference had an international flavor because of the presence of seven executives of three Canadian firms and one each from Rome, Italy, and from Puerto Rico.

All but five of the 21 members of the board of directors were in attendance and actively supported the leadership of President C. L. Norris of the National Association who had the program under personal control throughout the conference. Of the absent directors, two were in Europe, business and pleasure bent, one is recovering from illness and another was prevented from attending because of a serious accident that resulted in injury to three executives of his firm.

The convention proper was preceded by the final meeting of the 1948-1949 board of directors on Sunday, June 26, at which plans for the conference were given a final check-up and business matters received business-like attention. Also by a Directors-Millers Conference at which the crop prospects were discussed, as were matters pertaining to the grades of new materials and the practicability of having an official definition adopted for granular. The latter remains in the talk stage, with opinions known should the need for such a definition arise.

Representatives of manufacturers and allieds started registration early, enabling President C. L. Norris to officially open the 1949 convention, which he did on time the morning of June 27. He welcomed the members and guests warmly and solicited the fullest co-operation and strict attention to a rather tight business program planned by Acting Secretary-Treasurer Robert M. Green and the personal enjoyment of the fine social affairs planned by Secretary-Treasurer M. J. Donna and sponsored by allieds deeply concerned in the welfare of the industry.

A rousing message of business optimism by President C. L. Norris officially opened the convention proceedings, followed by reports of the National Association's three executives. The remainder of the morning session was given over to a discussion of the subject, "Better Materials," over which Vice President Albert Ravarino presided. Among the subjects discussed by a selected panel of recognized authorities were *Improving Durum Varieties*, by Henry O. Putnam, executive vice president of Northwest Crop Improvement Association, Minneapolis; *Improving Durum Products*, by Earl V. Hetherington of General Mills, Paul M. Petersen of Capital Flour Mills, and William Steinke of King Midas Flour Mills, all of Minneapolis; *Development of Color Standards for Eggs*, by Dr. O. J. Kahlenberg, director of research, National Egg Products Association, Chicago, and *Better Packages*, by Charles C. Rossotti, executive vice president, Rossotti Lithographing Co., North Bergen, New Jersey.

During the noon recess, the Empire Box Co., Garfield, New Jersey, feted the registrants and their ladies at a buffet luncheon aboard the yacht *Joan-Barf* anchored on Lake Michigan off shore from the Edgewater Beach Hotel. S. J. Klein, president of the sponsoring firm, was the host.

Better Methods was the theme of the afternoon session over which Vice President A. Irving Grass presided. The subjects treated were as follows:

Flour Handling and Car Loading. Leader of discussion—C. W. Grier, Manufacturing Executive, General Mills, Inc., Chicago.

New Development. New Materials In Plant Sanitation. Tom Hugé, The Hugé Co., St. Louis.

Noodle Packaging Developments. Rex Stone, Triangle Package Machine Co., Chicago.

Better Pricing Through Accurate Costing. Alex J. Fulton, Wolf & Co., C.P.A., Chicago.

Merchandising Emptied Bags. Robert C. DeVinny, Textile Bag Manufacturers Assoc., Chicago.

Protecting Products and Reputation. John A. Larigan, St. Regis Paper Co., New York.

The social affairs the evening of the first day included a reception sponsored by Buhler Brothers, Inc., New York, with vice president and general manager, O. R. Schmalzer, host. Also a spaghetti buffet supper sponsored by Rossotti Lithographing Co., North Bergen, New Jersey, with Alfred Rossotti, Charles Rossotti and George Hubbard as hosts.

The "Early Bird's Breakfast" the morning of the second day was a new feature sponsored by nine durum millers. It was spontaneously popular and served to bring out a large, early attendance to the opening session the morning of the second day of the convention which was also presided over by President C. L. Norris.

Better Merchandising was the theme of the morning session, June 28 with Vice President C. Frederick Mueller officiating. The subjects discussed were:

Merchandising Ideas by E. J. Martin, National Food Distributors Association; Val Bowman, National Tea Co.; E. E. Seeck, Food Distributors Association of Illinois, and Donald F. Kiesau, Chicago Restaurant Association.

New Trends in Salesmanship by H. A. Bergdahl, sales lecturer, University of Illinois.

Before the noon recess the Committee on Nominations made its report which was unanimously adopted and the recommended directors for the 1949-1950 board elected. During the noon hour, the new board organized by re-electing C. L. Norris as president for another term, and the following vice presidents: A. Irving Grass, I. J. Grass Noodle Co., Chicago; C. Frederick Mueller, C. F. Mueller Co., Jersey City, and Peter J. Viviano, D. Monico Foods, Louisville.

The subject of discussion for the fourth and final session the afternoon of June 28 was *Better Public Relations*, with Adviser C. W. Wolf, conducting.

A color slide presentation and discussion by Clara Gebbard Snyder of the Durum Products Division of the

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The Macaroni Journal

by M. J. Donna, Managing Editor

HERE are a few historical facts on the establishment of a magazine for the macaroni-spaghetti-egg noodle industry in our country.

Since the organization of the National Macaroni Manufacturers Association at a meeting of the then leaders of the industry, April 19, 1919, in Pittsburgh, it was evident that a publication devoted exclusively to the general welfare of the trade and controlled by those most concerned in the industry's progress, was a "must" that would soon have to be fulfilled.

There was being printed at that time, but none too regularly, a privately-owned magazine known as THE NATIONAL MACARONI AND EGG NOODLE MANUFACTURERS JOURNAL, the property of the Pfaffman Egg Noodle Co. of Cleveland. Its editor, Mr. Edwin C. Forbes, was named as the part-time secretary of the newly formed National Association, serving in that double capacity for 15 years.

Mr. James T. Williams, Sr., as the struggling association's World War I president, realized as did no other individual manufacturer, the need of an aggressive official organ for a rapidly expanding business, and the need, also, for a full-time secretary of the association. He conceived the idea of combining the duties of both secretary and editor in one person.

With the consent of his executive committee, he arranged for the hiring of the association's first full-time secretary, starting March 1, 1919, and the establishment of a monthly magazine sponsored by the association as its official organ. Later it was to become the recognized spokesman of the entire industry.

Almost single-handedly, Mr. Williams tackled the job of launching a new macaroni journal. He arranged with Mr. George Cunningham of the Commercial Printing Co. of St. Paul to print a magazine of the kind and class that would do credit to a fighting industry. Mr. Williams obtained a creditable number of suppliers as advertisers, and nearly all of the then manufacturers became paid subscribers. The result was that on May 15, 1919, there was published and distributed the first issue of THE NEW MACARONI JOURNAL as the official organ of the association. It was mailed to a list of about 400 manufacturers and allieds and was hailed by them as a momentuous forward step.

As full-time association secretary, President Williams named M. J. Donna of Braidwood, Illinois, who assumed his secretarial duties on March 1, 1919, and his equally important duty as JOURNAL editor with the first issue, May 15, 1919. The journal continues to be published in the same St. Paul plant, now operated by the Bruce Publishing Co. The association and the journal continue to be served by the same full-time secretary and editor to date.

For 30 years the funds of the national association and the journal have been handled jointly. Starting the thirty-first year on March 1, 1949, the accounts were separated. Those of THE MACARONI JOURNAL are in a special fund in the First National Bank, Wilmington, Ill., an institution that has safely withstood the financial storm of depression years. A full accounting was made yesterday to the board of directors of the national association.

Indicative of the tie-in with the national association is the publication committee consisting of the association's president, its vice presidents and the managing editor. They formulate and promulgate the journal's editorial policies, having done so for 30 years.

Original Advertisers—May, 1919, to June 15, 1949

The advertisements of 33 supply firms appeared in the first issue of THE MACARONI JOURNAL, May 15, 1919.

Six have been continuous advertisers for more than 30 years.

Capital City Milling & Grain Co., St. Paul, Minn. Now Capital Flour Mills.

John J. Cavagnaro, New York, N. Y. Now Harrison, N. J.

Cevasco, Cavagnaro & Ambrette, Inc., Brooklyn, N. Y. Now Consolidated Macaroni Machine Corp.

Duluth-Superior Milling Co. Duluth, Minn. Now King Midas Flour Mills, Minneapolis, Minn.

F. Maldari & Bros., New York, N. Y. Now D. Maldari & Sons.

Pillsbury Flour Mills Co., Minneapolis, Minn. Now Pillsbury Mills, Inc.

Other originals:

Bay State Milling Co., Winona, Minn.

Charles Boldt Paper Mills, Cincinnati, Ohio.

Buhler Brothers (A. W. Buhlman), New York, N. Y. Current and occasional.

Carrier Engineering Corp., New York, N. Y.

Chicago Carton Co., Chicago, Ill.

Crookston Milling Co., Crookston, Minn. Occasional.

Downing Box Co., Milwaukee, Wis.

Dunning-Varney Corp., New York, N. Y.

East Iron and Machine Co., Lima, Ohio.

Charles F. Elmes Engineering Works, Chicago, Ill.

Globe Folding Box Co., Cincinnati, Ohio.

Hinde & Dauch Paper Co., Sandusky, Ohio.

Hummell & Downing Co., Milwaukee, Wis.

Johnson Automatic Sealer Co. Battle Creek, Mich.

Lincoln Mills, Lincoln, Nebr.

Joe Lowe Co., New York, N. Y.

Manufacturers Purchasing Corp., New York, N. Y.

Northern Milling Co., Wausau, Wis.

Frederick Penza & Co., Brooklyn, N. Y.

A. Rossi & Co., San Francisco, Cal.

Shane Brothers & Wilson Co., Minneapolis, Minn.

United States Printing & Lithographing Co., Cincinnati, Ohio.

Waldorf Paper Products Co., St. Paul, Minn. Occasional.

P. M. Walton Manufacturing Co., Philadelphia, Pa.

Werner Pfleiderer Co., Saginaw, Mich.

Yerxa, Andrews & Thurston, Minneapolis, Minn.

For current advertisers, I refer you to the June 15, 1949, issue which was mailed last week to over 800 on our regular mailing list. Those of you who have not seen that issue, a copy is available at the registration desk, or will be sent you by mail on request.

Practically every important supplier of the industry advertises in our magazine, some regularly, others occasionally. A few of them are doing a bangup job of it, too. Others might do so, if their attention were called to our publication by the manufacturers who are being served. Space contract forms are available at the registration desk, as are current advertising rate cards. We have always depended on manufacturers to co-operate with us in our effort to make advertising space in our journal available to all dependable supply firms. Your continued help along that line will be appreciated.

With a few exceptions, every worth-

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Report of the Director of Research

B. R. Jacobs, Washington, D. C.

THE report which I am about to make was induced in part by the efforts of the Food and Drug Administration to require proper labeling of macaroni products and also by the efforts of the macaroni industry to cooperate with the millers in using the surplus durum flours in the manufacture of semolina.

Last fall I was advised by the FDA that it was about time for them to begin enforcing the law which requires that when macaroni products are labeled as being made from semolina they should conform to such labeling. As a result of this decision the association, at its mid-year meeting last winter, passed a resolution to the effect that since semolina was now available in large volume to all manufacturers it was the desire of the association that the FDA enforce strictly the labeling provisions of the law in order to promote better competitive conditions among manufacturers as well as to insure the consumer a better knowledge of what is contained in the package.

Following this meeting some officers of the association, including the president, met with the millers in Minneapolis and proposed that we try to get the standards of identity for semolina amended so as to increase the amount of flour permitted from 3 per cent to 10 per cent. Proposals also came from other sources that in lieu of increasing the amount of flour in semolina, we request the FDA for a hearing to establish standards of quality for macaroni products which would require them to be made from durum semolina and/or farina and all macaroni products made from flours should be labeled sub-standard. I discussed this proposal with the FDA as well as the proposal for increasing the amount of flour in semolina and they advised me that in all probability the desired results could be obtained more simply by enforcing more strictly the labeling requirements as they now stand. In order to carry out such enforcement it would be necessary to find some way of determining positively when a macaroni product contained flour and when it was made purely from semolina. This is a difficult task at present but the laboratory worked for more than five years in determining accurately egg solids in egg noodles and in identifying positively substitutes so that at the present time we have little or no adulteration in our noodle products. One method which was suggested by the FDA was factory inspection. This could easily be carried out, temporarily at least, and this would be considerably more positive than any method of analysis which could be used at the present time.

In order to begin somewhere, a meeting was held in New York City for the purpose of getting the reactions of Eastern manufacturers on the proposals that had been made for amending the standards for semolina and for requesting standards of quality. At this meeting twenty-three manufacturers were present and the votes after both proposals were stated to the group, were two for amending the standards for semolina and twenty-one for obtaining standards of quality from the FDA.

It was also proposed and approved, to have the laboratory request macaroni manufacturers to send samples of durum products to the laboratory in order to determine the amount and grade of flour that was present in granulars and also to compare the flour portions of the granulars with each other, and the semolina portions of the granulars with the semolinas.

The laboratory examined approximately 150 samples of semolinas, durum granulars and durum flours and the results of these examinations are included in this report.

All the determinations of ash were converted to a 15 per cent moisture so as to make them comparable with the maximum ash provided in the standard of identity for durum flour. As you know, this standard provides that durum flour shall contain not more than 1.5 per cent ash on a moisture-free basis. This is equivalent to 1.275 per cent on a 15 per cent moisture basis. So if we keep this figure in mind we may be able to compare the quality of the flour portion of our granulars.

From the tables, copies of which have been distributed, you will note that the samples obtained from manufacturers and labeled as being shipped by Mill No. 1 showed a maximum of 1.24 per cent and a minimum of .98 per cent ash and that the amount of flour contained in these granulars ranged from 5.5 per cent to 16 per cent. The sample containing 16 per cent, the first one on the list, showed 1.17 per cent ash. Six samples representing the granulars from Mill No. 2 showed a range of 1 per cent to 1.22 per cent ash and the amount of flour contained in the granulars ranged from 4 per cent to 7 per cent. Mill No. 3, represented by eight samples of granulars, showed a range of .935 per cent to 1.12 per cent ash and from 5 per cent to 7 per cent of flour. Mill No. 4, which was represented by only four samples, showed a range of 1.06 per cent to 1.30 per cent ash and a range of from 5 per cent to 6 per cent of flour. When we remember that the ash limit for durum flour is 1.275 per cent on a 15 per cent moisture basis, two of the four samples exceed the ash limit and are therefore, not entitled to be designated as flours. Mill No. 5, represented by six samples, showed a range of from .88 per cent to 1.12 per cent ash and from 5 per cent to 8 per cent flour. Mill No. 6 only furnished two samples with the range of from 1 per cent to 1.11 per cent ash and from 4.4 per cent to 5.5 per cent flour. Mill No. 7 represented by six samples, showed a range from 1 per cent to 1.24 per cent ash and from 4 per cent to 11 per cent flour. Mill No. 11, represented by five samples of granulars, showed a range from 1.04 per cent to 1.26 per cent ash and from 5 per cent to 6.5 per cent flour. Mill No. 14, which consisted of miscellaneous lots of granulars, showed a range from .95 per cent to 1.18 per cent ash and from 5 per cent to 9 per cent flour.

None of the other mills furnished a sufficient number of granulars on which to base any definite conclusion; however, it is obvious that the grade of flour added to semolina in the production of granulars varies considerably in quality as determined by the ash content.

When we compare the samples on the basis of their color, we also find considerable difference in the range of color, both of yellow and of brown.

In determining color, the laboratory uses a Wallace & Tiernan color analyzer. This analyzer is provided with a circular disk which is divided into 100 divisions instead of 360 degrees. The various colors (white, yellow, red and black) are manipulated until when rotated at high speed they blend with the color of the product under examination. In all our reports we combine the red and black and report the sum of the two as brown, while the yellow is reported independently. The higher the percentage of yellow and the lower the percentage of brown, the better the quality of the product from a color point of view.

By comparing the maximum and minimum shown under each one of the mills furnishing more than four samples, the range of yellow and brown in the products can be determined and also it can be compared with the range of color in the durum flours shown in the last two sets of figures on each page.

Although the figures are not included here, the colors were obtained for comparative purposes for the semolina portion of the granulars and for the semolinas. There seems to be very little difference between the two, and therefore, they were not included in this report. It is obvious, however, that if macaroni manufacturers are going to continue to use granulars that some account should be taken, not only of the amount of flour contained in the granulars, but also of its quality as determined by their ash and color content.

Durum Improvement

By Henry O. Putnam, Executive Vice President, Northwest Crop Improvement Ass'n.

THE Northwest Crop Improvement Association co-operates in every possible way with the durum breeding program, conducted by the experiment stations and the U. S. Department of Agriculture. The majority of the durum breeding program is conducted at the Fargo and Langdon stations in co-operation with the U.S.D.A.

Dr. Glenn S. Smith was formerly in charge of the program until 1948, when he was promoted to the position of assistant director of the North Dakota experiment station. Reuben Herrman is now conducting the durum breeding and increase program.

The Langdon, N. D., substation is often called the durum station. It is located in the heart of the durum area. Soil and climatic conditions have proved especially favorable to durum from Langdon to about Bottineau and into northern South Dakota. This area is often called the durum triangle. The northern part of this triangle usually has cooler seasons which has the advantage of less crop damage to late maturing grains from severe hot weather.

