

**THE
MACARONI
JOURNAL**

**Volume XXXII
Number 3**

July, 1950

JULY, 1950

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

N.M.M.A.'s
New President



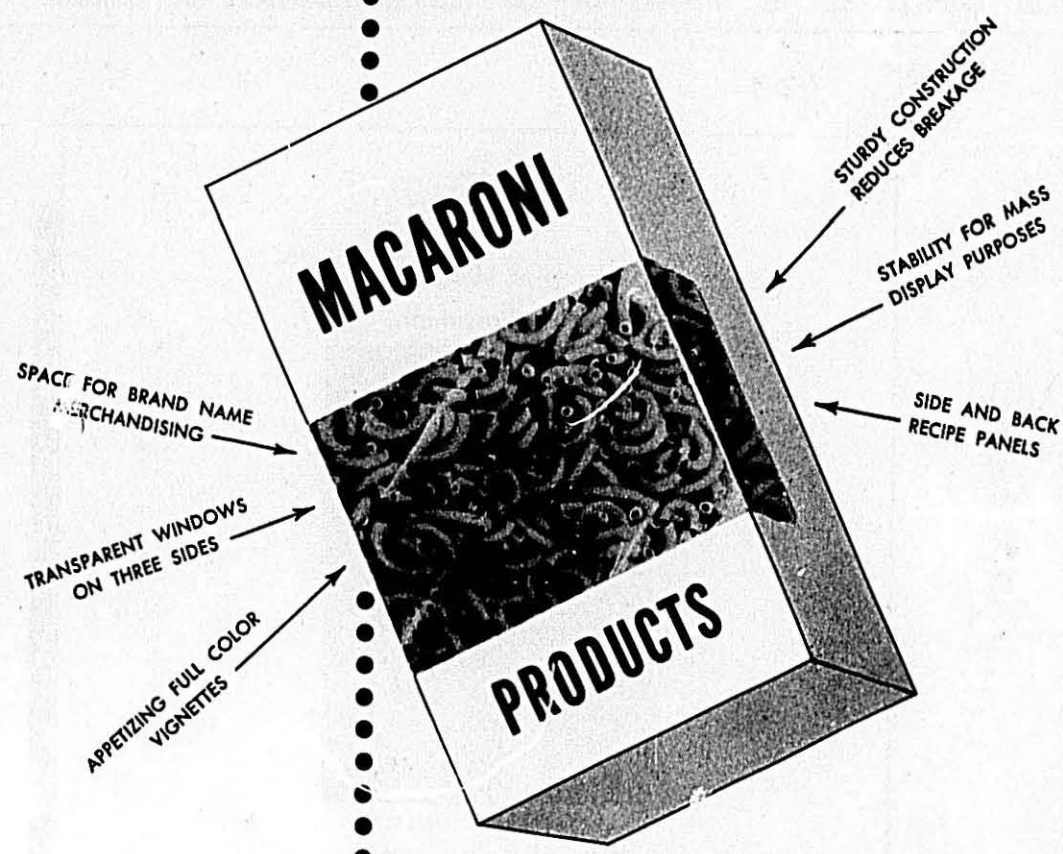
C. FREDERICK MUELLER
C. F. Mueller Co., Jersey City, N. J.

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VOLUME XXXII
NUMBER 3

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Macaroni, Spaghetti, Noodles,
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DIRECTIONS:
One wafer is used for each 100 lbs. of macaroni. Add the wafer to the water used for the batch. When wafers are completely dissolved (integrated), stir the macaroni and pour into water containing the macaroni.

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Nicotinamide 2800 mg.
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The balance is starch and other nutrients.
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No. 32P-VITAMIN MIXTURE
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 I need a good going over,
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My tired old pins are bent and worn,
 I've been pushed out of shape and abused!
 I can't take this pressure much longer,
 So send me quick for repairs!!!