The plant breeder has certain objectives in mind when he plans for the production of a new variety. He selects the parents for certain purposes. Stem and leaf rust resistance was secured from a Spelt or Emmer parent in new rust resistant bread wheats. A like procedure was followed in the production of Stewart, Carleton and Vernum by crossing Mindum, the best milling durum, with Emmer and back crossing the original cross to Mindum twice more. By this procedure, greater stem rust resistance was secured in a new wheat which is equal or better than Mindum in milling and macaroni quality and color.

Present durum varieties usually mature later than the bread wheat. The straw is long and is subject to lodging.

Plant breeders are now attempting to produce an earlier maturing, shorter strawed durum. If their attempts are successful a larger durum supply may become available. An earlier, shorter strawed durum would be welcomed by all durum growers, and especially those in southern areas. Early maturity would decrease the possible risk from extreme heat and might lessen the risk of disease attacks.

When a plant breeder produces a new variety, he usually makes a number of crosses. The resulting crop from this cross is called the F_1 generation. Each selection is numbered and grown in short rows the second year. Such an increase may be carried on in the station green house. The plants are observed for head type, disease reactions, and strength of straw. The grain is observed for shape of kernel and color. A smooth well filled kernel of deep amber color is desirable. When sufficient durum is available, small micro-milling tests are conducted to determine milling quality and color of product.

The promising selections are increased as rapidly as possible, in rod rows fortieth-acre plots. A new selection increases rather fast from this stage towards distribution. Small micro-milling tests are made at the college laboratory and by General Mills. When a new selection has the desired color of product coupled with satisfactory yield and the desired disease resistance, it is grown at all stations in and adjoin ng the durum area as soon as sufficient seed is available. This allows a further observation of the selection when grown on other soil types and under greater climatic variations, and seed is made available to the Northwest Crop Improvement Association at an early stage.

Tests of this type have been conducted for the past fifteen years. The approved varieties are grown in each plot with new selections. Mindum is usually used as a standard to measure the usefulness of new selections. Stewart, Carleton and Vernum were all grown in the trials last year, at Brookings, S. D.; Edgley and Langdon, N. D. A total of 15 samples were tested. Similar durum tests are planned for 1949.

The durum grown for this association is milled by Pillsbury on their experimental mill and processed into spaghetti by them. The milling quality is observed and the color product compared with color of product of approved varieties. Small samples of durum and semolina are sent to all durum mills for their observation and study.

Spaghetti samples are studied by the wheat variety committee for their rejection or approval.

This association conducts large scale milling and baking tests of bread wheats as well as durum. A conference of cereal chemist, plant breeders and the wheat variety committee meets annually to discuss the value of new selections. All new varieties under consideration for release are thoroughly discussed at this conference.

Attendance at the 1949 conference, included representatives of the USDA, Winnipeg Rust Laboratory, Minnesota, North Dakota and South Dakota experiment stations as well as the wheat variety committee and cereal chemists.

This association wishes three years of tests before it either approves or rejects a new selection. All varieties of hard red spring or durum officially released by the USDA or hard red spring wheat experimental stations have the combined approval of experiment stations and this association.

The Northwest Crop Improvement Ass'n greatly appreciates the excellent plant breeding work and valuable co-operation of USDA and the experiment stations in their production and release of only such new varieties that have proved mutually satisfactory to grower and processor.

Mr. Putnam

This association has conducted wheat shipment surveys annually. Surveys are conducted in counties from which mixed wheats and mixed durum originate. The durum areas of South Dakota have had many mixtures. Survey work was conducted in Grant, Roberts, Marshall, Day, Coddington, Clark and Brown counties for several years and wheat mixtures have been almost eliminated from this area. Only a few cross section surveys are continued in Day and Brown counties.

Information secured by the surveys is especially useful to county agents and local grain men who are interested in a crop improvement program. Publicity items are prepared for each county after the surveys have been completed and the information averaged. Calls are made at all the independent and farmers elevators to secure the needed information which is taken from the grain inspection cer-

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Development of Color Standards for Eggs

By Dr. O. J. Kahlenberg
Director of Research
National Egg Products Association

I AM going to divide this talk into five sections.

1. What is color?
2. Cause of color in yolk,
3. How has color been determined in the past,
4. Difficulties of visual procedure, and
5. The National Egg Products Association yolk color method.

What is color, anyhow? A red rose is not considered red because it is pigmented red but because its mechanical and molecular structure absorbs the light rays or wave lengths of all other colors except red. When sunlight, which contains all of the color waves, falls on an object, the color which we see depends upon which of the color waves of the sun are absorbed by the object, and which are reflected by the object to our eyes. Anything that reflects all of the colors of sunlight appears white to us. A bird which absorbs all color waves of the sun and does not reflect any waves, looks black to us. A frog which absorbs all color except green will appear green to our eyes. An egg yolk which absorbs all colors except orange will appear orange. Each color of the spectrum has a definite wave length along which the impression of color is transmitted to the eye. The speed of this transmission is the same as that of light. Color is a property of light, the colors found in objects depends upon (1) Kind of light falling on an object, (2) Kind of pigment contained in the object.

It has been known for some time that egg yolks vary in color from a very pale, almost white, through deeper yellows to a deep orange. About 40 years ago scientists wanted to know what causes the change of yolk color. Commercial people became very much concerned about market consumer preferences, especially when they learned that premiums were being paid on the New York Market for eggs that had pale yolks. The baking, mayonnaise and noodle industries found out that deeply colored yolks gave their product a rich, desirable effect. It soon became advantageous to these manufacturers to obtain yolks of uniform color to insure uniformity of color in their finished product. Thus came about the need for a language to describe yolk color among scientists, consumers, and commercial people, handling shell, frozen, and dried eggs.

A great number of color standards have been developed in the past 25 years. As yet the U. S. Department of Agriculture has not seen fit to establish a nationwide standard for egg yolk color as it has for other commodities such as cotton, hay, and a number of canned vegetables. It is my personal feeling that it is going to be very difficult to describe the color of yolk for standard purposes other than simply "natural color."

You have probably noticed that eggs laid in the winter or very early spring in this section of the country have yolks which are lighter in color than do spring and summer eggs. This is not because of the cold weather or the small amount of sunshine, but simply because the hen ordinarily gets less green feed, especially grass, in the winter-time. Yolk color is determined entirely by feeding. If one withholds green stuff from the hen and certain

Dr. Kahlenberg

grains, most notably yellow corn, the yolk color of the eggs day after day will gradually become more and more pale until finally it may be an unpleasant grayish white.

The cow and hen are alike in respect that both require green feed to give color to their products. The cow selects, from her feed, a yellow substance called carotin and transfers that to the fat of the milk, while the hen uses a complex substance termed xanthophyll with just a little carotin to color the egg yolk. The intensity of the yellow color is influenced then mainly by the quantity of xanthophyll present in such substances as yellow corn, alfalfa, leaf meal, and in dark green plants such as grass, alfalfa, the clovers, kale, green rye, green oats, and so forth. All of these green substances, when fed to hens, produce deep orange colored yolks. Pale vegetables such as cabbage, head lettuce, roots, white oats, barley, and white corn, produce pale or light colored yolks.

Abnormal egg yolk colors are obtained when various color pigments are fed to poultry. The more red pigments fed, such as are found in pimento and chili pepper, the redder the yolk. It has been known that if a small quantity of cottonseed meal is fed, the color of the freshly laid eggs is normal but after the eggs have been stored for sometime, the yolks may acquire an olive green or brown color. If 30 per cent cottonseed meal is fed, eggs are obtained which have dark color or spotted yolks. The feeding of acorns, especially from white or black oak, gives a green colored yolk.

The color of the shell is determined by inheritance, certain breeds laying white, others brown, and some foreign breeds blue shells. Feeding has nothing to do with the color or markings nor is there any association of color in the shell with the color of the yolk of an egg. It was thought at one time that all eggs with brown shells had orange colored yolks, while white shell eggs were believed to have light colored yolks. It is now known that the color of the shell is determined by the breed of the bird. The "meat breeds" (such as Plymouth Rock, Rhode Island Red, Wyandotte) lay eggs with brown shells while the Mediterranean breeds (Leghorn, Minorca) lay eggs with white shells. Either type may lay eggs with light or dark yolks.

In the 20's, the color of egg yolks was graded by the appearance of the yolk in the shell before the candle-light and also by matching the actual color of the yolk to color standards. Some of these color standards were those of Ridgeway (1912). The Ridgeway standards consist of 1,115 named colors—only those numbered from 13, a very deep orange red yolk, to 27, a very pale lemon yellow almost white color, were used for yolk. There were only 5,000 copies printed of the original standards but since there is no way of exactly reproducing the original colors and physical changes have already occurred in the various copies, these standards would be difficult to use for reference purposes.

Later, other investigators used as color standards either charts or vials containing different shades of yellow paint, varying from yellowish white to a deep orange. Color standards made with paint pigments do not present the natural appearance of translucence found in yolk, and thus prevents a

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Better Packaging

By Charles C. Rossotti, Executive Vice President
Rossotti Lithographing Company, Inc.

Mr. Rossotti

BUSINESS action moves fast these days. I figure I have about six minutes in which to discuss with you the subject of "Better Packaging." We know that the packaging industry is a six billion dollar business. That gives me about a billion dollars a minute to cover.

The records show that the manufacturer always profits by his knowledge and use of "better packaging." I must say right here that, while packaging is always important in top management's activities, it is not the cure-all for a business. Side-by-side with good packaging comes the need for sound sales promotion of your quality products, aimed at obtained consumer acceptance of a properly branded and trade-marked package.

In these few minutes we will consider, first, what is the function of "better packaging" in your business and, second, what constitutes "better packaging." First of all, the package is the vehicle in which your product is transferred from your plant to the consumer in a clean, safe and sanitary fashion. The package must also serve to identify your products, their uses and advantages.

Most important and the function that pays the greatest return in sales dollars is its display and sales appeal. Each package can and should be a display as well as a dynamic shelf salesman for your products. These features of the package as an advertisement and salesman are equally true whether or not your organization is utilizing an advertising and sales promotion program. Whether or not you are now advertising, the package creates the desire to buy at the most effective time and most effective place—the point of purchase.

How many of us have stopped to think of what happens when a housewife enters a self-service store, pushes her wire basket down the aisle, and shrewdly and cold-bloodedly appraises the rows of products, brands, colors and designs. Here she is at the macaroni department. Her practiced eye passes over the display. Her fingers close on a package of egg noodles. It drops into the basket. Was it your brand?

Now what makes Mrs. Smith reach for that particular package of noodles? Some say because Mrs. Smith has bought that brand before and she knows it's good. Others may say because the brand is advertised and she sees the name in newspapers every once in a while and besides the manufacturer of the brand may have a radio or television program. Then some manufacturers have other sales promotion programs such as beautifully illustrated catalogues, recipe booklets, as well as premium coupons on the packages, calling for a wide assortment of free and attractive household articles.

All these are factors which drive either consciously or sub-consciously Mrs. Smith to that package of egg noodles. Some say that macaroni and egg noodle sales are "created" by impulse. The impulse itself being created by an attractive and dynamic package, which may strike the shopper's eye as she is shopping for other articles which she intended to buy.

The all-important objective, therefore, should be to create such a package that will co-ordinate all these impulses and wrap them up quickly together to result in a positive buying action.

The instrument that focuses these impulses is the package itself, the package, the final rung in the ladder of Mrs. Smith's movements, can go a long way to making or breaking the manufacturers well-laid promotion plans. A dull, nondescript package may break the spell. A bright, colorful, appetizing package can, on the other hand, aid materially the manufacturer's other advertising and sales promotion plans. Let us keep in mind the basic purposes of a good package. First of all, your brand name and trade-mark must appear so strongly and memorably that it possibly cannot be overlooked or mistaken for any other. It must proudly trumpet your name; your brand name is you, your house, your integrity, your guarantee of quality, the long years of toil you have put into your business. Don't be ashamed of it. A good brand and trade-mark is your most valuable possession. It is beyond the value of money.

The Brand Names Foundation, which is a non-profit organization dedicated to increasing the public's appreciation of the value of advertising and brand names in the American way of life, has this to say about brand names: "Brand Names Built American Business. Brand Names build the most permanent customers for the success of the trade-mark manufacturer is tied to the dependability of his products." The Foundation quotes other angles advantageous from the store operator's point of view.

Some of these are as follows: *"A Better Display*—Window and counter displays of popular brands of merchandise attract the attention of passersby; *Nationally Tested Selling Methods*—The experience and selling 'know-how' of many outlets are pooled for all retailers who sell the same brands; *Prestige*—The national popularity of name brand merchandise supplements the good name of the local store. Nearly all your 'impulse' sales are 'Branded' items."

Another element of good packaging is identification of product and its uses as a dynamic shelf-salesman. How would you like to capture many of the effects of a full-page advertisement from *Life* magazine? Each page costs the advertiser some $15,000. It is seen once and disappears. What would it be worth to you to have practically all the advantages of this same advertisement on millions of your retail packages—not only for one week, but month in and month out, on store shelves and on pantry shelves where the package is handled and studied by millions of Mrs. Smiths? And at a price that is only a small fraction of what one publication advertisement would cost you. That element is possible in good, modern packaging today. I have sometimes been puzzled to understand how some manufacturers will spend huge sums of money a year for color-spreads in national magazines, while their point of sale packages make dull displays. If you, as a manufacturer of macaroni products, will pay good money for publication and radio advertising, why not carry the promotion program to its logical conclusion and finish strong with the consumer package that embodies all the strong points

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Flour Handling And Car-Loading

By C. W. Grier, Manufacturing Executive, General Mills, Inc.

IN our different plants we ship and receive products in both bags and bulk but are not too familiar with the handling problems of the macaroni manufacturers.

I will give just a few comments on old and new methods of handling and car-loading and will then throw the meeting open for questions from the group.

We have an old saying in the milling business—"The only thing added to our finished products in packing and handling is 'Expense.'"

The milling industry years ago packed and shipped most of their products in wooden barrels. Then came a trend to large size bags and both burlap and cotton were used. Next paper was used for small packages for shelf and pantry use but due to the carrying strength of paper, 50-lb. packages were the largest used for years. Several years prior to World War II, the use of multiwall bags was introduced to permit the packing of larger packages. Economic conditions during the war helped speed up this change-over to paper. Until now more than half the production of flour and mill products are going to customers in paper bags.

Also in recent years, due to the new thinking of both the millers and Pure Food and Drug people on better sanitation, and the rising cost of labor, much thought and testing has been given the problem of shipping products with the result that today, we are on the verge, I think, of some rather revolutionary methods of delivering our products to the customer.

The milling industry is testing out bulk handling, palletized methods, pneumatic systems, and new and improved high-speed packaging and loading equipment.

Multiwall Bags

Due to sanitation and infestation, a trend to the use of multiwall paper bags had already started even before the Pure Food and Drug Department had ruled against the use of second-hand bags. Most States have now approved the law prohibiting the use of second-hand bags until now nearly all mill products sold for human consumption are either in multiwall or new cotton bags with the over-all cost favoring paper bags.

Advantages of multiwall paper bags:

A. More sanitary.
B. Keeps products cleaner in shipment.

Disadvantages of multiwall paper bags:

A. Must have humidifying room for conditioning bags.
B. More labor required to pack and load.
C. Difficult to handle.
D. Bags hard to identify unless printed.
E. Must be flattened.
F. More damage in shipment and handling.

Palletized Methods

The new multiwall bag adapts itself to the use of pallets and lift-trucks for warehousing and loadings.

Advantages:

A. Utilizes warehouse space.
B. Uses only about half the number of men.
C. Eliminates handling.

Disadvantages:

A. Requires considerable equipment.
B. Requires wide loading or unloading docks.
C. Cannot be used to advantage in small space.

Bulk Handling

A. Tote Boxes — Tote Engineering Corp., Beatrice, Nebraska (Thomas Adams).
B. Bulk Cars—National Fitch Corp., New York.
C. Plastic car liners—(plastic material).
D. Bulk trucks.

Tote Box Advantages:

A. Reduces packing and loading costs at mill.
B. Reduces unloading and feed-in costs at bakery.
C. Eliminates infestation and rodent contamination.
D. Eliminates weather and transportation damage.
E. Better keeping conditions—saves shrinkage in handling.

Disadvantages:

A. Original installation costs.
B. Rental of equipment.
C. Excess freight in returning empty boxes.
D. Warehousing space for empty boxes.

Bulk Cars

These are special metal tank cars and would need pneumatic system for unloading and handling.

Plastic Car Liners

Plastic car liners are yet to be proven as to durability and cost. Also would be unloaded from car and would require extensive unloading equipment.

Bulk Trucks

Bulk trucks would also need pneumatic or some special handling system.

Pneumatic Unloading System

The use of air for handling bulk materials has increased rapidly in recent years and mills are now using pneumatic systems for handling materials even in the mill flows.

We now understand the limitations of air handling and with the closed or vacuum system, it could be used even on semolina without damage to the quality of the products.

A pneumatic system should, however, be installed with the least possibility of abrasion as an open system will create fines or flour amounting to 10 to 20 per cent and even the closed system will whiten the semolina and add flour if short elbows are used in piping and if the pipe is not perfectly smooth.

Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the *Northwestern Miller*, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

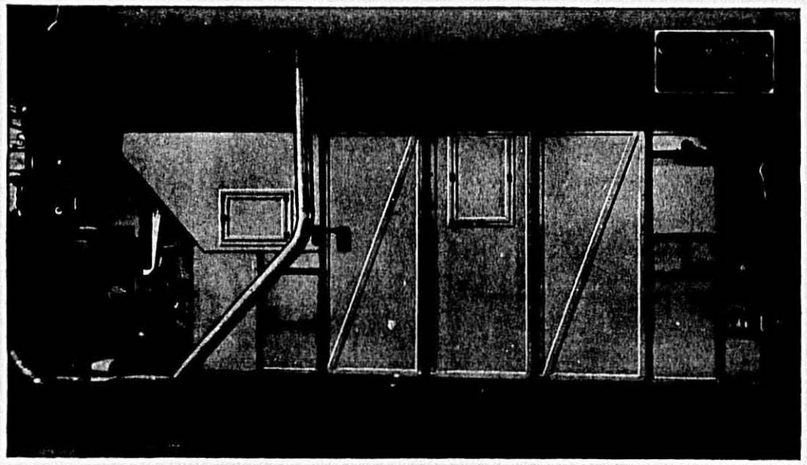
Month	Production in 100-pound Sacks 1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,650	672,899
May	549,168	1,024,831	699,331	379,861
June	759,610	889,260	650,597	628,518
July		683,151	719,513	638,758
August		845,142	945,429	789,374
September		661,604	1,012,094	705,292
October		963,781	1,134,054	980,461
November		996,987	1,033,759	901,333
December		844,800	1,187,609	963,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:

July 1, 1948—June 30, 1949 9,405,909
July 1, 1947—June 30, 1948 12,404,340

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

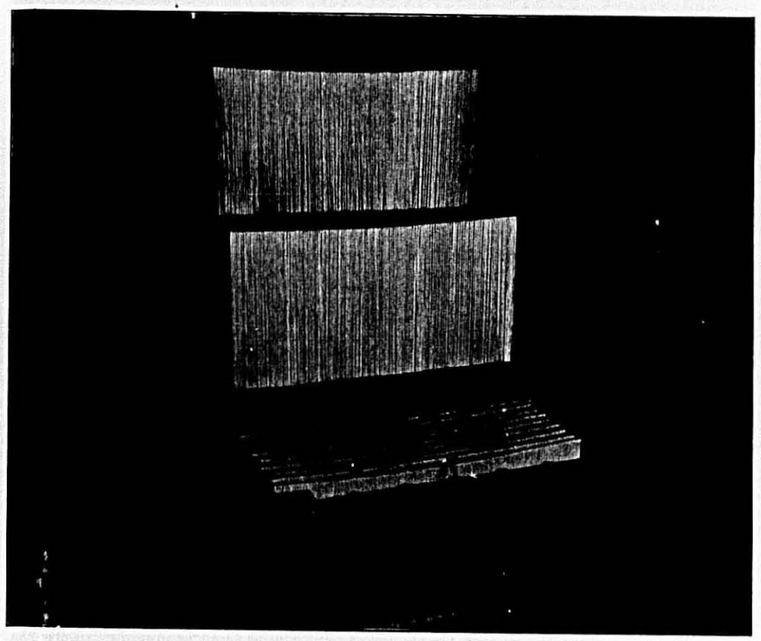
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

PATENT APPLIED FOR

Practical and expedient. *Fully automatic in all respects.*

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

The above illustration shows the intake end of our type P.L.C. Long Goods Preliminary Dryer. After the loaded sticks issue from the automatic spreader press they are picked up by the vertical chains and carried into the radiating section of the Preliminary Dryer.

After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

After the preliminary drying, the goods issue from the exit end at the rear of the Dryer. At this point, they are placed on the trucks and wheeled into the finishing dryer rooms. The placing of the sticks on to the trucks is the only manual operation throughout the drying process.

By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Write for Particulars and Prices

New Developments, New Materials In Plant Sanitation

By Thomas L. Huge, Vice President
The Huge Company, Inc., St. Louis

NOWADAYS every macaroni, spaghetti and noodle plant operator is interested in improving his plant's sanitation level. For that matter, every food plant manager in the country now knows he *must* meet certain sanitation standards of the Federal Food and Drug Act. Naturally, he is intensely interested in anything that will make that chore easier, less costly and more effective.

This attitude is understandable, but as a result of the food plant manager's search for new developments and new materials, a very great many are putting the "cart before the horse." They are overlooking the obvious sanitation infractions, conditions or practices of which regulatory agencies find them the most often guilty. These infractions really require little more than an added expenditure of "elbow grease."

Nevertheless, it is true there are new developments in sanitation, especially in the phase of insect and rodent control, which is our specialty, of which the macaroni plant managers should be cognizant. This at least shows that the sanitation industry is attemping to keep abreast of sanitation requirements to aid the food industry. By necessity, we will very briefly mention a few.

First, we should probably consider new changes, additions, regulations, suggestions, et cetera, concerning the Federal Food, Drug and Cosmetic Act. The Miller Amendment makes it possible for a food handling establishment to fall under Food and Drug Control even though it might not be *shipping* interstate, as long as they are *receiving* any component foodstuffs across state lines. An example would be a macaroni plant receiving semolina interstate but yet selling only within the state. Very recently the Food and Drug Department has issued a strong statement cautioning against the use of DDT in dairy barns or on dairy cattle because of the tendency of this toxic chlorinated hydrocarbon insecticide carrying through into the milk. which, of course, is about the total diet of a child. This is alarming because of the cumulative effects of the poision in the fatty tissues of the body.

Dr. Lehman of the Food and Drug Department has recently issued a tolerance on the maximum allowance of *any* insecticide found in foods. The tolerance chart varies from an allowance of 1 P PM (parts per million) of DDT through 5 PPM of Rotenone up to 10 PPM of Pipereronyl Butoxide and Pyrethrum. Although these have not as yet been officially adopted, they will probably serve as a measuring stick for future activities by the Food and Drug Administration. Eventually, perhaps something similar will be offered concerning the tolerance of filth and extraneous matter in both raw ingredients and your finished products.

Concerning rodent control, there are four basic developments of note. Compound 42 is a new anticoagulant derivative from Dicumarol, resulting in slow deadly hemorrhage through prolonged poisonings. This new rodenticide eliminates rodent self education and shyness, but is still in the investigation stage by the Wisconsin Alumni Research Foundation of Wisconsin University.

Sodium Flueroacetate (1080) is not a new development, but a better and new understanding of its dangers, limitations and its protective tools are certainly in order. It is extremely toxic as proven by the resulting deaths from its indiscriminate use. In our opinion, if it must be used (and we feel this should be only in severe rodent infestation problems), then only by a licensed operator in a locked bait box. The locked bait box reduces its effectiveness, it is true, but at least offers some degree of safety.

New rats and mouse traps are appearing on the market and several have proven amazingly effective. Traps requiring baiting are somewhat passé, as they necessitate a rat or mouse nibbling at the bait and he certainly has plenty other food available in a macaroni plant, to spring the trap. These three new traps are all-metal which is a desirable feature, require no baiting, and are superior to the old antiquated wood spring trap.

Many chemicals are being tested as effective rodent repellents, even a deodorized skunk culture preparation used as a scent fixative in the Perfume Industry, has been investigated by our company.

In insect control, many new insecticides are undergoing research such as Methoxychlor, Heptachlor, Benzene Hexachlor in the search for a 6 to 12 months residual quality with no toxic effects. So far these are either too toxic, too contaminating, too odorous, too costly or ineffective beyond 30 days.

High frequency sound bands of waves are being tested which eventually might be used beyond a human sound range to kill all insects in a macaroni plant, if such an invention would have no unforeseen tangent dangers.

Yes, there are both proven developments and research projects that look highly promising that will aid the food industry in its continual war against insects and rodents, but quite frankly, only a very minute portion of the macaroni industry is ready even for their consideration. This is simply because of the old axiom, "first things come first." So it is with the macaroni plant. Certain physical things which require no mechanical or chemical development, but only a better understanding of what is required to achieve a sanitary or insect and rodent free macaroni plant, should be the first and most intense step in macaroni plant sanitation.

In an attempt to be quite brief, we are offering as follows a list, in the order of their importance and reoccurrence, of the more critical sanitation infractions and practices our inspectors are still finding quite prevalent in macaroni plants throughout the country:—

1. No appointed Sanitarian.
2. Excessive flour dust harboring granary insects, the result of no or inadequate vacuum cleaning.
3. Live granary insects in flour—especially inside flour handling equipment.
4. Old rodent excreta pellets allowed to remain on plant premises as incriminating evidence.
5. Acceptance of flour and semolina without first subjecting to both spot checking (sifting and "slicking") and microanalytical examination.
6. Dumping flour or semolina without first brushing or blowing the bags clean.
7. Live American and Oriental cockroaches, especially in elevator pit and around die wash and storage areas.
8. Storage either not up on skids or packed against wall.
9. Flour handling equipment inaccessible for cleaning.
10. Exposed 1,080 cups.
11. Dead insects allowed to remain on plant premises.
12. Inadequate screening with resulting flies in plant.
13. Live German cockroaches, especially in lockers and toilets.

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Noodle Packaging Developments

By Rex Stone, Triangle Package Machinery Company

THOUGH we are engaged in the producing of different end products . . . yours a consumer's item, expendable, and our capital goods equipment, which lasts many years . . . there is little question but that our problems, during the immediate past few years, have been pretty much the same.

Your problems were those of locating raw material . . . maintaining a labor supply . . . securing processing and material handling equipment, to manufacture and package, in order to supply what seemed to be an endless demand for your products. We were attempting to satisfy delivery promises, and trim down a back-log that extended, on some pieces of equipment, beyond two years.

Strong merchandising, in our capital goods business, does not produce percentage-wise the additional markets and sales for equipment as it does produce for your products. Our equipment can only be sold if it can answer an existing need. Therefore, our life line rests on our ability to engineer, develop and manufacture labor-saving packaging equipment that fills an existing need, and replaces costly and antiquated packaging methods.

Triangle has always been very close to the pulse beat of the macaroni industry. During the past 25 years we have supplied equipment to almost 88 per cent of the larger macaroni manufacturers. Though our business is derived from other major, national income industries such as the chemical field . . . biscuit and cracker field . . . confectionery group . . . milling industry . . . coffee, tea and spice group, as well as the drug and cosmetic field, the per cent of business that Triangle has received from the macaroni industry has always been high, in comparison even to the larger industries.

Because of this close association with your industry, our development work, and planning, has been greatly influenced by your requirements. Perhaps the best recent example is the Triangle Automatic Noodle Weighing and Filling Machine, because the machine is comparatively new, although additional installations are being made as rapidly as possible.

The problems of weighing and filling noodles had continually been brought up to us in the past by progressive noodle manufacturers. Careful investigation showed that, because of the similarity of the problems which faced you manufacturers, we could develop a piece of equipment that would answer the bulk of the industry's noodle weighing and filling problems.

There is quite a background connected with the development of this machine. It was as early as 1941 that we had ideas as to a method for the handling of noodles. The recent war forced our shelving these plans, and it was not until the early part of 1947 that we again took up the problems of weighing and filling noodles. Toward the end of that same year, we had finished the major portion of engineering, drawings, as well as the testing of certain new components that had to be designed, tried and proven, so that noodles could be automatically and accurately packaged.

From our previous years of experience, we knew that our problems were not connected with our ability to accurately weigh out noodle products, but that the main stumbling block would rest with mechanical means to hopper, condition, control and feed the noodles in an even and uniform manner.

In order to have a successful machine, we realized several prime factors had to be successfully answered. They were:

1st—The machine had to be not only faster than present hand packaging methods, but had to save costly labor.

2nd—It had to be as accurate, as if not more accurate than, humans.

3rd—It had to tie in with other equipment from a standpoint of production capacity.

4th—It should save valuable floor space.

5th—The price of the machine had to be low enough to justify immediate purchase, and the saving that the machine would make for the user should be such an amount as to pay for the machine in a reasonably short time.

In order to receive an accurate picture of what was being accomplished in the noodle packaging field, and what we had to improve on, we time studied several noodle packaging operations.

We were surprised to find in several plants the same big old table, loaded with material, with a large crew of operators, just as many years back, manually loading noodles in the package . . . bouncing the package . . . putting in a little more material, or taking it out . . . checking it on the scales, and placing the package on tote trays for sealing. Operation for filling containers by this manner did not average three units per minute per operator.

Other plants had come along part of the way. They had improvised and set up some sort of devices and fixtures to speed up packaging operation. Just about everyone, though, was still using hand weighers. Operators would weigh out the material, and dump it into a funnel-like device, where another operator for each scale would ram the material into the bag with her arm. The one outstanding line . . . recognized as such by you, was utilizing a total of six operators. This group weighed, filled, sealed and case packed 100 dozen bags per hour. Looking at this, the complete operation averaged 3⅓ bags per minute per operator. This line used three operators for the weighing and filling alone, which was an average of 6⅔ bags per minute per operator. We realized then that with the new Triangle Noodle Weighing and Filling Machine, we answered point No. 1, "faster than hand labor." For with this machine, one operator at the filling station can weigh and fill between 16-20 bags per minute. This is almost a consistant rate of 100 dozen per hour.

Accuracy with regards to weighing out not only noodles, but all of your products, is most important to you macaroni manufacturers. For these are the methods that are actually spending your money, and profits can be directly affected by costly over-filling.

When we make a guarantee on a piece of production machinery, it is only human nature that we should leave a safety margin. Even by including this safety margin, we can guarantee that this new noodle machine will weigh from exact amounts on a one-pound-size package to within a controlled range of plus or minus three-eighth oz. In examining these guarantees from a statistical basis of any operation of frequency of occurances, you can immediately see that 50 per cent of all weighings on a device of this nature, would be perfect weights, and that 25 per cent additional production would fall between perfection, and a range of but plus or minus three-sixteenth oz.

One Triangle Noodle Weighing and Filling Machine, as mentioned before, has the capacity of accurately weigh-

(Continued on Page 57)

Better Pricing Through Accurate Costing

By Alex J. Fulton
Wolf and Company
Certified Public Accountants

WHAT is better pricing in the macaroni industry? What is a good pricing policy in the macaroni industry? My interpretation of a good pricing policy in the macaroni industry, or any other industry, is first, free competition with no collusion in pricing; second, a pricing policy or formula used by the industry that will return to an efficient plant, operating at normal capacity, a reasonable profit.

My experience with the macaroni industry has been that there have, at substantially all times in the past twenty years, been bad pricing situations in the industry. These bad pricing situations are in my opinion attributable to a number of bad practices which include:

1. Price cutting which might be indulged in by a manufacturer in order to "get in" with a dealer or a jobber regardless of the cost or the profits returnable by those prices.

2. Lower selling prices based on lower costs that are obtained by cheating on quality.

3. Lower selling prices that might be quoted by a particular manufacturer on the basis of his cost because he had made a fortunate purchase of semolina, flour, eggs, cartons, or other materials.

4. Prices that are based on inaccurate knowledge of the true costs of producing the product and consequently the price required to return a reasonable profit.

I would hesitate to say that any members of the macaroni industry deliberately indulge in unsound pricing policies but it has always seemed to me that some of them had some "funny ways of figuring."

The subject, "Better Pricing Through Accurate Costing," might be interpreted by some people to mean that accurate cost accounting would solve their pricing problems because they could price their products on the basis of their cost records. This is not true. No manufacturer can always price his products on the basis of his cost but accurate cost records certainly should be a prime factor in determining prices and pricing policies.

Accurate costing requires a good cost system; good cost systems cost money. Why, then, should macaroni manufacturers have good cost systems? Three good reasons why I believe that macaroni manufacturers should have good cost systems are:

1. To provide management with all the necessary information for developing its pricing policies and the quoting of prices.

2. To provide management with all necessary cost records with which to justify any difference in pricing for the same, or substantially the same products to different distributors, jobbers or dealers. In my opinion it is a fallacy to assume that a manufacturer may meet any competitive price without entailing any liability under our various price discrimination laws. Prudence would certainly dictate that regardless of whether a manufacturer makes special prices to meet competition or not, that he should be able to justify those prices by showing that the cost to him was reduced sufficiently to warrant those special prices.

3. To provide management with the necessary tools, daily and weekly reports, et cetera with which to properly control their costs. To that end, any cost system that does not compare actual cost of operations in a logical manner with the allowable cost for those operations, falls short of its goal.

What cost information should be available as to the cost of each specific product considering different packages and different avenues of distribution as being separate products? A good cost system will provide management with an analysis of all of the material elements of cost. It will also provide management with the proper basic information with which to figure the cost of most any type of macaroni product. The ten cost elements for which basic costs should be provided in an understandable manner should be:

1. Material costs—semolina, flour, eggs, et cetera, including the cost of material, plus freight, and plus handling up to the start of the conversion or production process. These calculations should show the method of figuring each of those items of cost.

2. The conversion cost or the cost of producing the macaroni or egg-noodle product up to the point of packaging. These costs reduced to one composite figure should include labor, Social Security taxes, power, and overhead expenses applicable to that operation. These cost calculations should also specify the hourly cost and production speed of each machine, if different machines are used.

3. The cost of packaging materials, such as containers, cartons, cellophane bags, glue, tape, staples, paper, and other items of that nature which should be detailed in the same manner as outlined for the production materials.

4. Packaging costs which would include the cost of labor, Social Security taxes, and other over-head expenses detailed in the same manner as outlined for conversion or production costs.