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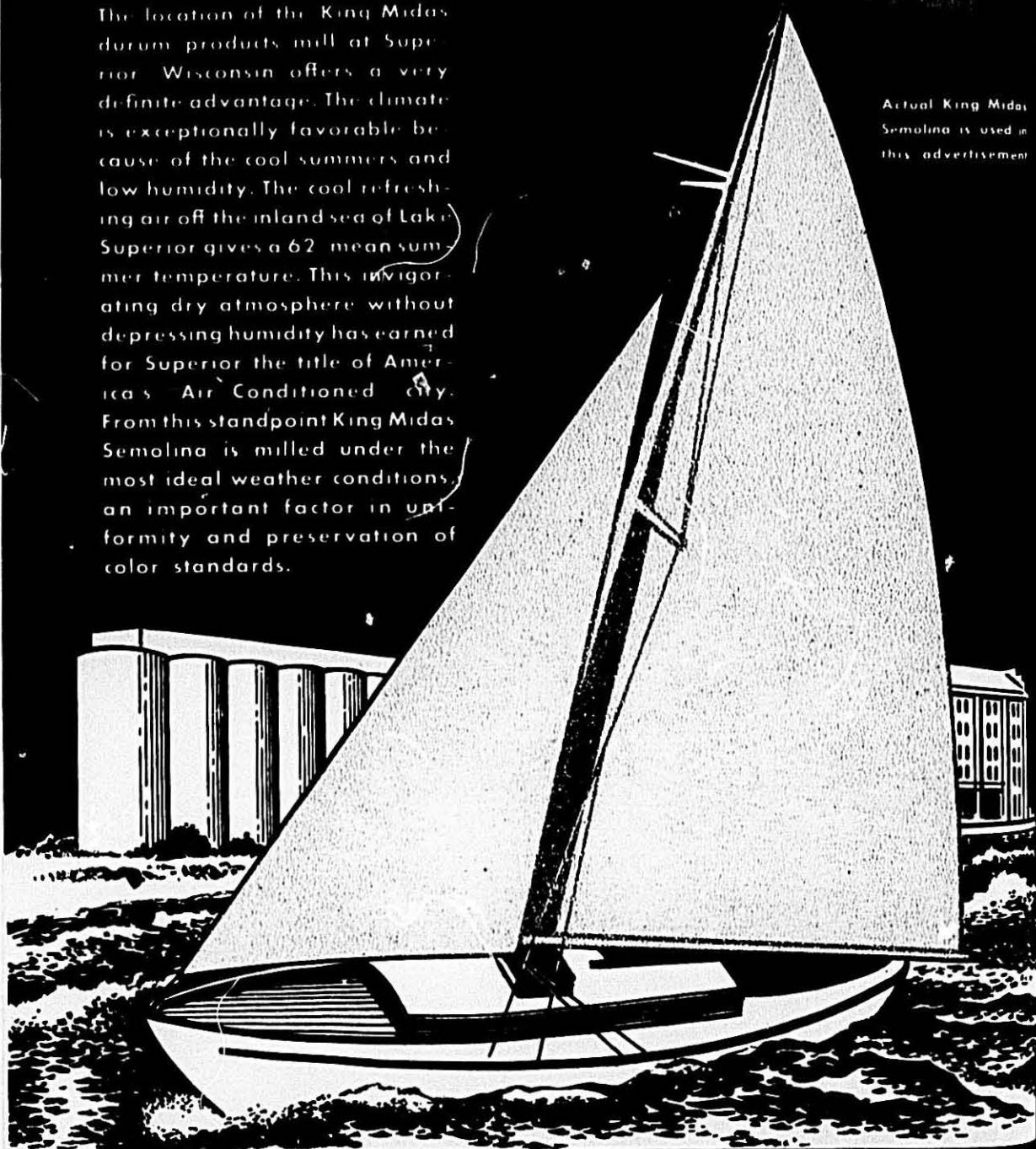
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Actual King Midas Semolina is used in this advertisement



MINNEAPOLIS

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The MACARONI JOURNAL

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The Forty-Sixth Industry Conference

EARLY the macaroni industry has followed the accepted custom of American businessmen of meeting in open conferences to study conditions that confront the trade and to confer on methods that might lead to their betterment in the year ahead or the years to come. Only once since its organization in 1904 has the National Macaroni Manufacturers Association failed to provide such an opportunity and that was in 1945, when the Office of Defense Transportation decreed that it would be in the best interest of the country to avoid trade conventions that involved travel, hotel accommodations for out-of-towners and unnecessary serving of foods to visitors.

The 46th Annual Conference was held June 19 and 20 in Chicago. It is now a matter of history, but its reverberations will be felt throughout the industry for years to come because of the positive stand taken on vital industry problems and of the progressive future program unanimously approved by those who constituted the 1950 conference.

Though the attendance was up to every expectation, it failed to break all records, which may have been the case had some of the manufacturers and allied representatives who were seen in the hotel lobby, in attendance at sessions and at the several social functions, not thoughtlessly overlooked registering as part of the conference.

But in the matter of attendance to sessions, in interest in the proceedings and in eagerness to join wholeheartedly in things suggested for the general betterment of the individual manufacturer and that of the industry as a whole, all records were surpassed.