5. Warehousing and shipping costs calculated in the same general manner as outlined for production and packaging costs.

6. Delivery costs.

7. Selling costs applicable to each specific type of product.

8. Advertising costs applicable to each specific type of product.

9. Administration and general expenses applicable to each specific type of product.

10. Cash discounts.

The breakdown of costs as outlined above, while seemingly in considerable detail, is not difficult once the basic standards or records have been determined and provided.

The development of these costs on a basic standards basis (if standard costs are used) should also provide for the measuring of performance in all of those cost elements with the allowed cost for the production and sales obtained. If this be done, management is automatically provided with not only a sound method of costing and a sound basis for pricing; but a flexible budget for the control of operations, regardless of the level of productivity obtained.

What kind of a cost system should a progressive macaroni manufacturer have? That is a controversial matter. I believe that, unless the macaroni manufacturer has a good but simple and accurate cost system that will give him all of the advantages that have been enumerated, he probably would be better off to curtail his system so as to provide only the bare minimum required for Federal Income Tax and Balance Sheet purposes. In my opinion, unless the cost system is a good one and is accurate, it is worse than no cost system at all.

Some of you have compiled so-called cost records on an actual cost basis which were purely historical. I don't doubt but what this has required a great amount of record-keeping and detailed bookkeeping and after the information had been compiled, often a month or six weeks after the sales

have been made, it becomes a confused jungle of figures. The answer was there but not the reason.

Sometimes this has been caused by improper reporting, other times by inexperienced bookkeepers, and still other times by unwise shortcuts.

Basically there are two general types of cost systems.

The first, probably the oldest, is the so-called actual cost system. Under this system, records are maintained to record the actual cost of various operations and of producing various products. This requires a considerable amount of record-keeping and often the answer that is obtained is hard, if not impossible, to understand. The method of controlling operations available with an actual cost system is by comparison with the cost of the same operation or the same products for various other periods or months. Although such yardsticks for controlling operations have been demonstrated to be unreliable, they are admittedly better than none at all.

The second method is the so-called pre-determined or standard cost method. Under this system the allowed cost for each operation and material is determined on the basis of an efficient usage of the material and an efficient operation of the plant. This type of cost record, in my opinion, is more readily understandable. If provision is made for the comparing of the actual costs with the allowable costs, such a system will furnish management with modern and reliable tools not only for the quotation of prices but the controlling of costs.

What about the uniform macaroni manufacturer's system? About twenty years ago, the National Macaroni Manufacturers Association retained our firm to assist them in the development of a uniform accounting system for the macaroni industry. Glen Hoskins was very active in the development of the system. Two systems were developed: the A System being intended for the larger manufacturers, while the B System was intended for the smaller manufacturers.

Those systems were, at the time they were developed, in my opinion, as modern as any actual cost accounting system. Since that time the macaroni industry and its operations have grown. The packages of products have become numerous and in general the operations of the macaroni industry have become much more complicated; but —that uniform macaroni system has not changed and consequently it has not kept pace with the increasing complications in the industry.

Since 1926, when I began figuring macaroni costs with Henry Rossi down at Braidwood, the costing of macaroni products has become increasingly complicated in most industries and the development of practical controls through the use of basic standards has progressed greatly.

I believe that it is now practical to convert the A or the B Systems into standard cost systems. As a matter of fact, we have done that in several instances. One particular adaptation along those lines was installed over in Rochester at the Gioia Macaroni Plant in 1945.

In my opinion, the minimum information that would be required and should be provided by an accurate cost accounting system for a macaroni manufacturer must include:

First, the determination of what each particular product should cost if the plant is efficiently operated at a normal or a reasonable capacity, and

Second, a practical means whereby management can obtain an efficient operating program and the economical production of its products.

With such cost records, management should be provided with all of the necessary facts with which to adopt and maintain a better pricing policy; it should also be in a position to obtain the savings that flow from the elimination of inefficient operations or excess costs whether attributable to methods of production or inefficiency in operating processes.

The securing of the better pricing program and the more efficient operating program is a function of management. A good cost system can give management the proper tools with which to do the job. That is all.

Priscilla Wolfe Engaged

Mr. and Mrs. Clarence William Wolfe of Bellevue Park, Harrisburg, Pa., have announced the engagement of

Miss Wolfe

their daughter, Miss Priscilla June Wolfe, to Rolland Clifford Smith III, son of Mr. and Mrs. Rolland Clifford Smith, Jr., of Blackridge, Pittsburgh, Pa.

The announcement is of interest to the macaroni industry, because the happy young lady is the daughter of the well-known Jack Wolfe, World War II president of the National Macaroni Manufacturers Association and owner of the Megs Macaroni Co. of Harrisburg.

Miss Wolfe is a graduate of the John Harris high school, Harrisburg, and Penn Hall Junior College, Chambersburg. She is a medical technologist for Dr. Kenneth E. Quickel.

Mr. Smith attended Carnegie Institute of Technology and is a graduate of Pennsylvania State College, where last month he received a master of science degree in geology. During the war he served three years as lieutenant, Junior grade, in the navy.

Wedding plans have not yet been announced.

The King Midas Luncheon

Forty ladies, wives, daughters, and friends of macaroni-noodle manufacturers who attended the 1949 convention were entertained at a special luncheon party in the Marine Dining Room of the Edgewater Beach Hotel, Chicago, at noon Tuesday, June 28. The host was the King Midas Flour Mills of Minneapolis, a company that has been entertaining the convention ladies at a private affair of this nature for many years.

The hostesses were Mrs. W. F. Ewe and Mrs. Lester Swanson of Minneapolis, Mrs. George Faber of Chicago and Mrs. David Wilson of New York. The firm also sent flowers to the ladies attending the convention. Those who enjoyed the hospitality of the luncheon host were:

Mrs. John Amato, Mrs. Peter Motta, Mrs. Frank Motta, Mrs. Rose Sarli, Mrs. Vincent Marino, Mrs. Victor Blunda, Mrs. F. P. Viviano, Mrs. Rosario Viviano, Mrs. Vita Viviano, Mrs. Sam Viviano, Mrs. W. J. Freschi, Mrs. Helen Freschi, Mrs. Phylis Freschi, Mrs. Leo B. Kinz, Mrs. John Krabulec, Mrs. Theo. Schmidt, Mrs. Robert Green, Mrs. Al Weiss, Mrs. Bertha Weiss, Mrs. Lloyd Skinner, Mrs. H. V. Jeffrey, Mrs. Harry Diamond, Mrs. A. Ruttino, Mrs. Nunzio Russo, Mrs. Lucien Constant, Miss Madeline Constant, Mrs. John Lanieri, Mrs. Louie Vagnino, Mrs. Joseph Santara, Mrs. J. Santara, Mrs. P. La Rosa, Mrs. Joe Giordano, Mrs. B. Hagadorn, Mrs. B. Arena, Mrs. S. Arena, Mrs. L. Roncace, Mrs. Henry Rossi, Mrs. Andrew Russo, Mrs. William Hoskins, Mrs. Frank Liotta.

Convention Committees

President C. L. Norris appointed the following Convention Committees to serve during the 1949 convention:

Auditing:

Walter F. Villaume, chairman.

Joseph Santoro and Vincent J. Marino.

Resolutions:

Vincent J. Cunco, chairman.

C. B. Schmidt and Peter Ross Viviano.

Nominations:

Ralph Conte, chairman.

C. J. Travis, Henry D. Rossi, Sr., Joseph Giordano, John P. Zeroga, Jr., Arthur Russo and Sam Civiano.

Merchandising Emptied Bags

By R. C. DeVinny
Textile Bag Manufacturers Association, Evanston, Ill.

IN 1947, because of state regulations prohibiting the re-use of containers for flour, many of you were forced to discontinue the practice of receiving your flour in multi-trip, seamless cotton grain bags. So far as sanitation was concerned, this was a definite step forward in that it meant more sanitary end products and also helped to better meet the sanitation requirements in your own manufacturing plants. However, these regulations apparently meant a higher net flour container cost for the macaroni industry. We use the word "apparently," because at first glance it would seem that the cost of a new container for each cwt. of flour would be more expensive than the former practice of sending the grain bags back to the flour mills for refilling.

However, the ingenuity of several macaroni manufacturers made it possible for them to use the more sanitary one-trip cotton container and still achieve a lower net cost flour bag. These alert macaroni manufacturers had, of course, realized the demand on the part of American housewives for quality plain white and dress print cotton bag material. Using the attractive dress print cotton flour containers as premiums, several companies found they could recover up to 100 per cent of the original container cost and still offer the dress print bag material to their customers at a price which was lower in cost than comparable material purchased at department stores. To increase the sale of their macaroni products, these companies tied in this premium deal directly with their product and required that a certain number of labels from their macaroni packages be included in the purchase price of the emptied cotton containers. Some of the companies distributed the bags to retail outlets selling their products and at least one company sold the emptied dress print cotton bags on a direct mail basis. In general, the results of these bag merchandising programs were more successful than even the alert promoters had expected. By using the dress print cotton flour bags as a premium, these companies were able to recover up to 100 per cent of their original container cost and increase customer goodwill and the sale of their macaroni products as well.

This merchandising program was, of course, endorsed by the association I represent and, to assist macaroni manufacturers in their merchandising programs, we prepared free sales aids including colorful easel-type counter posters, sewing booklets showing women how to sew with the emptied cotton bag material advertising mats, and publicity, in many cases.

In August of 1948, the TBMA, in co-operation with the National Cotton Council and the cotton mills of America, launched a salvage program which was designed to establish reliable outlets for emptied cotton flour bags at prices which would make the cotton flour bag the lowest net cost container. Today, there are nine reliable bag buying firms, located in every part of the United States, who are offering salvage prices for emptied bags which reduce the net cost of cotton flour bags to 10c or less. This program, to date, has met with the wholehearted approval and great satisfaction of many of the members of the macaroni industry.

Either the bag merchandising plan or the sale of emptied cotton flour bags through reliable bag buyers definitely establishes the cotton bag as the lowest net cost container. In addition, there are, of course, other time-proven advantages of textile flour containers which mean even further savings when final cost is taken into account. More specifically, we refer to the superior handling and stacking advantages of cotton bags which means savings in labor-handling time and valuable storage space. It has been reported that textile bags save up to one third the handling time required of other types of flour containers.

Another obvious advantage of the cotton flour container is, of course, the resistance to costly breakage. Breakage can indirectly mean increased cost of as much as 2-3c per bag. Manufacturers emptying hundreds or even thousands of cwts. of flour per month will recognize immediately the seriousness of a situation where up to five per cent of the flour containers are broken before they are emptied for final production. Cotton bags resist this costly breakage to the extent that the hidden savings may mean as much as 3c per bag to you.

There are none of us here this afternoon who would, for one minute, sacrifise sanitation for the benefit of saving a few cents per bag on flour containers. The high quality of products in the macaroni industry is a goal you have all worked hard to achieve. Sanitary cotton flour bags will help you uphold this high standard of quality and new cotton sheeting plain or dress print bags meet every requirement set up by State, Food and Drug authorities. As many of you remember, the first state regulation prohibiting the reuse of flour containers was passed by Dr. Henry J. Hoffmann, Chief Chemist of the State of Minnesota. Dr. Hoffmann has, in many instances, endorsed the cotton flour bag as a perfectly sanitary container. To further substantiate his views, we quote in part from a statement made by Dr. Hoffmann who spoke to you two years ago at your convention at French Lick: "I am sure that if the bakers of this country will follow your suggestions they will not find the use of new cotton bags an expensive item."

Many of you in the audience here today who are either merchandising your emptied cotton flour bags or are selling your emptied bags to one of the reliable bag buying firms will certainly agree with the statement made by Dr. Hoffmann.

To assure attractive salvage prices for your emptied bags, the TBMA has gone to considerable means to help the bag buyers convert and sell their cotton bag products. The companies who buy your emptied cotton flour bags convert these bags into tea towels or washed bags being sold in leading department stores all over the country. Many of you may have read the article in *Time* magazine recently which outlined the complete cotton bag merchandising program from the bags emptied in your plants to the dish towels hanging in the kitchens of American housewives.

The famous dress print bags which some of you are selling to bag buyers are laundered and neatly packaged and sold through department and grocery stores. Many American housewives are anxious to obtain this quality dress print material for home sewing. The high living costs have increased sewing by U. S. women to the extent of 15 per cent in the last nine years, according to government figures. You can take advantage of this trend by specifying flour in high resale cotton bags.

In conclusion, I wish to restate that the textile bag manufacturers and the cotton mills are 100 per cent behind this program to help you to continue to receive your flour in sturdy cotton bags at the lowest net cost.

1949 Convention Registrants

MANUFACTURERS

American Beauty Macaroni Co., L. S. Vagino, St. Louis, Mo.
V. Arena & Sons, Inc., B. Arena, Norristown, Pa.
V. Arena & Sons, Inc., Stanley Dytert, Norristown, Pa.
V. Arena & Sons, Inc., Sam Arena, Norristown, Pa.
Buitoni Products, Inc., Buitoni, Roma, Italy.
Cardinale Mac. Mfg. Co., Andrew Cardinale, Brooklyn, N. Y.
Cardinale Mac. Mfg. Co., Franck Cardinale, Brooklyn, N. Y.
Cardinale Mac. Mfg. Co., Sal Cardinale, Brooklyn, N. Y.
Colonial Fusilli Mfg. Co., Luigi Abbenante, Brooklyn, N. Y.
Constant Macaroni Products, Lucien Constant, St. Boniface, Man., Can.
Constant Macaroni Products, Madeleine Constant, St. Boniface, Man., Can.
The Creamette Co., O. G. Koenig, Minneapolis, Minn.
The Creamette Co., J. H. Linstroth, Minneapolis, Minn.
The Creamette Co., C. L. Norris, Minneapolis, Minn.
The Creamette Co., C. F. Meyer, Chicago, Ill.
Creamette Co. of Canada, George Williams, Winnipeg, Man., Can.
Creamette Co. of Canada, Robert Williams, Winnipeg, Man., Can.
Crescent Macaroni & Cracker Co., C. B. Schmidt, Davenport, Iowa.
Crescent Macaroni & Cracker Co., R. H. Schmidt, Davenport, Iowa.
G. D'Amico Macaroni Co., Carl D'Amico, Steger, Ill.
DelMonico Foods, Inc., Peter J. Viviano, Louisville, Ky.
Fort Worth Macaroni Co., John Laneri, Fort Worth, Texas.
Golden Grain Mac. Co., Vincent DeDomenico, San Francisco, Calif.
Gooch Food Products Co., J. H. Diamond, Lincoln, Neb.
I. J. Grass Noodle Co., A. Irving Grass, Chicago, Ill.
Keystone Macaroni Co., Raymond Gerrisi, Lebanon, Pa.
Keystone Macaroni Co., Charles Travis, Lebanon, Pa.
Kraft Foods, Stephen Lumpp, Chicago, Ill.
Kraft Foods, John Mull, Chicago, Ill.
LaPremiata Macaroni Co., Vincent J. Cuneo, Connellsville, Pa.
LaPremiata Macaroni Co., Jesse C. Stewart, Connellsville, Pa.
V. LaRosa & Sons, Jos. Giordano, Brooklyn, N. Y.
V. LaRosa & Sons, V. F. LaRosa, Brooklyn, N. Y.
V. LaRosa & Sons, V. P. LaRosa, Brooklyn, N. Y.
V. LaRosa & Sons, V. S. LaRosa, Danielson, Conn.
V. LaRosa & Sons, Phillip P. LaRosa, Brooklyn, N. Y.
Megs Macaroni Company, C. W. Wolfe, Harrisburg, Pa.
Milwaukee Macaroni Co., R. J. Conte, Milwaukee, Wis.
Milwaukee Macaroni Co., Santo Garofalo, Milwaukee, Wis.
Minnesota Macaroni Co., W. F. Villaume, St. Paul, Minn.
C. F. Mueller Co., C. F. Mueller, Jersey City, N. J.
Paramount Macaroni Mfg. Co., Rosario Coniglio, Brooklyn, N. Y.
Philadelphia Macaroni Co., Louis Roncace, Philadelphia, Pa.
Porter Scarpelli Macaroni Co., A. S. Scarpelli, Portland, Ore.
Porter Scarpelli Macaroni Co., Sam C. Scarpelli, Portland, Ore.
Quality Macaroni Co., Maurice L. Ryan, St. Paul, Minn.
Ravarino & Freschi, Inc., W. J. Freschi, St. Louis, Mo.
Ravarino & Freschi, Inc., Albert J. Ravarino, St. Louis, Mo.
Roma Macaroni Mfg. Co., Inc., Charles Presto, Chicago, Ill.
Ronco Foods, Thomas A. Cuneo, Memphis, Tenn.
Peter Rossi & Sons, Henry D. Rossi Sr., Braidwood, Ill.
A. Russo & Co., Inc., Arthur Russo, Chicago, Ill.
Roth Noodle Company, N. J. Roth, Pittsburgh, Pa.
G. Santoro & Sons, Joseph Santoro, Brooklyn, N. Y.
Schmidt Noodle Co., Theodore Schmidt, Detroit, Mich.
St. Louis Mac. Mfg. Co., V. J. Marino, St. Louis, Mo.
St. Louis Mac. Mfg. Co., Antonio Ruttino, St. Louis, Mo.
Skinner Mfg. Co., H. V. Jeffrey, Omaha, Neb.
Skinner Mfg. Co., Lloyd E. Skinner, Omaha, Neb.
Viviano Bros. Mac. Co., J. A. Viviano, Detroit, Mich.
V. Viviano & Bros. Mac. Mfg. Co., Peter R. Viviano, St. Louis, Mo.
V. Viviano & Bros. Mac. Mfg. Co., Miss Vita Viviano, St. Louis, Mo.
Vimco Macaroni Products Co., Thomas Viviano, Carnegie, Pa.
Vimco Macaroni Products Co., Samuel Viviano, Carnegie, Pa.
Weiss Noodle Co., Albert S. Weiss, Cleveland, Ohio.
A. Zerega's Sons, Inc., John P. Zerega, Jr., Brooklyn, N. Y.