The business sessions during the two-day meeting had been intelligently planned on the experiences of the past year, and capably managed to the entire satisfaction of the large and most representative group of industry leaders. Not a complaint was voiced or a block attempted, which augurs well for the future harmony in the trade from which only good can be expected.

Greater Consumption The Cure

PRACTICALLY all of the host of speakers who addressed the 1950 conference of the macaroni-noodle industry last month agreed on three things: (1) That macaroni products are a naturally good food, nutritious, appealing and economical . . . (2) That there are several wrinkles in distribution that could profitably be ironed out . . . (3) That the number of regular consumers and the average quantity eaten by Americans should be and will be increased materially when the manufacturers fully realize the need of doing such a promotional job, co-operatively and unselfishly.

It was vividly impressed on those in attendance that the National Macaroni Institute, the public relations branch of the National Association, had been set up to tackle the big problem of making Mr. & Mrs. America and their children more truly macaroni products conscious . . . that for a dozen years it had serviced the trade on a hat-passing basis to keep alive the spirit of products promotion through organized industry effort until the manufacturers were ready for it . . . that a little over a year ago, the Institute was put on a sound financial basis to do a year-around job for its supporters and for the industry generally.

The officers of the National Association and the supporters of the Institute have good reason to feel proud of what has been accomplished in so short a time. They made their reports to the gathering with a feeling that the results so far obtained justify their expectation of wider and more earnest support of plans for the future to win for macaroni products a better, more regular place on the American table . . . for a wheat food that has few equals, no superiors.

The program of the Institute for the remainder of 1950 and for future years is one that merits the undivided support of every unselfish, progressive manufacturer in America. It deserves, too, the good will and financial help of the supply firms, as they stand to profit indirectly from the benefits that will accrue to their clients from the promotion work being done and contemplated.

A Message From The New President

by

C. Frederick Mueller

President-Elect

National Macaroni Manufacturers Association

C. Fred Mueller—Jersey City, N. J.
President

THE struggle among competitive foods for a part of the food dollar has been getting more intense with the passing of each quarterly period. Food manufacturers outside of the macaroni industry are working at a feverish pace to develop new and improved products to attract a larger share of this dollar to their own companies and industries. The president of one large food corporation recently said, "Ours is not a problem of new products, it is merely a question of orderly marketing and timing for the score of new products already developed." Witness, too, the recent rise of items stocked by super markets—from 1,500 to 2,500 with no end in sight.

These factors make action not a matter of choice but one of necessity for each macaroni manufacturer working alone and collectively through the Macaroni Association and the Institute.

As individual manufacturers, we are responsible for three major things:

1. To establish and maintain the finest quality of which we are capable.
2. To produce at the lowest possible cost.
3. To establish a price which will insure our future and provide for the promotion of our own brands.

Collectively, through our Association, we have the means and the opportunity to keep the sales of our products on the curve of growth.

One might ask: "Why hasn't the sales volume of macaroni products gone up during 1949 and for 1950 with the abundant publicity achieved during this period?" I believe the answer to this one is that the benefits of publicity are both short and long range. Who knows what the national volume for macaroni products would have been without the Institute's publicity program during 1949 and 1950? Many companies and industries have experienced postwar sales reductions far greater than our own. In my opinion, publicity cushioned the shock from the dizzy heights of 1948 and promises long range opportunity for both the large and small manufacturer.

As total volume is expanded, each manufacturer has the opportunity and responsibility for getting his larger

proportionate share of the business in the macaroni field.

If each manufacturer will run his own business on a sound basis and contribute a small part of his time and money to the Association and the Institute, we shall be able, at least, to maintain our relative position in the Food Industry which great promise of building volume to heights never before conceived by our people.

Our future as individual companies will be definitely influenced by the suc-

Outlook On The Durum Crop

(as reported July 10th)

Like the durum growers of the Northwest, the macaroni manufacturers who use durum semolina in the production of their quality products are very much concerned about the 1950 durum crop, which is at best two weeks late this year. Authorities, both government and private, are agreed that much depends on the weather in July and August and on the lateness of the killing frost in September.

B. E. Groom, Old Mr. Durum who annually grows several hundred acres of durum on his several farms near Langdon, N. D., advises as of July 8 that, on his 550 mile trip to and from his farms, he had a chance to study the durum crop in "the cold triangle." "In the 50 years that I have been up here, never have I known of so backward a crop as of July 8. We have one of the cleanest crops that I have ever seen, fine subsoil moisture and for many areas a surplus of top soil moisture. To date the durum has not been hurt by any insect pests or plant diseases.