ALLIEDS

Amber Milling Co., J. M. Waber, St. Paul, Minn.
Amber Milling Co., James F. Driscoll, Chicago, Ill.
Brainard & Burgen, Inc., H. E. Burgen, Chicago, Ill.
Buhler Brothers, Inc., O. R. Schmalzer, New York, N. Y.
Buhler Brothers, Inc., F. N. Kaiser, New York, N. Y.
Capital Flour Mills, Geo. E. Hackbush, Chicago, Ill.
Capital Flour Mills, J. J. McMahon, New York, N. Y.
Capital Flour Mills, Paul M. Petersen, Minneapolis, Minn.
Capital Flour Mills, J. Spagnol, Pittsburgh, Pa.
Capital Flour Mills, C. V. Dehner, Kansas City, Mo.
Capital Flour Mills, Oreste Tardella, Chicago, Ill.
Champion Machinery Co., Frank A. Motto, Joliet, Ill.
Champion Machinery Co., Peter D. Motto, Joliet, Ill.
Clermont Machine Co., John Amato, Brooklyn, N. Y.
Clermont Machine Co., John Stella, Brooklyn, N. Y.
Commander-Larabee Milling Co., C. M. Johnson, Minneapolis, Minn.
Commander-Larabee Milling Co., Cailord W. Kutz, Minneapolis, Minn.
Commander-Larabee Milling Co., Ernest B. Horstmann, New York, N. Y.
Consolidated Macaroni Machine Corp., C. Ambrette, Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., Louis C. Ambrette, Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., Paul Ambrette, Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., Nathaniel Bontempt, Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., N. J. Cavagnaro, Sr., Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., N. J. Cavagnaro, Jr., Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., Joreph De Francisci, Brooklyn, N. Y.

The Editor regrets that, because of space limitations, a complete account of the National Macaroni Manufacturers Association Convention cannot be included in the July number of THE MACARONI JOURNAL. Other reports given at the Chicago meeting will be presented in the August issue.

Consolidated Macaroni Machine Corp., Ignatus De Francisci, Brooklyn, N. Y.
Crookston Milling Co., G. F. Anderson, Crookston, Minn.
Crookston Milling Co., E. J. Burke, Crookston, Minn.
Crookston Milling Co., Ulysses DeStefano, New York, N. Y.
Dobeckmun Co., James M. Deegan, Cleveland, Ohio.
Dobeckmun Co., Walter N. Wilhelm, Chicago, Ill.
E. I. DuPont De Nemours Co., R. M. MacDonald, New York, N. Y.
Doughboy Industries, Inc., E. R. Livingston, New Richmond, Wis.
Doughboy Industries, Inc., Paul R. Ray, New Richmond, Wis.
Doughboy Industries, Inc., Ray Wentzel, New Richmond, Wis.
Empire Box Co., David Rosentahl, Chicago, Ill.
Empire Box Co., Albert Wasserman, New York, N. Y.
Food Field Reporter, Clarence E. Sutton, Chicago, Ill.
General Mills, Inc., Harry I. Bailey, Chicago, Ill.
General Mills, Inc., Earl F. Cross, Minneapolis, Minn.
General Mills, Inc., John M. DeMarco, New York, N. Y.
General Mills, Inc., C. W. Grier, Chicago, Ill.
General Mills, Inc., E. V. Hetherington, Minneapolis, Minn.
General Mills, Inc., S. E. McCarthy, Chicago, Ill.
General Mills, Inc., George G. Minter, Chicago, Ill.
General Mills, Inc., H. H. Raeder, Buffalo, N. Y.
Habel, Armbruster & Larsen, Frederick N. Larsen, Chicago, Ill.
Hoskins Co., Glenn G. Charles M. Hoskins, Chicago, Ill.
Hoskins Co., Glenn G. Glenn G. Hoskins, Chicago, Ill.
Hoskins Co., Glenn G. Wm. G. Hoskins, Chicago, Ill.
Hugé Company, L. Albert Abing, St. Louis, Mo.
Hugé Company, Louis G. Hugé, St. Louis, Mo.
Hugé Company, Thomas Hugé, St. Louis, Mo.
Johnson, Herbert & Co., Frank J. Herbert, Chicago, Ill.
Kieswetter, Wetterau & Baker, H. Hagedorn, New York, N. Y.
King Midas Flour Mills, W. F. Ewe, Minneapolis, Minn.
King Midas Flour Mills, George L. Faber, Chicago, Ill.
King Midas Flour Mills, Wm. Steinke, Minneapolis, Minn.
King Midas Flour Mills, Lester S. Swanson, Minneapolis, Minn.
King Midas Flour Mills, David Wilson, New York, N. Y.
H. H. King Flour Mills, Co., W. A. Arnold, Chicago, Ill.
H. H. King Flour Mills Co., Arthur W. Quiggle, Minneapolis, Minn.
Frank Lazzaro Drying Machines, Frank Lazzaro, North Bergen, N. J.
D. Maldari & Sons, Donati Maldari, New York, N. Y.
Marino Machine Works, Frank Carbonaro, Chicago, Ill.
Merck & Co. Inc., F. O. Church, Rahway, N. J.
Milprint, Inc., J. R. Little, Milwaukee, Wis.
Minneapolis-Larabee Flour Mills, W. E. Albright, Chicago, Ill.
Minneapolis-Larabee Flour Mills, Thomas J. Fergus, Chicago, Ill.
Minneapolis-Larabee Flour Mills, Edward E. Melton, Chicago, Ill.
National Egg Producers Association, Dr. O. J. Kahlenberg, Chicago, Ill.
North Dakota Mill & Elevator, E. J. Thomas, Chicago, Ill.
Northwest Crop Improvement Assn., Henry O. Putnam, Minneapolis, Minn.
Northwestern Miller, S. O. Werner, Chicago, Ill.
Pillsbury Mills, Inc., Pat Albano, Minneapolis, Minn.
Pillsbury Mills, Inc., Chet C. Baker, Minneapolis, Minn.
Pillsbury Mills, Inc., R. C. Benson, Minneapolis, Minn.
Pillsbury Mills, Inc., John Davis, Minneapolis, Minn.
Pillsbury Mills, Inc., Frank L. Fedora, New York, N. Y.
Pillsbury Mills, Inc., H. J. Patterson, Minneapolis, Minn.
Pillsbury Mills, Inc., Sam Regalbuto, Philadelphia, Pa.
Pillsbury Mills, Inc., P. G. Tatcher, Minneapolis, Minn.
Pillsbury Mills, Inc., Dean F. Thomas, Minneapolis, Minn.
Pillsbury Mills, Inc., W. T. Wilson, Minneapolis, Minn.
Rossotti Lithographing Co., Jack Grant, Chicago, Ill.
Rossotti Lithographing Co., George S. Hubbard, Chicago, Ill.
Rossotti Lithographing Co., Gordon G. McMahon, Chicago, Ill.
Rossotti Lithographing Co., Alfred Rossotti, North Bergen, N. J.
Rossotti Lithographing Co., Chas. C. Rossotti, North Bergen, N. J.
F. B. Redington Machinery Co., E. I. Siebert, Chicago, Ill.
Sarioni Co. Inc., Aldo Curioni, New York, N. Y.
Sarioni Co. Inc., Frank V. Liotta, New York, N. Y.
Sills, Inc., Frank Ullrey, Chicago, Ill.
St. Regis Paper Co., John A. Larigan, New York, N. Y.
Star Macaroni Dies Mfg. Co., Hugo Mandolini, New York, N. Y.
Tanzi (Gu do) Macaroni Dies, Guido Tanzi, Chicago, Ill.
Textile Bag Manufacturers Assn., Robert C. De Vinny, Evanston, Ill.
Wallace & Tiernan Co., James Everett, Chicago, Ill.
Wm. Penn Flour Mills Co., James R. Affleck, Philadelphia, Pa.
Wm. Penn Flour Mills Co., Ray C. Woods, Philadelphia, Pa.
Winthrop-Stearns, Louis Petta, New York, N. Y.
Winthrop-Stearns, Lyle P. Carmany, St. Louis, Mo.
Wolfe & Co., Alex. J. Fulton, Chicago, Ill.
Wolfe & Co., Edw. H. Nielsen, Chicago, Ill.
National Macaroni Mfg. Assn., M. J. Donna, Braidwood, Ill.
National Macaroni Mfg. Assn., R. M. Green, Palatine, Ill.
National Macaroni Mfg. Assn., B. R. Jacobs, New York, N. Y.

Reports from the 1949 Committees

Resolution Committee

We, your Resolution Committee, beg leave to submit the following for your consideration:

I

Be it resolved that the convention express its sincere appreciation and thanks to all the speakers who made up the panels and contributed so liberally of their time and effort to make this 1949 convention a success.

Henry O. Putnam
Earl V. Hetherington
Paul M. Peterson
William Stienke
Dr. O. J. Kahlenberg
Charles C. Rossotti
C. W. Grier
Tom Hugé
Rex Stone
Alex J. Fulton
Robert C. DeVinny
John A. Larigan
E. J. Martin
V. Bowman
E. E. Seeck
Donald F. Kiesau
H. A. Bergdahl
Clara Gebhard Snyder
Editli Barber

II

Be it resolved that the sincere appreciation and thanks be extended to all those contributing so liberally to the entertainment of the members and guests of the association.

Empire Box Corp.
Buhler Bros., Inc.
Rossotti Lithographing Company
Amber Milling Division
Capital Flour Mills
Commander-Larabee Milling Company
Crookston Milling Company
General Mills, Inc.
H. H. King Flour Mills
King Midas Flour Mills
North Dakota Mill & Elevator
Pillsbury Mills, Inc.
Clermont Machine Company
Consolidated Macaroni Mach. Corp.

III

Be it resolved that the members of the Association express their appreciation to its officers for the successful culmination of the 1949 National Macaroni Manufacturers Association Convention.

IV

Whereas, it has been brought to our attention that Joe Guerisi of the Keystone Macaroni Company, Lebanon, Pennsylvania, and former director of the National Macaroni Manufacturers Association, passed on after a recent illness,

Be it resolved in the name of the National Macaroni Manufacturers Association that we express our deepest sympathy to the family friends and business associates.

V

Whereas, it has been brought to our attention that C. Kirke Becker, president of Peters Machinery Company, Chicago, and president of the Packaging Machinery Association, passed away suddenly shortly after embarking for a tour of Europe with his family, and

Whereas, Mr. Becker has been a great friend of the Macaroni Industry through the years and at several conventions of our Industry in Chicago he served as Chairman of Entertainment Committees, therefore be it

Resolved, that to his bereaved relatives and business associates this convention in the name of the entire industry we express our feeling of a great loss to them and to us and that we extend to his family and friends our deepest sympathy.

NAT. MAC. MFGS. ASSN.
Vincent J. Cuneo
Acting Chairman

Auditing Committee

On checking the books and accounts of the National Macaroni Manufacturers Association, we find that as of March 1, 1949, the Association account and the MACARONI JOURNAL account have been separated, with R. M. Green in charge of the Association and Institute Books, and M. J. Donna in charge of THE MACARONI JOURNAL accounting. We find that the combined Association and JOURNAL accounts were audited as of December 31, 1948, by Wolf & Company, C.P.A., and reported to the Board of Directors at the Winter Meeting at Miami Beach, Florida, January 24, 1949, and that the separated accounts have been audited as of June 15, 1949. Copies of all audits by Wolf & Company, C.P.A., during the past year are attached and made a part of this report.

Respectfully submitted,
Auditing Committee
Walter F. Villaume, Chairman
Vincent J. Marino
Joseph Santoro

Nominating Committee Report

To the 1949 Convention, NMMA: After scanning our Membership for those able and willing to serve, considering the Regional setup, we wish to place in nomination the following for a place on the Board of Directors of the National Macaroni Manufacturers Association for the 1949-1950 term:
Directors:

Region 1—Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.; Raymond Guerissi, Kevstone Macaroni Mfg. Co., Lebanon, Pa.

Region 2—Peter LaRosa, V. LaRosa & Sons, Inc., Brooklyn, N. Y.; C. Frederick Mueller, C. F. Mueller Co., Jersey City, N.Y.

Region 3—Alfred Rossi, Procino-Rossi Corp., Auburn, N. Y.; A. Irving Grass, I. J. Grass Noodle Co., Chicago Ill.

Region 4—Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill.; Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.

Region 5—Thomas A. Cuneo, Ronco Foods, Memphis, Tenn.

Region 6—Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.

Region 7—E. D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Calif.

Region 8—Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region 9—C. L. Norris, The Creamette Co., Minneapolis, Minn.

Region 10—Vincent DeDomenico Golden Grain Macaroni Co., San Francisco, Calif.

Region 11—John Laneri, Fort Worth Macaroni Co., Fort Worth, Tex.
Directors-at-Large:

J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.; Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.; Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.; Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.; Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.; Albert S. Weiss, Weiss Noodle Co., Cleveland, O.

The last living past president of the Association, C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa., becomes the adviser. He is a member of the Board of Directors with power of both voice and vote.

Respectfully submitted,
Nominating Committee
Ralph J. Conte, Chairman
C. J. Travis
John P. Zerega, Jr.
Joseph Giordano
Henry D. Rossi, Sr.
Arthur Russo

Economical - Political - Industrial

National Industries Service

Along Main Street

J. E. Jones

Half of the people in the United States are packed into crowded cities and suburbs. They assume to "know-it-all" and to prove it they round up the "leaders," whereupon pickets and hoodlums pull off sensational stunts that make news for radio commentators and headlines for the metropolitan press.

The other half—and the Big Half—live in small cities, villages, and in the open country connecting with Main Streets that extend from the Atlantic to the Pacific and from Canada to Mexico and the Gulf.

The "pressure" in Washington is the same, yesterday, today and tomorrow, and the disposition in the American capital favors all kinds of political bosses, labor bosses and socialistic schemes that dirty the face of Miss Democracy.

The President of the United States blasted the 80th Congress in unreasonable words. But he fumbled when he said that "during the last 16 years American people have been creating a society which offers new opportunities for every man to enjoy his share of the good things in life, . . . But we are forward-looking in protecting those values and principles and in extending their benefits." His political partners shuddered, but decided to play the game. The President calmed down and now he is getting along better with Congressmen. Some even seem to favor socialized and undemocratic suggestions, including taking over "medical science," national control of schools, and balky labor bosses. At the present moment it looks as though the White House and Congress will "kiss and make up."

There was no demand from America's Main Street for Congress to approve the President's recommendations to interfere with the credit at the banks; or to regulate commodity exchange to interfere in the field of transportation; to impose ceiling prices on scarce materials, or for Government loans to private industry.

Anyhow, most of these measures resembled pipe-dreams. The American Main Streets said "pooh!"

Looking at the whole question from another standpoint we find the political situation as bad as it was under the Roosevelt New Deal. How anybody can wade through the recommendations and agree that it is a Fair Deal is almost beyond comprehension.

But the present administration is bounding forth with speed that the taxpayers will have to pay for. Politics rule the roost in the metropolitan districts. At the same time Main Street is still thinking sensibly and sound.

The nation as a whole is on the very peak of a crisis that can't be cured by the National Government taking over the affairs of the great medical profession, the local schools and a thousand other socialistic activities right here in the United States.

Main Street is safe and so are most of the state, city and town governments.

New Trends In Salesmanship

By H. A. Bergdahl
Sales Lecturer, University of Illinois

MY TALK has been labeled "New Trends in Salesmanship"—in other words, from here on what's going to happen to business generally, and what can we, personally, do to keep our present high level of business activity? That is the challenge we face.

It seems reasonable to assume that practically every person within the range of my voice wants to do his share to keep the present high levels of production and the present high levels of income, and that's a good, wholesome condition.

Now please understand I do not have a crystal ball which gives all the answers—I doubt if anyone has. But there are factors which are indicator straws in the wind, so to speak.

First, let's take a quick look at some of the favorable conditions as they exist today.

(a) About 57 million people employed.

(b) National income of over 200 billion dollars.

(c) 480,000 new businesses formed since 1945.

(d) Record new family formations and births.

(e) Rural prosperity never before attained.

(f) Huge demands for construction of all kinds.

Postwar Demands Filled

Factories and warehouses of many kinds started postwar operations with their stock bins empty. Almost every kind of business had larger demands placed on it than at any previous time.

But time has changed things. The old, "wheezing" refrigerator has been replaced with a beautiful postwar model. Most of us now have two or three extra white shirts in our dresser drawers, so there's no longer any reason to have our wives or sweethearts stand in line when the rumor got around that some store had received a white shirt shipment. Even in automobiles the picture has changed. You all know too well how the supply and demand factors worked.

In other words, several "props" that helped maintain a "boom" were the aftermath of the war. But those "props" have for the most part been removed. From here on, the "boom" will be on its own. Quite naturally, a lot of folks are wondering about the level of business in the days ahead. What are the factors which will contribute to keeping high levels of business activity? It's a challenging thought and requires sound, fearless thinking on the part of millions of Americans.