"It's a little early in growth to determine what might happen. One thing seems sure—we will have a short straw crop and ordinarily not a heavy yield. As I see it, the best we can hope for is a fair crop—not many bushels to the acre and probably lighter weight than usual."

Victor Sturlaugson, superintendent

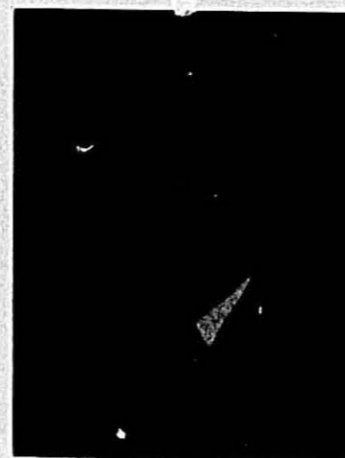
of the expanding services of the Association and by the continual expanding and effective activities of the Institute.

The President's Address of Welcome

by

C. L. Norris

President, N.M.M.A., 1948-1950



Mr. Norris

AGAIN it is my privilege to welcome you to your annual convention, this being our 46th. Some of the things I called to your attention at the mid-year meeting in Miami Beach will bear repeating. You will recall I expressed the opinion that the macaroni industry is in a very healthy condition and that I was optimistic about the year ahead. The months since we met in Florida have borne out my opinion, at least as far as our individual company is concerned, and I believe that the production figures will show that the industry is producing from 35% to 40% more than the average for the five pre-war years.

I pointed out that between 1937 and 1947, according to the federal census figures, there was a reduction in number of macaroni plants of 102, whereas the value of the product, f.o.b. plant, increased from fifty million dollars to one hundred and eleven million dollars. The pounds produced per employe went from eighty-eight thousand

to one hundred and one thousand pounds per employe in this ten-year span.

As nearly as we can determine, there are approximately 225 macaroni and egg noodle plants in the country at this time. We hear a lot of talk about the "big fellows" and the "little fellows" in the industry. Nobody comes up with the definition of what constitutes a big fellow, but usually we get to thinking in terms of anyone who is larger than we are, as a "big fellow" and anyone who is smaller, as a "little fellow." There is a good deal of conversation about the big ones getting larger and the little ones getting squeezed out. My considered opinion is that a so-called "little fellow" need not fear the competition of his larger

fellow manufacturer, provided he keeps his tools sharp and does a good job of merchandising a product well made from top quality raw materials. If he conducts a thoroughly well managed operation, he can even ignore the cheaper selling prices of his larger competitors and come out at the end of the year with a satisfactory operating statement. I have seen it in other industries and I believe it is true in ours, that some of the so-called "big" who entertain visions of grandeur and the thought of driving some of their smaller competitors out of business, find that the well-managed small boys die awfully hard. The thing I want to call your attention to particularly is the fact that, with our one-hundred and fifty million people, we have only 225 macaroni plants in this country. The business has evidently not been inviting enough to induce new entrants into the macaroni manufacturing field. This may be partially due to the fact that it takes a considerably larger invested capital to enter into the business than was the case a few years back. With the per capita consumption bound to go up as the results of the efforts of the National Macaroni Institute start to take effect, each one of our manufacturers will stand to gain materially, from year to year.

I believe that the results of a little over a year's operation of the publicity program of the institute, under the guidance of Ted Sills as he will report to you this morning, represent the greatest thing which has happened to our industry for several years. Next year's results will, of course, be greatly magnified because of a larger budget allowance to the Sills organization. We are inviting allied industries to participate with us if they feel that it is to their interest to put their financial backing behind this sound endeavor to increase per capita consumption of macaroni products in this country. We have had a great deal of encouragement from some of these allies signifying their intention to go along with us.

From your officers and committee chairmen's reports, you will learn that we are again closing another very successful year in both the association and the institute.

It has been a real privilege and pleasure for me to serve as your president for the past two years and again I want to express my sincere appreciation for the wholehearted co-operation I have received from the employees of the organization and you fellow manufacturers who have given so graciously of your time and talents to the advancement of our common cause.

Join Your Trade Association as Insurance

Trade association membership today is as important to both grocery manufacturers and distributors as is their insurance programs, according to Watson Rogers. The president of the National Food Brokers Association, speaking at a meeting of member brokers in Chicago, declared that both manufacturers and distributors should join their respective trade associations for their own security and welfare.

"Meeting with these groups continuously, food brokers should point out to each the need for membership in industry organizations. With the ever-growing importance of trade associations as an adjunct of a firm's business activities, there is a strong feeling on the part of many people that it is a bad reflection on the firm that does not belong to its own trade organization," he said.

"Such membership enables business firms to cope with industry problems on a broader level, through mutual pooling of experience and interest. The associations, likewise, need the greatest possible membership to be most completely effective. Regardless of their financial condition and their industry standing, the trade associations need the co-operation and the moral support of each reputable industry member."

Mr. Rogers pointed out that since the war there have been a number of major changes in the grocery industry, with many new companies being formed and assuming important positions in the industry. Some of these did not yet realize that in addition to their production and sales efforts, there was a need for them to align themselves with their industry associations.

Manufacturers Approve Industry Promotion Plan

46th Annual Industry Conference in Chicago Well Attended. Elimination of Inferior Products and Faulty Price Practices Urged. C. F. Mueller Elected President.

C. L. Norris, retiring president, tells the 46th annual convention of the National Macaroni Manufacturers Association that industry co-operation will help to increase per capita consumption of macaroni in the United States.



C. Frederick Mueller of C. F. Mueller Co., Jersey City, N. J., was the unanimous choice for president by the nearly 200 manufacturers and allied who registered for the 46th annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago, June 19 and 20. He is the third executive of his company to be so honored. His father, the late C. F. Mueller, was twice called upon to head the national association, his first term from June, 1910, to June, 1916, and the second time in June, 1921, for six months, ending at his death. His uncle, Henry Mueller, became president in June, 1922, and served consecutively till June, 1928.

The new president succeeds C. L. Norris of The Creamette Company, Minneapolis, who chose not to stand for re-election after two successful years of industry leadership during which he helped to launch the current plan of industry promotion to increase the public acceptance of macaroni products in the daily menu—a popular movement that dominated the thinking of the 1950 convention. Mr. Norris is the second officer of his company to serve as the association's president, having been preceded in that capacity by James T. Williams, Sr., founder of his firm, who served from June, 1917, to June, 1921, the first World War years. It was during his term that THE MACARONI JOURNAL was launched as the official organ of the national association.

Nearly 200 leaders of the industry, manufacturers and allied, registered to constitute the 1950 conference of the industry. Many were accompanied

by their ladies. The attendance was the most national in scope in the history of the industry, with representatives from all sections of the country—Canada, the Pacific Coast, the deep South, the Eastern Seaboard—joining with representatives of the Central States to constitute a most progressive and enthusiastic group meeting.

"Emphasizing Sales" was the keynote of the 1950 conference. The subject was discussed from every angle, favorable and unfavorable, by experts associated with the business. Two thoughts seem to have prevailed throughout the two-day talkfest . . .

(1) that the manufacturers must do for themselves the job of industry promotion, and not wait for financial help from allied who may or may not be willing to co-operate. (2) that there never was a more opportune time than the present for supporting a necessary movement to gain a larger share of the consumers' food dollars.

The importance of profitable sales was first stated to the conventioners by President C. L. Norris in his statement the morning of the opening day of the conference as part of his address of welcome. "Our launching of the current program of industry promotion through increased macaroni consumption a little more than a year ago, represents the greatest thing which has happened to our industry in several years. Next year's results will be greatly magnified because of the larger budget allowance for this progressive action. We are inviting the allied to cooperate in a movement that will mean increased returns to them as well as to the manufacturers. We also hope to have the support of many operators

who have been hesitating, awaiting developments that will be fully reported on at this convention and more fully effectuated in the next few months."

President-elect C. F. Mueller, last year's chairman of the National Macaroni Institute Board, who presided at the promotion session of the opening day of the convention, spoke briefly of the work done in planning and launching the campaign to popularize macaroni products with limited support but the fondest of hopes. "We are off to a good start in our plan to make the American housewives more macaroni-spaghetti-noodle conscious and to make the children even greater consumers of our fine food. But only the groundwork has been laid. It's a solid foundation from which we as individuals and groups—as an industry, too—will benefit in relation to the combined effort we give in support of a plan that is within the easy reach of all manufacturers and which deserves the moral and financial support of suppliers who will benefit from the success that will befall those who support the program in the spirit and to the extent it deserves. As an association we must push. As manufacturers we must all make a little investment in the future of our business. We have an able and capable public relations counselor, as will be proved to all at this convention. I pledge my sincerest efforts to further the splendid progress that we have promoted so far. We must not fail!"