Our Great America

Have you ever wondered what it is that has made America the foremost nation of the world? Why do we have so many things that other peoples of the world have been unable to provide for themselves?

For sixty known centuries the earth has been inhabited by human beings not basically different from ourselves. In all this time countless millions have struggled unsuccessfully to keep bare life; they died young, and this condition of misery and squalor still covers most of this earth. Yet in one small part of the world called America we find progress, prosperity and general well-being surpassing the fondest dreams of all preceding ages. You may ask, "How is this possible?"

Swiftly, in less than a hundred years, Americans have conquered the darkness of night with electric bulbs, neon lights, fluorescent tubes.

We have created astounding defenses against weather—stoves, furnaces, radiators, automatic heating, air conditioning.

And how about space? My! How space has shrunk! Fly around the world non-stop in just about 94 hours? Amazing, you say. Yes, it *is* amazing and it's possible. From oxcarts and canoes we have developed railroads, steamboats, trucks, automobiles, busses, airplanes. Telegraph, telephone, radio, television—all contributed to the attack on space.

Let's not overlook the age of power developed in America. Steam, electricity, gasoline and the split atom—all are stepping stones in America's answer to the problem of relieving back-breaking drudgery.

This list could be expanded indefinitely, and the amazing thing is that America has outdistanced the world in the spread of general well-being.

How did all of these things come about? How can all these advancements in such a short time be explained?

Maybe a good way to find the answer is to rule out some of the factors that surely were *not* responsible.

(a) *Was it because of our natural resources?* No—China, Indian, Russia, Africa—all have great natural resources.

(b) *Do we work harder?* No—most of the people on earth work much harder on an average than we do.

(c) *Are we a superior people?* No—maybe we'd like to think we are but the fact is, we are not.

(d) *How about physical and mental energy?* We, of course, are not endowed with any superior energy but the secret lies in our making more effective use of our human energies than other people on earth. We have put our natural resources to work for the common good. We apply human energy to natural resources and make them useful to human beings.

Nothing Happens—Until Somebody Sells Something

Now, I feel sure most of you will maintain that America has made these wonderful strides for a multitude of reasons, and I am quick to agree. However, let us discuss just one of the very important factors that has contributed much. What is it, you ask? Salesmanship!! America is a nation of sales-minded people.

Let's consider a statement made by Mr. Gene Flack, general sales manager of the Sunshine Biscuit Co. He puts it this way: *"Nothing happens—until somebody sells something!"* We can revise that slightly and say: *"Something happened—because somebody sold something!"*

Millions of Americans with a sales attitude will keep good business with us indefinitely. *Improved salesmanship* will keep American factories and farms busy.

I am sure you will agree that if goods can't be sold, it won't take long for the stuff to pile up in the aisles and that, of course, means unemployment and general business stagnation which we must not allow.

A Very Short Course in Salesmanship

Since salesmanship plays such an important part in the whole American scheme of things, let's take a few minutes of our time and discuss some of the factors that contribute to more and better selling.

Almost everyone in the business of selling has his own ideas as to just what selling embraces. I have heard dozens quoted but here is one that seems to hit the mark:

"Salesmanship is the power or ability to influence people to buy at a mutual profit that which they may not have thought of buying until we called their attention to it."

Note especially that this definition says "mutual profit" and that means a lot more than just monetary consideration. This definition proves that we've come a long way in our thinking about salesmanship since the days of Barnum. You will recall he's the fellow who is reported to have said, "There's a sucker born every minute—go get him while the getting is good." Let's repeat the modern definition which recommends "mutual profit:"

"Salesmanship is the power or ability to influence people to buy at a mutual profit that which they may not have thought of buying until we called their attention to it."

"Most Important Person"

Improved selling? Yes, our selling is bound to improve if we will always remember—

"A customer is the most important person ever to come into our place of business—in person, by telephone, or by mail."

There's real sales power in that kind of an attitude. When we start out on our day's work for the next thirty days let's all keep that slogan in mind. Make it the first order of business for the next thirty days. After that it will be a habit.

What's a Good Way to Start a Sale?

What is generally the best way of gaining favorable attention quickly? Remember, the sooner we gain our prospect's *favorable* attention, the surer we are of making a sale. "Well," you may say, "how can we do this?" Sales people put it this way—

Talk in terms of what the product will do for the customer—what *benefits he* will derive from the purchase.

Keep this basic thought in mind and your selling road will be easier. Let's see how this works. Here are some examples of *gaining favorable attention quickly.*

Wilson Sporting Goods Co. makes a line of sporting goods including golf clubs. One of their recent ads started out like this: "For Greater Thrills in Golf . . ." Are you golfers interested in greater thrills in golf? Most of us certainly are. Your favorable attention has been gained quickly by promising you "Greater Thrills in Golf." That benefits you. The ad goes on to explain how you can obtain greater thrills in golf.

Let's take another illustration—"Easier on the Eyes—Easier on the Touch." Let's say you have some reason to be interested in typewriters. Isn't it a fact you are *favorably* impressed because it's "easy on the eyes and easy on the touch?" How do you get these benefits? The ad goes on to say, "Buy Royal Typewriter."

There are dozens of illustrations that could be used regarding this use of the philosophy of gaining favorable attention quickly, but let's take just one more.

A recent *Saturday Evening Post* ad leads off like this: "A Fresh Blade in a Flash—A Clean Shave in a Flash." Isn't that much more interesting to you than how the razor is made or what kind of steel is used?

Yes, folks, a sound change in selling is taking place and it is important that your customers surely know what your product will do for them.

What the Eye Perceives the Heart Believes

Here's one that has never been fully appreciated.

You remember the old saying about the Chinaman who stated, "A picture is worth 1,000 words." In modern-day selling it simply means "make maximum use of your prospect's vision." Display of product can't be beat. You folks who have neat, clean, well-lighted stores have gone a long way toward making use of vision—a powerful sales helper.

When it is impossible to show your prospect the actual product, do the next best thing—use booklets, pamphlets, graphs, charts or any other

printed material you can obtain. You will find them very helpful in closing sales. It is another way of realizing "brighter business horizons."

Whose Bread I Eat—His Praise I Sing

Want to improve your salesmanship? Almost every business individual does. Here's another saying that will mean money in the bank. "Whose bread I eat—his praise I sing." The words are practically self-explanatory.

It's a sort of tradition with Americans to do a little griping at times and I have no quarrel with that—*except*—it must never be done in front of customers and prospects. Boost—Boost—Boost—your industry and the products you sell—never knock.

Let's illustrate that—suppose one of your customers complains that your price is too high. Some folks might be tempted to blame it on labor—some might say it's because of high material costs, others might blame it on codes or other causes.

Good selling — improved selling — suggests that you handle a situation like that as follows:

"Yes, Mr. Smith, I can see how the price might seem high to you *but* when you consider the *long years* of *trouble-free service* plus the *beauty* and *comfort* you will get, I am sure you will agree that it is well worth the investment."

Remember, never knock your industry — or your competitors — always point out the many benefits to your prospects and more sales will be yours.

"New trends in salesmanship?" Yes, new concepts of service to the customer have gripped America, and holding tenaciously to that very high ideal will mean a better living for all.

"In Two Sizes"

Schoolday Salad
(Household Recipe)

Salad Dressing
1 tablespoon sugar
½ teaspoon salt
1 tablespoon enriched flour
½ teaspoon dry mustard
Few grains cayenne
1 egg yolk, slightly beaten
½ cup milk
2 tablespoons vinegar
1 teaspoon butter or margarine

Mix together sugar, salt, flour, mustard and cayenne in top of double boiler. Add egg yolk and milk. Stirring constantly, cook over boiling water until thickened. Add vinegar and butter or margarine. Blend well. Cool.

Yield: ½ cup dressing.

Salad
3 quarts boiling water
1 tablespoon salt
3 ounces elbow macaroni
1½ cups diced red apple
½ cup diced celery
½ cup cubed cheese
½ cup salad dressing

To actively boiling water add 1 tablespoon salt. Gradually add macaroni and cook until tender (about 10 minutes). Drain and rinse with cold water. Combine macaroni, apple, celery, cheese and salad dressing. toss lightly. Chill. Serve on salad greens. Yield: 4 servings, 1 cup each.

Schoolday Salad
(Large Quantity Recipe)

Salad Dressing *Measure*	*Weight or Amount*
Sugar—¾ cup	6 ounces
Salt—2 tablespoons	1 ounce
Enriched flour—¾ cup	3 ounces
Dry mustard—2 tablespoons	2 tablespoons
Cayenne—Dash	Dash
Egg yolks, slightly beaten—12	1 dozen
Milk—1 quart	1 quart
Vinegar—1½ cups	1½cups
Butter or Margarine—¼ cup	2 ounces

Mix together sugar, salt, flour, mustard, and cayenne in top of double boiler. Add egg yolks and milk. Stirring constantly, cook over boiling water until thickened. Add vinegar and butter or margarine. Blend well. Cool.

1948 Durum King Prefers Mindum

William Franzen of Mapes, N. D., who was crowned the 1948 U. S. Durum King in absentia last April, is a Mindum enthusiast. He is a specialist in this type of durum, saying: "One reason why I prefer durum as a crop on my North Dakota farm is that the Mindum variety is typically an American type of wheat, developed right in our own country. That with its three offsprings—Stewart, Carlton and Vernum—which were since developed at the Durum Experimental Station in Langdon, comprise the bulk of the best durum from which is ground the semolina and other grades of raw materials that go into the best macaroni products of the world, made right in our own United States."

The 1948 Durum King has been engaged in durum wheat farming for many years. In acknowledging the presentation of the plaque that is presented annually at the State Durum Show at Langdon, N. D., Mr. Franzen said: "I appreciate very much the beautiful plaque presented me by the National Macaroni Manufacturers Association and I will cherish it as a recompense for the long hours spent in selecting and growing the highest grade durum. My durum experiences are many and varied, including headaches and heartaches.

"Several years ago, on the advice of officials of the North Dakota Agricultural College in Fargo and of the experimental station in Langdon, I handpicked eighteen bushels of durum. My ambition has always been to grow pure durum and to encourage other farmers with suitable durum farms to do likewise, thus putting to an end the mixtures that many growers and elevatormen send to the durum mill, causing them and their customers, the macaroni men, equally painful headaches and heartaches.

"It is both pleasing and encouraging that many durum growers are seeing this problem in the same light, as judged from the two hundred or more samples of fine durum exhibited by farmers from the northeastern part of our state, where Durum Wheat is King.

"I am particularly proud of the selection of my sample as the Number One of the Show this year by experienced judges and of the close competition by other exhibitors, because the best sample was of the Mindum variety, which I still feel is the best type to be grown in this vicinity, both from the viewpoint of yield and its natural quantities for making the kind of macaroni products which the world has and is accepting because of their merit and high quality."

Groom to Prepare State Exhibit for International

B. E. Groom, chairman of the board for GNDA, has again been placed in charge of arrangements for the North Dakota Grain exhibit at the International Hay & Grain Show in Chicago, November 23 to December 3, 1949.

Mr. Groom, who has been in charge of this exhibit for many years, announces he is already contacting former exhibitors and grain growers generally in regard to planting high quality grain from which prize winning exhibits may be expected. He states that GNDA will again offer high bonus premiums for winners in classes which will be substantially the same as in former years.

B. E. Groom
Chairman
GNDA

Despite the facts crop conditions were not ideal in 1948, Groom calls attention to the fact that North Dakota growers won five championships at the International last fall, a good bit of advertising for the quality of the state's products, as were the top winnings by North Dakota growers of the Pillsbury grain classic, Groom says.

—North Dakotan Magazine

Trademark Department

Trademarks Applied For

CHEESRONI

Reg. No. 238,703. Registered February 14, 1928. Skinner Manufacturing Co., Omaha, Neb., a corporation of Nebraska. Republished by registrant.

For food products consisting of a combination of macaroni and cheese. Claims use since July 19, 1927. Published May 31, 1949.

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Trademarks Republished

PFAFFMAN'S

Reg. No. 249,310. Registered Nov. 13, 1928 by The Pfaffman Egg Noodle Co., Cleveland, Ohio. Republished by The Pfaffman Co., Cleveland, a corporation of Ohio.

For noodles, spaghetti, vermicelli and macaroni, prepared in various shapes and forms. Claims use since March, 1898. Published June 14, 1949.

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VIT-O-VEG

Reg. No. 209,404. Registered August 8, 1930, by The Pfaffman Egg Noodle Co., Cleveland, Ohio. Republished by The Pfaffman Co., Cleveland, a corporation of Ohio.

For alimentary paste products, especially noodles, macaroni and spaghetti in conventional forms and varying designs and shapes. Claims use since November 11, 1929. Published June 14, 1949.

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Trademarks Renewed

"EXTRA SUBLIME"

256,291—"Extra Sublime" and Diamond-shaped Design. Registered May 14, 1929, by Cumberland Macaroni Manufacturing Co., a firm, Cumberland, Md. Renewed May 14, 1949.

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"LA NAPOLITANA"

251,729—"La Napolitana" and Drawing. Registered January 15, 1929, by P. Pastene & Co., also doing business as Purity Products Co., Boston, Mass. Renewed January 15, 1949, to P. Pastene & Co. Inc., New York, N. Y., a corporation of Delaware. Published May 21, 1949.

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"RIALTO"

260,785—"Rialto" and an Italian Pleasure Boat. Registered August 27, 1929, by Cumberland Macaroni Manufacturing Co., Cumberland, Md., a firm. Renewed as of August 27, 1949. Published May 21, 1949.

Trademarks Granted

A CROSS DESIGN

509,667—For macaroni, spaghetti, vermicelli, noodles and varieties thereof. The John B. Canepa Co., Chicago, Ill.

Filed November 1, 1947. Serial No. 539,850. Applicant claimed ownership of registrations Nos. 50,396, 366,388, 366,389, 398,438 and 398,439; also claims use since April, 1872.

Published January 18, 1949. Granted May 10, 1949.

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MERLINO

510,062—For macaroni products, spaghetti, egg noodles and egg pastina. By Domenic Merlino, doing business as D. Merlino and Sons, Oakland, Calif. Filed September 25, 1947. Serial No. 535,731. Published February 8, 1949. Granted May 24, 1949.

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SPAGHETTI SAUCE

510,104—A dressing to be employed with cooked spaghetti. The Creamette Co., Minneapolis, Minn. Filed December 10, 1947. Serial No. 543,899. Published February 8, 1949. Granted May 24, 1949.

Box-tops vs. Consumption

Is it the number of box-tops collected or the number of pounds of the delicious food eaten that determines the winner of a spaghetti-eating contest? The "box-tops" have it, reports the Brooklyn, N. Y., *Eagle* in a recent issue. Macaroni manufacturers interested in promoting consumption contests will be interested in the experience of The Gattis.

"Every night for a year Mrs. Lina Gatti of East Boston served heaping plates of spaghetti to her family to win a "see the world" contest, but it was all in vain she learned today.

Because of a mixup in names Mrs. Gatti went to bed last night secure in the belief she had won first prize in the contest sponsored by the Buitoni Macaroni Co. of New York.

But today, as she planned for a trip to Rome, a sad note was sounded. Mrs. Gatti's devotion to the string-like stuff had been of no avail.

The real winner proved to be Lina Gatti, 27, who came here two years ago from Italy. And Miss Gatti, a frail 98-pounder, had eaten spaghetti only two or three nights a week.

Like many another contest winner she had relied on friends to help her collect the spaghetti box tops for which the prize of a de luxe trip anywhere in Europe was awarded."

In New Offices

Johnson-Herbert & Co., suppliers of semolina and flour to macaroni-noodle manufacturers in the Chicago area, announce the removal of their office to 520 North Michigan Avenue, Chicago, 11, Ill. The firm was formerly located at 444 W. Grand Ave.

Stewart Leading Durum Variety at Langdon

"Stewart has become the leading durum variety for this area. It is high-yielding, rust resistant and of excellent quality," says Victor Sturlaugson in his annual report as superintendent of the Langdon experiment station.

Sturlaugson says that a six-year average gives Stewart two and a half bushel per acre yield advantage over Mindum durum. It has a bit stronger straw than Mindum but not as strong as Carleton.

Carleton is recommended for areas where lodging constitutes a major problem.

Mindum maintains a slightly higher yield average than Carleton but is slightly susceptible to rust and lower in yield than Stewart.

—North Dakotan Magazine

We can foresee changes of tremendous social significance in the days ahead, but we don't expect anything to happen that hasn't happened before.

Spaghetti—2 Smokes; Macaroni—3 Smokes

How long should spaghetti or macaroni be boiled before serving? That has been the tantalizing question asked by many brides, even experienced cooks. Because of different tastes of consumers, the answer cannot properly be given in minutes and seconds. The average spaghetti connoisseur wants his macaroni products cooked "al dente," literally meaning "to the teeth."

If the time element is considered as the natives of some South Sea Islands use it, then the answer might be, for spaghetti, 2 smokes; for macaroni, 3 smokes, because those people measure their cooking time by how long it takes to smoke a certain number of cigarets.