Theodore R. Sills of Sills, Inc., public relations counsel who has been handling the macaroni industry promotion campaign for over a year, explained the work already done, the

FINE MACARONI DEMANDS EXPERTLY MILLED DURUM



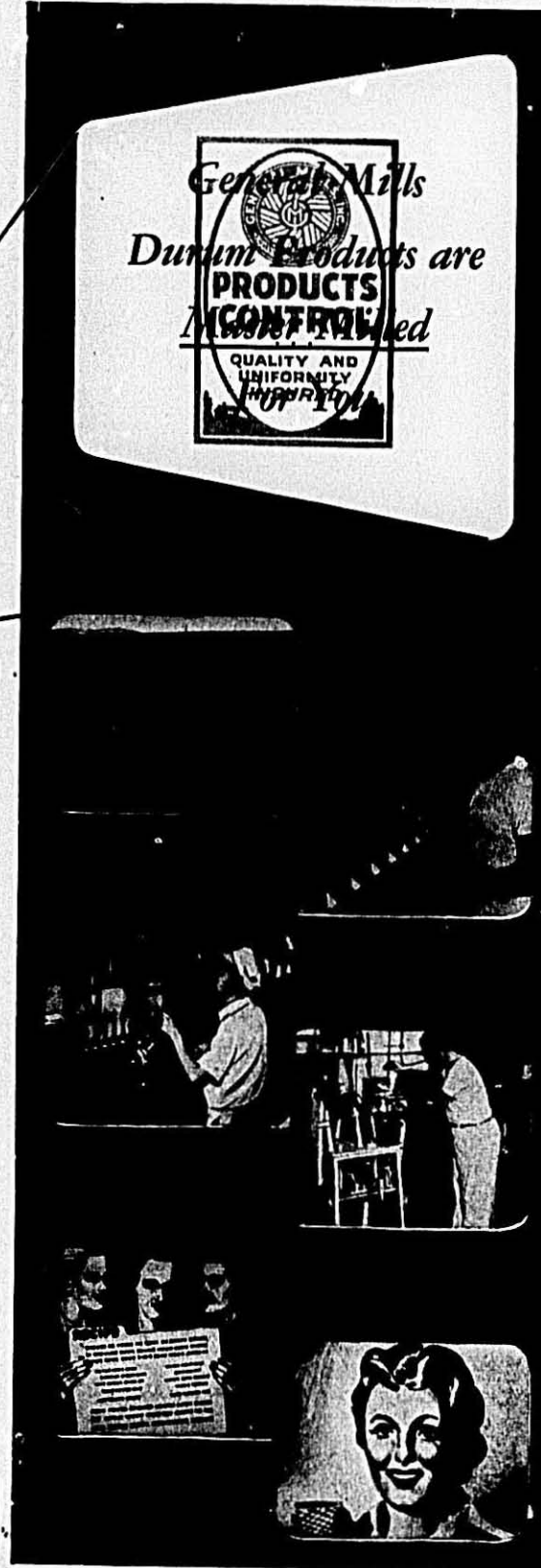
• Have you taken a close look lately at the durum semolina or granular you're using? Is it pure? As free from specks as master-milling can make it? The answer's "Yes!" if it's a General Mills Durum Product.

Careful grinding produces a maximum amount of clean, large "wheat middlings"—the finest type of semolina. "Thorough Purification" is the watchword at our mills.

Throughout this process inspectors of our Products Control Department check milling results. Only when the durum product meets our rigid color, speck count, ash, protein and moisture specifications is it permitted to be sacked and shipped to you.

Like 2 plus 2 equals 4, you need fine durum products to produce fine macaroni. And, together with scientific wheat selection, master-milling by General Mills assures you such top quality durum products.

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DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



benefits of which are accruing and will continue to accrue for months to come and later made an exhaustive report of what is planned for the immediate future on the increased budget which was made available for the coming year after the first test period. "I realize I have a double duty to perform, first to satisfy the sponsors that I am investing their money wisely and well, and second to attract to the program new supporters who have been a little hesitant to get behind even so necessary a promotion until it is shown to have struck oil."

With charts and radio recordings, Mr. Sills showed what has been accomplished with a limited budget. He outlined plans for the nationwide observance of National Macaroni Week, October 5 to 14, 1950, which includes two week ends and Columbus Day, with their many possibilities for favorable publicity for macaroni products. He stated that the success of the "week" depends materially on the cooperation expected from all manufacturers who stand to profit in relation to the effort each puts behind the promotion.

He showed proof of a four-in-one attractive poster that will be made available to all manufacturers interested in getting the most out of Macaroni Week. An official sticker has been adopted. Both will be sold at cost, plus handling charges, with the hope that every retail food store in the country will display the posters and arrange mass displays of macaroni products during the period in October when it is hoped to make consumers truly macaroni conscious. In addition, it is planned to distribute practical recipes for easy preparation of satisfying macaroni products dishes. Radio programs for national use, so set up to be used by manufacturers over local radio and television stations, are also planned. There will also be model advertisements for use in local newspapers, and menus for school lunches and parties.

Several manufacturers openly pledged their support to the promotion and a special meeting of the suppliers other than the durum millers was called during the convention to consider ways and means of contributing to the National Macaroni Institute fund. The Amber Milling division of the Farmers Union Grain Terminal Association, St. Paul, through M. W. Thatcher, its president, had previously announced to a meeting of the association's board of directors in Minneapolis on June 15, that it would contribute the sum of \$5,000 to the institute's promotional fund. The other durum millers have the matter under advisement.

In presenting his report on what has been done and what it is planned to do for the National Macaroni Institute, Mr. Sills was aided by two executives from the New York office,

Miss Mayburn Koss and Gerald T. Lynn.

The entire afternoon session, June 19, was devoted to the discussion of two important subjects, "Sales Thoughts of Suppliers," and "Capitalizing on Cleanliness." They proved very interesting and most informative.

Substituting for Ellis E. English, president of Commander-Larabee Milling Co., Minneapolis, who was unable to be present, Jules M. Waber, manager of the Amber Milling division of the Farmers Union Grain Terminal Association, St. Paul, reviewed the 1950 durum prospects. Late planting and unfavorable weather has reduced the probable crop to about 26 million bushels this year. Many other factors, including government holdings and export shipments, will affect the quantity of new durum that will be available to macaroni plants. "As to the quality of this year's crop, that's still in the laps of the gods."

J. G. O'Dell, president of Mid-Continent Food Products, Chicago, reviewed the 1950 eggs and egg yolks prospects. "Eggs will remain plentiful, but high priced."

George S. Hubbard, manager, central division of Rossotti Lithograph Co., Chicago, discussed the value of proper packaging of all types of macaroni products, stressing the point that "All too often the manufacturers who appreciate the need of the right type of package still do not efficiently evaluate and utilize the full benefits of the sales package. Actually, if you wish your package to sell your product, you and your organization must learn to sell the package itself. A good sales package represents a part of your production and selling expense."

Plant Policies and Sales: J. Carl Dawson, sanitation consultant, St. Louis, handled the subject of "Capitalizing on Cleanliness," asking and answering the question—"Is the food industry as a whole ignoring the most potent tool for increasing the total per capita consumption of processed foods by failing to *capitalise on cleanliness*?"

Glenn G. Hoskins, industrial consultant, Chicago, and a past president of the National Macaroni Manufacturers Association (1933-34), had for his subject, "Management, Machines and Men." He stressed approved processing procedure, with good equipment in every department as most essential, and warned emphatically against faulty pricing practices that become more prevalent in periods of business stress. "Based on 30 years of experience, first as a manufacturer and now as a consultant of a group of successful macaroni-noodle men, I feel that the only person who likes below-cost selling is the buyer. Plan always to produce a quality product, price it sensibly and support enthusiastically all proved plans for industry and products betterment."

To open the morning session of the

second day, Gordon W. Hostetter, general counsel of the National Labor-Management Foundation, discussed the subject of "Selling the American Way." He praised the government under which we are living, the good old U.S.A., and favorably compared the opportunities for business under it with that which controls business in other countries—socialistic, communistic and such.

He was followed by an inspiring study of ways and means for "Stepping Up the Tempo of Your Business," by B. Franklin Bills, consultant on sales and persuasion in business.

Just before the noon recess, the convention unanimously elected the Association's 1950-1951 board of directors, which was enlarged to provide better representation thereon of important areas of production.

At a luncheon meeting during the noon recess, C. F. Mueller was elected to succeed retiring president C. F. Norris, who becomes the association's adviser. Mr. Mueller had served as vice president of the association for several terms and is well qualified to act as the chief executive of the organization. To aid him in his duties, three well-known manufacturers were elected as vice presidents, including Peter La Rosa of V. La Rosa & Sons, Brooklyn; Maurice L. Ryan of Quality Macaroni Co., St. Paul, and Lloyd E. Skinner of Skinner Mfg. Co., Omaha.

Earlier in the convention, Mrs. Clara Gebbard Snyder, managing director of the Wheat Flour Institute, outlined the past and planned activities of the institute's durum division to promote increase of macaroni products use in American menus through home economists, food page editors and school lunch programs. The work of the Durum Institute is sponsored by the durum millers jointly.