Insect Repellent Adhesive

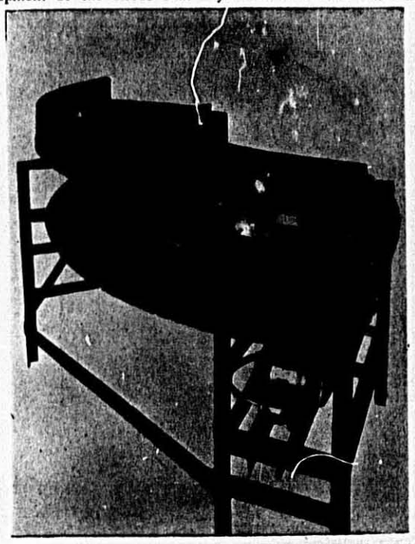
Summertime is insect time, and macaroni manufacturers who are always on the alert for ways and means of preventing insect infestation of their products will be interested in a new insect repellent adhesive for which the manufacturer makes great claims.

In collaboration with U. S. Industrial Chemicals, Inc., National Adhesives, division of National Starch Products, Inc., announces package adhesives containing repellents that are proving helpful to macaroni makers, cereal, flour and confectionery trades. The firm is offering a range of scientifically formulated and manufactured adhesives containing piperonyl butoxide that make up the Beetle-Pel group that perform in the same manner as the company's regular packaging adhesives. The addition of the repellent, which must be done under scientific control, in no way diminishes the effectiveness or working properties.

Extensive laboratory tests have been made under varying conditions and it has been found that when suitable repellent stocks are bonded with the proper grade of Beetle-Pel, the attacks of confused or sawtooth (cadelle) beetles fail to penetrate the packaging. It has been used effectively to seal and wrap packages as well as to combine and laminate packaging materials forming an excellent repellent barrier. Cartons tight-wrapped with this new adhesive are impervious to the attacks of boring insects.

Flat, Curved, Conveyor

The need for a powered flat conveyor that can travel around almost any desired curve has been solved by the development of the Leeds Flat-Flex Conveyor.



Through the use of a newly patented conveyor chain, a balanced weave wire mesh belt is guided around practically any curve and, at the same time, wear on the edges of the wire mesh belt is eliminated because they do not drag against guides.

This conveyor may be used in conjunction with other flat conveyors, or the entire conveyor, including straight and curved runs, may be continuous. The machine is manufactured by the Leeds Electric & Manufacturing Co., Hartford, Conn.

Miss Virginia Merlino Honored

Virginia Merlino, 19-year-old daughter of Mr. and Mrs. Guido Merlino, 3811, 39th Ave. South, Seattle, Wash., was graduated on May 31 from the State College for the Deaf in that city, with the highest scholastic record in the class.

As the result of leading the class, she has been awarded a scholarship in the Gallaudet College, Washington, D. C., which she will enter on her return from a tour of Italy and other countries in Europe, a graduation gift from her parents.

Guido P. Merlino, a director of the National Macaroni Manufacturers Association representing the Pacific Northwest Region No. 8, who with his wife and his son, Robert, will accompany the honored young lady on the European trip, regrets that because of the trip he was unable to attend this year's convention. The ship on which the Merlino family booked passage sailed from New York on June 28. The family plans to spend several months visiting the parents' home town in Italy and in touring neighboring countries.

Mr. Merlino, young in years and in his brief career in the macaroni business, is proud of the acceptance of his firm's products by the consumers in the Northwest. The *Pacific Northwest Grocer and Meat Dealer* of Seattle, Wash., carried the following story on the firm's success in its May, 1949, issue:

Mission Macaroni Company Completes Big Expansion Program

"Completion of a $200,000 expansion of the Mission Macaroni Company was recently announced by Guido P. Merlino, president and general manager of the firm. The expansion included both the construction of a new plant at 1102 8th South in Seattle, and the addition of many thousands of dollars of new and latest improved machinery.

"According to Mr. Merlino, the firm now operates not only the largest, but also the most complete, up-to-date macaroni plants on the entire Pacific Coast, and one that is unequalled anywhere for cleanliness and sanitation. The firm has spent many months in planning and constructing the type of plant that would carry sanitation to its highest degree throughout every phase of macaroni making.

"The new plant is equipped with the latest types of machinery—and includes giant, continuous macaroni, spaghetti and noodle presses that are the only ones of their kind to yet reach the Pacific Coast. This new machinery means greater sanitation, greater efficiency in mixing and drying the products, and a much better quality for the finished products are more uniformly mixed and dehydrated—and the finished product looks better and cooks better than ever before.

"The history of the Mission Macaroni Company is one of remarkable growth. Mission first started in 1932 at the bottom of the depression with three employes, a small macaroni press, and the Seattle area as its only market. Today this firm has over ninety employes, operates the largest macaroni plant on the Pacific Coast, and sells its products throughout Washington, Oregon, Alaska, Idaho, Montana, and California. From a small beginning the company has grown to the point where it produces almost forty million pounds of macaroni annually, and in the Pacific Northwest Mission outsells all other macaroni products combined.

"The last Consumer Analysis Survey, taken by the *Seattle Daily Times*, established the consumer acceptance for Mission Macaroni Products as being 65.1% of the total, and this figure, according to officials of the company, is pretty general throughout the Northwest. According to Mr. Merlino the fact that 65% of the people prefer Mission brand is due to consistently maintaining the highest possible quality and to consistently advertising the Mission products every week of the year."

H. Kirke Becker Died June 21

H. Kirke Becker, president of the Packaging Machinery Manufacturers Institute, and president of Peters Machinery Co., Chicago, died from a heart attack on Tuesday morning, June 21, on the *S.S. Mauretania*, shortly before arriving in England.

Mr. Becker, accompanied by Mrs. Becker and two of their children, H. Kirke, Jr., and Elizabeth, had sailed from New York on June 14, for a six weeks' trip to England and France.

Mr. Becker was a charter member of the Packaging Machinery Manufacturers Institute, and assisted in its formation in 1933. He was elected to the presidency in October, 1948. He was well known to the macaroni manufacturers, many of whom use his packaging machines specially designed for macaroni products packaging. During two of the macaroni men's conventions in Chicago before the depression, he served as chairman of the entertainment committee and host to the visiting manufacturers.

Liquid, Frozen and Dried Egg Production May, 1949

The quantity of liquid egg produced during May totaled 99,157,000 pounds, compared with 103,875,000 pounds in May last year. The quantity used for freezing was considerably less than last year and accounts for the general decrease shown in total liquid produced. Liquid egg used for drying in May continued to be above that of a year ago.

Dried egg production during May totaled 7,875,000 pounds, compared with 5,597,000 pounds in May last year. Production consisted of 6,670,000 pounds of dried whole egg, 259,000 pounds of dried albumen, and 946,000 pounds of dried yolk. Dried egg production from January through May totaled 44,430,000 pounds compared with 12,209,000 pounds during the same period last year. Purchases of dried whole egg by the Department of Agriculture from January through June 17, 1949 for price support purposes totaled 48,012,048 pounds.

Frozen egg production during May totaled 70,089,000 pounds; this compares with 82,652,000 pounds in May last year—a decrease of 15 per cent and the smallest production for the month since May 1942. Production during the first five months of this year totaled 217,608,000 pounds, compared with 263,669,000 pounds during the same period last year, a decrease of 17 per cent. Storage holdings of frozen eggs on June 1 totaled 141,729,000 pounds, compared with 248,574,000 on June 1 a year ago and 244,096,000 for the 1944-48 average. Frozen egg storage stocks increased 35 million pounds during May; this compares with 53 million pounds during May last year and an average May increase of 57 million pounds.

Du Pont Denies Illegal Allegation

Following is the text of a statement by Crawford H. Greenewalt, president of the Du Pont Co., concerning the civil suit filed in Chicago recently by the U. S. Department of Justice against Du Pont, General Motors Corp. and others alleging violation of the Sherman and Clayton anti-trust laws:

"The Du Pont Company emphatically denies that its relationships with General Motors and the other companies mentioned in the complaint have been either illegal or in any way detrimental to the interest of the people of the United States.

"On the contrary, these relationships have served the public interest in a conspicuous way; and in that firm belief we will defend our actions and our present position with the utmost vigor.

"Since these relationships have been a matter of public record and public information for many years, the motive for this suit must arise out of a determination by the Department of Justice to attack bigness in business as such. We cannot believe that such a position is or will be supported by the American people because in the end it would increase prices, reduce living standards, and even weaken the national security."

The board of directors of the National Macaroni Manufacturers Association at its January meeting in Florida adopted a resolution which was filed with the U. S. Attorney General supporting the Du Pont firm's contention that its actions did not constitute a monopoly. This was in connection with a previous action against the firm.

Meetings Planned

The board of directors of the National Macaroni Manufacturers Association has planned two very important meetings, a sectional convention and a national conference.

Second Pacific Coast Convention

Due to the keen interest shown by the manufacturers "West of the Rockies" in the first convention of its kind in San Francisco, Calif., last December, and in keeping with a resolution unanimously adopted by the gathering, a 1949 convention is to be planned for San Francisco the latter part of October or the first part of November.

A survey is being made to determine the most convenient date. Several officers and directors of the National Association are seriously considering attending the affair. The exact date will be announced later.

Winter Conference

So pleased were those who attended last year's winter meeting at Miami Beach, Florida, that it was unanimously voted to hold the 1950 winter meeting in The Flamingo Hotel in that southern city. The dates are January 23 and 24, 1950.

This early announcement will permit many macaroni-noodle manufacturers and allieds representatives to plan their winter vacations in Florida to correspond with the dates for this business meeting.

Special rates will be accorded those who go to the Flamingo next January as representative to the Winter Meeting of the National Macaroni Manufacturers Association.

Durum Prospects Fine

"Just back from my farms near Langdon, N. D.," writes B. E. Groom of the Greater North Dakota Association, Fargo. "I have never had a better durum crop promise as of June 30. Fine stand. Am spraying for weeds. Acid for the 700 acres of durum cost me $400 and the spraying machine $550, but I'm sure both are good investments.

"Have had light rains and the growth is wonderful, but I'd sleep better if we got a real soaker, for the growing crop saps moisture fast and a dry spell for two weeks would hurt a lot.

"Those heavy snows last winter gave us a lot of moisture. In the western part of our state where they had little snow last winter, the crops are suffering terribly with prospects of low yields.

"In our section of the state we are having a new problem . . . a green bug is proving very destructive in spots. This is a new one. Prediction? There'll be some good durum in our state this harvest."

"Betty Crocker" Honored

Mrs. Marjorie Child Husted of General Mills, Inc., Minneapolis, was honored recently by being named as the advertising woman of the year by the women's council of the Advertising Federation of America. She is the woman behind the "Betty Crocker" trademark and planner of the Betty Crocker advertisements, including those concerning macaroni products, and the firm's nationwide radio programs dealing with General Mills products.

Houston's Macaroni Factory

Houstonians are proud of their macaroni and spaghetti factory, according to a special release by *The News* of that city, dated May 21, 1949, which reads as follows:

"For more than fifty-five years the Magnolia Macaroni Manufacturing Co., Inc., has supplied Texas, through manufacture and packaging, macaroni, spaghetti and other elementary paste goods.

Established here in 1893 by the late Vincenzo Lucia, the plant is still owned by the family and is operated by two sons, Sam J. Lucia and Anthony J. Lucia. The mother, Mrs. V. Lucia, is listed as president of the firm.

The average daily output of the Magnolia Macaroni Manufacturing Company is 6,000 pounds.

The company puts out about 20 different products which it distributes all over Texas and in adjoining states.

The plant is two stories and fireproof, 125 by 200 feet. It employs around 20 persons.

This is the only macaroni or spaghetti manufacturing plant along the Texas Gulf Coast, excepting a small plant in Beaumont.

Mueller 1948 Sales Reached Highest in History

Sales of Mueller's macaroni spaghetti, and egg noodles during 1948 reached the highest point in the history of this eighty-two-year-old company, according to C. Frederick Mueller, executive vice president and general manager of C. F. Mueller Co. and reported in *New England Grocery and Market Magazine*, Boston, Mass., April, 1949. In reviewing this gratifying sales picture at a recent meeting, Mr. Mueller pointed out that the present sales peak has been reached after more than fifteen years of consistent sales gains. He emphasized that these increases were not due to a sudden sales spurt that might level off. Rather, by twenty-five years of constant, year-in-year-out advertising.

Egg Color Standards

(Continued from Page 20)

painter from matching the exact color of egg yolk. Paint pigments would have to be mixed quantitatively and scientifically to be duplicated elsewhere. It is also known that paint pigments fade during storage or exposure to light. (Color charts reproducing the color printed in ink on paper, have to be protected from the light to remain reasonably permanent.)

I want to remind you that during freezing and storage certain physicochemical changes take place within the yolk which makes the product more opaque. After yolk has been frozen and then thawed, it may visually appear lighter in color. Experimentally we found little actual pigment lost in the frozen yolks during storage periods of at least one year, using the NEPA color method.

In 1935 a "color rotor" was developed at Washington State College which was said to be more rapid and accurate in determining yolk color than any other devices previously described. The rotor consisted of 24 watch crystals (same diameter as the yolk) mounted on a circular turntable and painted in various shades of yellow and orange. In reading the color of the yolks, the eggs were placed on a glass plate with a black background. It was

claimed that the use of the painted watch glasses made it possible to obtain surface curvature and surface conditions similar in shape and appearance to an egg yolk, thus reflecting light in a similar manner.

A comparitive study of five yolk color rotors reported in 1941 showed that the color scales did not agree. A uniform gradation throughout the entire color scale was not found in any of the rotors. These findings would limit the use of the yolk-color rotor, especially where results are to be compared with different rotors. Even though the yolk color rotor was of value in making routine color comparisons, it was difficult and at times even impossible to get good color matches.

Many produce establishments are using color paddles for determining yolk color. The paddles are usually made of wood or metal and painted in various shades of yellow. The yolk is placed on the paddle or immersed in a can of liquid yolk to judge visually the color intensity. I am sure you all had sufficient experience with this paddle method to know that color classification is very *unsatisfactory*.

Because of the many difficulties encountered in getting good color matches, scientific investigators turned toward more objective measurements. Some approached the problem from a strictly scientific viewpoint, utilizing procedures for quantitative extractions and measurements of xanthophylls, carotene, or total carotinoids. Precise scientific spectrometers and spectrophotomers were used for these measurements. Others approached the problem from a practical standpoint, utilizing procedures for extracting the pigments by making the measurements with Nessler tubes, visual comparators, and visual colorimeters. One of these practical methods was that of Turner and Conquest (U. S. Egg & Poultry Magazine, Vol. 45, 1939, No. 11, pp. 668-670). In this procedure the yolk is extracted with acetone, and the filtered extract compared with standard potassium dichromate solutions by means of Nessler tubes. At that time it was suggested that yolks be classified as either dark or light in color. All acetone extract colors which were equal or darker than the color of .03 per cent dichromate standard were considered dark yolks—all yolks whose acetone extract were weaker than .03 per cent dichromate standard as light-colored yolk.

Egg packers and users soon became dissatisfied with visual determination, especially when color paddles, color mixtures, and even when extracted yolk samples were measured with color comparators, Nessler tubes and visual colorimeters.

The NEPA has developed a simple and practical procedure with an inexpensive instrument based on scientific standards that even a plant man can operate. The method is a modification of the visual Nessler tube procedure for determining yolk color, outlined by Turner and Conquest, adapted to a photelometer. With this instrument we are able to eliminate the human element. With refinements in technics and with new developments in the instruments, we feel that changes in the procedure and method of reporting can always be made before a detailed permanent method is finally adopted; although the method is tentative, it provides a working start that gives improved performance over methods now in use.

In the past year a similar attempt has been made by the American Association of Cereal Chemists Committee on Methods for the Determination and Definition of Color in Eggs as reported by Dalby (Cereal Chem. Vol. 25, No. 6,413, Nov. 1948). Mayfield and Halbrook of Montana State College (Poultry Science Vol. 28, No. 3, p. 462, May 1, 1949) also published a procedure using acetone as the extracting fluid and a photoelectric colorimeter for the measurement).

After a procedure of measuring color has been adopted, the next problem to be settled is a nationally accepted method of expressing color. Representatives of industries which use frozen eggs, requested the National Egg Products Association to take the leadership in announcing a "tentative approved method of measuring yolk color" which can be nationally accepted. The NEPA detailed procedure was published in *Food Industries* for April, 1949, Vol. 21, pp. 467-470. I want to advise this group that the National Egg Products Association last October attempted to have the allied associations representing the cereal chemists, macaroni and noodle, mayonnaise and baking industries get together on some nationally accepted procedure of measuring yolk and a nationally accepted method of *expressing* yolk color.

I would like to again recommend that you not merely buy frozen or dried yolks as such but that you buy these products under specifications. If the noodle manufacturers want 45 per cent solids, dark color, no off-odor, smooth texture and no sediment, a reputable packer can be depended upon to give you the quality product you want. If you mean by a dark color a No. 4 or 5, according to NEPA color standards, then be sure to specify NEPA No. 4 or NEPA No. 5. There is no reason why two laboratories cannot accurately make NEPA color determinations and get similar color numbers, providing of course, they have the same sample.

We would like to extend an invitation to the noodle manufacturers, utilizing 20,000,000 pounds of frozen egg yolks per year, to get the habit of using the National Egg Products Research Laboratory for your routine analytical work as well as to assist you on some of your egg research problems.

DURUM IMPROVEMENT

(Continued from Page 18)

tificates. Reports from the line elevators are secured from their Minneapolis offices. Out of town survey work requires two weeks per year and additional time for the seed clinics and meetings. Crop improvement meetings have been held in counties where surveys are made. The county agent and local elevators co-operate in calling the meeting. The elevators often serve a noon or afternoon lunch. A seed clinic is usually held in connection with these meetings to show the grower the actual condition of his own seed. He may know his durum contains some bread wheat but when he sees it carefully weighed, he learns the actual amount of bread wheat and is more likely to look for new seed. A bread wheat plant stools or produces about 60 per cent more tillers than durum, which is the reason for the rapid increase of spring wheat in durum. A 3 per cent bread wheat mixture in durum seed usually produces 5 per cent bread wheat in the following crop, or a Number 2 wheat.

If seed is unsuitable, the grower is urged to purchase new seed of an adaptable approved variety.

The highest percentage of mixed wheat and mixed durum now comes from south central South Dakota. Survey work began in 1947 in Gregory, Tripp, Mellete, Lyman counties and Jones was added in 1948.

Meetings and seed clinics have been held in these counties for the past two years. Mixed wheat decreased from 28 to 13.6 per cent and mixed durum decreased from 25 to 12 per cent in Gregory county between the 1946 and 1947 crops.

Tripp county showed 5 per cent decrease in mixed wheats and 10 per cent decrease in mixed durums. Similar improvements were achieved in Mellette and Lyman counties. The recent survey of the 1948 wheat and durum shipments when completed will tell us of possible improvements in the above counties as well as Jones county.

A representative of the South Dakota State College has assisted us with crops meetings in South Dakota. He urges the growing of approved varieties and discusses crop production.

Seventy elevators were visited this year in making the grain shipment surveys, besides securing the needed information from the line elevators. Forty of these elevators are in South Dakota. This work requires two weeks of country driving as well as several weeks of meetings in the durum areas.

Separate county publicity items are prepared explaining the results of the surveys, and urging growers to treat their seed to prevent disease and plant pure seed of approved varieties.

Publicity items also show progress of the crop improvement program in each county. Publicity items have been prepared for the MACARONI JOURNAL and other publications.

We assisted in judging grain samples, and conducted seed clinics at Sisseton, Hecla and Reliance in South Dakota, and at Carrington, Fessenden and Valley City, and the North Dakota State Durum Show at Langdon, N. D., where 226 durum samples were entered in the contest. They were divided into five classes as follows: The North Dakota open championship, North Dakota certified, Future Farmers or high school agricultural students, 4-H club crops club members and the Durum Professionals, open to previous winners in the open class and certified class. This class was made because inexperienced exhibitors would not wish to compete with a professional exhibitor.

Valley City holds an annual Winter Fair and crops show in March. A special crops section was created two years ago. Durum is one of the features of this show. This association has assisted with the judging and arranged and taken charge of their crops educational program. Special durum premiums have been provided by durum mills for crops shows for the past several years.

A new Seed Treatment poster was designed and printed. Some 11,000 copies were distributed to elevators, seed houses and other public places for display.

The necessity of seed treatment has been urged at meetings because it insures a healthy plant by preventing early seedling rot from disease-infected seed. Seed treatment is only seed disinfectant, but a healthy stand is the first prerequisite of good crops.

This association has annually conducted 12 to 15 grain grading schools for elevator managers, county agents and grain growers. The purpose of these schools is to teach the various grading factors and the reasons for them. For instance, you know why blight or sprout damage is undesirable in durum. If the grower understands these problems he knows why his durum grades down and is better satisfied with the sale of his grain.

Assistance was given to your association in arranging for the milling and processing of durum grown on fertilized and unfertilized land to study the protein content and the value of higher protein in macaroni processing.

This association has been instrumental in securing the needed grasshopper control funds to protect crops from this pest for the past 15 years.

Assistance has been given to numerous tours of the Minneapolis market. Visitors study grain marketing and visit processing plants which include durum mills and macaroni plants.

A new edition of the Spring Wheat Dictionary is about ready for publication. Descriptions of all bread wheats, durums and white wheat grown in the hard red spring wheat durum area are included in this publication.

The durum acreage for 1949 is estimated at 3,392,000 which is 145,000 acres higher than 1948. This acreage should insure an abundance of durum for 1949 provided there are no serious drouth and disease problems.

Too great an acreage of durum could prove detrimental to the macaroni industry, because prices could decline enough to discourage the growing of durum. We hope this never happens.

To summarize the work of this association: The co-operative work of this association, with the experimental station, is important to your association because it allows the testing and approval of a new variety before it is released.

Grain shipment surveys, seed clinics and the seed treatment program assist in eliminating mixtures, and undesirable varieties which protects the mill and processor against the production of low quality durum.

"HELLO BABY! HOW'D YOU LIKE TO SEE MY COLLECTION OF NOODLES? THEY COME IN 300 DIFFERENT SHAPES!"

The grain shows, meetings, market tours and the general educational program maintains proper interest in growing desirable varieties, and the use of more macaroni products in the daily diet.

The above program should insure the macaroni processors of an ample supply of quality durum for milling and processing.

Industry Conference

(Continued from Page 12)

Wheat Flour Institute, Millers National Federation.

Reaching the Homemaker by Edith Barber, *New York Sun*.

A Progress Report on the National Macaroni Institute Public Relations Program, by Theodore R. Sills, president of Theodore R. Sills, Inc.

Remarks by C. Frederick Mueller, chairman of the Institute's Executive Board.

Just before the final adjournment the committee on Auditing and Resolutions reported.

The 1949-1950 association officers were presented and promised the fullest co-operation of the enthusiastic group that listened attentatively to the proceedings throughout the two days.

The annual dinner party of the National Association in the ballroom of the hotel fittingly closed the successful 1949 conference of the macaroni-noodle industry.

A reception and cocktail party sponsored by Clermont Machine Co., Brooklyn, with John Amato, general manager, as host, preceded the dinner, and a most entertaining floor show sponsored by Consolidated Macaroni Corp., Brooklyn, brought the National Association's party to a close on a cheerful note. The floor show hosts were C. Ambrette, president; N. J. Cavagnaro, secretary, and Joseph De. Francisci, treasurer.

Copies of reports and talks follow, as far as space permits. Those that arrive too late will appear in the August issue.

Better Packaging

(Continued from Page 24)

of your regular advertising? It costs so little more to do this.

As manufacturers of good products, you are also merchandisers and want to improve your sales. Industrial package designers of national reputation will tell you that "package redesign pays big dividends." There are facilities available today for putting these effective elements of "good packaging" into play at surprisingly low costs.

Naturally, since the package is a vehicle to bring your product conveniently and safely to the ultimate consumer, it must be of the right size, and constructed of the proper materials, not only for easy and proper handling by the consumer, but also for shipping, storing and shelving. The mechanical features of the package must also be sound, particularly for low-cost items, such as macaroni, spaghetti and egg noodles. The traffic can bear so much and no more in your business. Your package must be so constructed mechanically as to be handled in your package departments as efficiently as possible, thus affecting the lowest costs of the completed package.

Some manufacturers feel that the consumers do not read recipes on packages. The Grocery Manufacturer of America recently conducted a survey among women who buy groceries, regarding their idea about food packages and labels. One question was: "How often do you read labels on canned or packaged foods?" Answers—Always 52 per cent; Frequently 37 per cent; Sometimes 11 per cent; Never—less than 1 per cent.

Another question was, "If you don't pay much attention to labels, what are the reasons?" Answers—Buy just by the brand—75 per cent; Buy mainly according to price—15 per cent; Have no special preference—12 per cent. It seems, therefore that consumers these days do read labels and recipes more than some manufacturers think.

The "better package" will also clearly, accurately and in an interesting manner, identify your product and its uses. This is especially true nowadays when the American consumer is being fast trained to appreciate the product by its identifying information at the time of purchase. She is being trained through the advertising programs of large producers, through the efforts of several government agencies, as well as through the educational and promotional work of various industry organizations, such as the National Canners Association, the Grocery Manufacturers of America, women's clubs and social and study groups. Your "better package" therefore will not only meet the requirements of mandatory information but give the superior facts of your product in a manner that is simple, clear and compelling in its appeal to the buyer.

Finally, the design of the package must always be functional. The brand name and trade-mark must be supported with an over-all design that is appealing in appearance and strong in creating the desire to buy. Since each package, as we have seen, can actually be an advertisement and salesman, the colors, the lines, and masses must be employed and economized for action. Purely decorative treatment is without value for moving the package and therefore costly. Every phase of the design must contribute its share to its one single purpose—impelling the purchaser to say "I'll take this one."

In the food industry, where the customary purchaser is the housewife, the "better package" that is appealing in appearance and strong in creating buying impulse will also abound in feminine appeal, as well as appetite appeal. The colors, therefore, can be brilliant to catch that feminine eye and excite her appetite appeal.

Here, then, are some of the helps that "better packaging" gives. Surely the "better package" is a factor of great importance in your business and should always be appraised by top management. Give it the right attention and the package will produce!

Macaroni Journal

(Continued from Page 14)

while manufacturing firm in our country subscribes regularly to our journal. The exceptions are mostly the small firms whose proprietors either cannot read English or serve only a neighborhood clientele.

More than three score supply firms also are regular subscribers, as are many state and federal agencies and libraries.

Some manufacturing and allied firms order the journal sent regularly to all their executives and salesmen, an excellent example recommended to others who have overlooked this opportunity of helping themselves to the utmost.

Besides covering the industry, manufacturers and interested allieds, practically 100 per cent, THE MACARONI JOURNAL goes regularly to about 120 paid subscribers in 28 foreign countries.

THE MACARONI JOURNAL is justly proud of the part it has played in the progress of the industry in this country for more than 30 years. The sponsors and the current promoters are equally proud. If there is one fly in the ointment to which attention may be called, it is the failure of too many to consider that THE MACARONI JOURNAL is their industry publication, and that they should more frequently send in clippings, items and articles for publication so as to give our editorial matter more of that personal touch which many demand.

Membership & Finances

As most of you know, the duties of the secretary-treasurer of the National Macaroni Manufacturers Association which I had assumed March 1, 1919, and those of managing director of the National Macaroni Institute which I founded in 1937 have been placed in younger hands, and I wish Robert M. Green, my successor, the greatest success. Towards that end, I solicit for him the earnest and sincere support of all the old members and supporters and many new ones that rightly belong in the industry's booster class. The matter of finances involved no problem when the change-over was made. I merely handed him the bank book, the check book and all books of record, dating from March 1, 1919, when I first entered the service of the National Association over 30 years ago. It is the matter of membership that concerns me. A year ago in this hotel I reported to you on the association members as follows:

Active Members (Manufacturers) on the books as of June 1, 1949—92 firms in good standing; 10 in arrears for 1948 dues. Total—102 members on our books.

Associate Members (suppliers) 21 in good standing.

Total Active & Associate Members —123 including the 10 Active Members who had not of that date paid their 1948 dues.

Several of these delinquents later paid their 1948 obligations. In addition, several firms joined, and a few in good standing in 1948, resigned or went out of business.

The net this year should have been around the hundred mark in Active Members and little or no change in Associate figures.

I was surprised yesterday and again this morning that quite a number of manufacturers firms have not paid their 1949 association dues, many advancing no reasons, generally ignoring all letters, notices and requests.

This is not fair to me nor to Mr. Green. I would be proud to learn that all of the active firms carried on the books by me as in good standing as of December 31, 1948, would show their good faith in the association and especially in the change-over from myself and Mr. Green had paid up. Naturally, I feel that these delinquents have been untrue to me and unfair to my successor.

I plead with them to consider the matter in this light and to immediately forward to Mr. Green the checks for association dues for at least the first half of 1949.

Mr. Green tackles a difficult job. Let's give him our fullest support to put him and the association "over the hump" in this transitory period. Anything that any of the delinquents do along that line will be considered as a personal favor. It will be an act that none of them will regret.

It has been a pleasure to report to you briefly on the association's official organ and the industry's spokesman. It has also been a personal pleasure to serve as the managing editor of the publication for more than 30 years. For all past favors and any at your hands in the future, I say "Thank You."

Plant Sanitation

(Continued from Page 34)

14. Live Silverfish and Firebrats, especially in Boiler Room and inside Dryers.
15. Insect cast or molted larvae skins and webbings hanging exposed from ceiling cracks.
16. Empty bottles, cigar and cigarette butts, tobacco expectoration, old rags and paper, lumber, scrap equipment, et cetera.
17. Lack of rodent-proofing.
18. Inadequate hair covering and fingernail polish.
19. Live cast, birds or dogs in plant.
20. Unsafe chemicals used for insect and rodent control.
21. Ingredients uncovered.
22. No soap, towels, personal cleanliness signs, et cetera in toilets.

These are some of the infractions most often the cause of Federal Food and Drug action and but a moment's consideration will reveal that really no more new materials or new developments will be the solution, but rather more emphasis on good housekeeping and "preventive medicine." A better understanding of the problem, Government requirements, and an interest by top management to the point of actually personally inspecting their own operations for any of the above, are the most needed developments in your industry at this time.

Noodle Packaging

(Continued from Page 36)

ing and filling between 16-20 one-pound amounts of noodle production per minute. This would be between 960 to 1,200 pounds per hour, which, we are of the opinion ties in rather nicely with today's processing equipment.

As for floor space the machine is but four feet wide and seventeen feet deep. A conveyor is supplied to this machine, which will transport the filled bags to whatever top sealing is employed, and this conveyor is 12 feet long.

The fifth item . . . price, is best answered by one user, a large noodle manufacturer with whom component parts were developed and tested, rather than theorized, and attempted to accomplish a battle-proved machine with a machinery plant that this unit, in labor saving alone, paid for itself in less than one year's time. This does not take into consideration the increased production you receive.

It is, indeed, difficult to attempt to describe this piece of equipment. Briefly, the unit consists of four component parts, which are all integrated to make a complete conditioning, weighing machine, filling machine, and package transporting conveyor.

The hoppering consists of a belt two feet in width approximately 5 feet long. This belt has a 14-inch supply rail, which makes for a rather large storing capacity, but the principal purpose of the device is to condition the material as it is fed in a slow motion forward to the incline conveyor.

The incline conveyor of the well known Elec-Tri-Pak draws this material up to the trays, for feeding into the special single compartment noodle weighing bucket.

The machine automatically weighs and discharges the accurately weighed load to the filling means, whose motion you might liken to that of an operator gently stuffing noodles through the spouts into the containers.

A 12-foot conveyor, equipped with dividing compartments, is supplied the machine, and operates in front of the machine for transporting of the filled packages to whatever top sealing is employed.

All production costs are high, and labor does not indicate any signs of coming down. As a matter of fact we will definitely be affected, should the impending legislation to raise the floor of minimum wages be passed.

Every macaroni manufacturer has the necessity of maintaining his sales position. To maintain this position, manufacturers have very few choices. One, which is not the answer, is by reducing the quality of the product, and the other would be by some sound business policy, which would reduce the costs with regards to placing your product in the hands of the ultimate user, with the minimum of expenditure of money.

Some macaroni men, with a keen insight for future business, have made the intelligent choice. They have secured new equipment, which reduces manufacturing costs, and offers greater productivity.

Not only has competition kept us on our toes, but it is the constant insistance of your alert, aggressive industry with which we have had the pleasure of working these many years, that has made possible the accelerating of our plans for producing the new labor saving and production increasing packaging machines.

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....75 Cents Per Line

Vol. XXXI July, 1949 No. 3

Ollie the Owl

Two pigeons were in business downtown, in the same line of business, that is, located right across the street from each other. They were making a nice profit until one of them got the idea that if he could net more volume he could hatch himself a nice nest-egg in quick time.

Of course, he could have gone out into the tall timbers and scared up the additional business, but he figured that it would be less expensive and more profitable to stick around the old tree-top and poach upon the customers that went into his competitor's store across the street.

"I've got the best bait in the world to trap the birds that buy across the street," he said. "Bargain bait. I'll cut prices and give them more for their money."

This he did. When his competitor got wise, he said, "I'll load my gun with bigger shot and beat that bird at his own game." That he did. Every morning he'd watch the prices in the pigeon's newspaper ads and window displays, and then he'd offer the same goods for less. Soon they both were doing the same thing, underselling the other's offerings with no regard to costs. They cut prices so low that the wholesalers were sending shoppers around to buy the bargains.

Came the day, as it comes to all businessmen who fail to follow sound business practices, when these two birds couldn't pay their bills and the sheriff bagged two dead pigeons.

Competition is the life of trade until it kills profits.

Very wisely yours,
Ollie the Owl

Welcome! New Members

The officers of the National Macaroni Manufacturers Association welcome the following new members:

Active Members

Keystone Macaroni Manufacturing Co., Lebanon, Pa.

Representatives: George B. Johnson and C. J. Travis.

Associate Members

Doughboy Mills, New Richmond, Wis. Millers and distributors of durum flour.

Representative: Ray Wentzel.

Remember—

Send your news items to: M. J. Donna, Managing Editor, THE MACARONI JOURNAL, P.O. Drawer No. 1, Braidwood, Illinois.


Customers are different from sheep
Little Bo Peep's lost sheep came back of their own accord—but lost customers may never come back.
Surest way to keep from losing customers is to make your macaroni products from the most uniformly dependable durum products you can buy. When you use Pillsbury's Durum Products, you benefit by our expert wheat selection —skillful milling—constant, careful testing to keep our products uniform.
Pillsbury's Dotted Circle ... Symbol of Reliability
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