"The importance of our school lunch program," said the speaker, "may be gleaned from these facts: In January, 1950, about 6,944,448 children attended the 47,750 schools throughout the country which participated in the government-supported school lunch program. If each child ate only two ounces of macaroni, spaghetti or egg noodles each week, this would mean 868,056 pounds a week, or 31,250,016 pounds during a school term. Fantastic, yes, but still within our possible reach."

Three very interesting subjects were discussed by selected panels of speakers, each experts in their own line.

Distributors' Sales Ideas: Emmett J. Martin, secretary of National Food Distributors Association, treated the general subject matter from the angle of the door-to-door distributor, saying in part: "Macaroni products, being reasonably priced, give jobbers and dealers a reasonable profit. You are our friends. We deplore the tendency

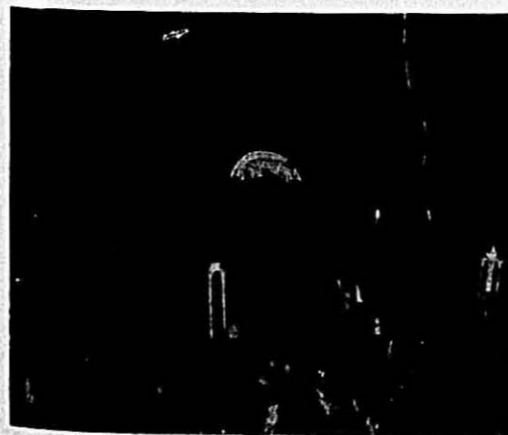
(Continued on Page 56)

PICTURE PAGE

(from N.M.M.A. Convention)



THE CONGRATULATIONS ARE MUTUAL—Sam Arena of V. Arena & Sons, Norristown, Pa., newly elected director of the National Macaroni Manufacturers Association, accepts the congratulations of C. F. Mueller, C. F. Mueller Co., Jersey City, the new Association president.



STRINGING ALONG WITH A GAG—C. L. Norris of Minneapolis, president of the National Macaroni Manufacturers Association, is about to prove the business fact that the per capita consumption of macaroni products in the United States is six and one-half pounds annually. Ruth Hall (left) and Janis Riley lend a hand.



EAST MEETS WEST—Robert S. Williams, of Robert Williams Foods, Los Angeles, Calif., newly elected Association Director, chats with C. F. Mueller, C. F. Mueller Co., Jersey City, the new Association president.

← THE PARTING CONVENTION PARTY—Macaroni-Noodle manufacturers, their suppliers, their ladies and friends at play on the Beach Walk, Edgewater Beach Hotel, Chicago, the evening of June 20, 1950, as part of the Association's dinner party.



Mr. Green

WHAT THE ASSOCIATION IS DOING FOR YOU

by Robert M. Green
Secretary

1950 Convention Registrants

I believe the most important thing the association is doing for you is holding meetings of the type you are attending today. By competitors getting together, meeting one another, exchanging ideas and hearing the counsel and experience of outside talent, we can all do a better job of solving the problems with which we are faced.

We have stepped up our program by having a series of regional meetings since the first of this year—Florida in January, Los Angeles in February, New York in March, Chicago in April, New Orleans in May and now we meet in national convention here in Chicago during June. We are planning to step up this program of regional get-togethers between now and the time of National Macaroni Week, October 5 through the 14th.

Communication between association and institute members has been stepped up through the bulletins and reports that are prepared periodically to bring you news of what is happening in the industry and in the fields closely affecting it. Our *News & Views* is being issued weekly with a report on "Facts and Figures" monthly to association members. In the institute, we are sending out a monthly "Merchandising Memo," in addition to our "Progress Report," which keeps our institute members informed of the work of the Theodore R. Sills Company on behalf of the macaroni industry—showing them how to tie in with our national publicity efforts.

The work of our research department, through Ben Jacobs, who also doubles as our Washington representative, has been an important contribution to industry progress—an industry effort to police itself. Ben Jacobs, by analyzing macaroni and noodle products suspected of mislabeling, artificial coloring, deficiency in egg solids, or adulteration of any kind, enables us to keep check on unscrupulous competition without being sole-

COMPANY

- American Beauty Mac. Co.
- V. Arena & Sons, Inc.
- V. Arena & Sons, Inc.
- Carmen Macaroni Co.
- Constant Macaroni Products
- Constant Macaroni Products
- The Creamette Company
- The Creamette Company
- The Creamette Company
- Creamette Co. of Canada
- Creamette Co. of Canada
- Crescent Mac. & Cracker Co.
- G. D'Amico Macaroni Co.
- Delmonico Foods, Inc.
- Delmonico Foods, Inc.
- Ft. Worth Macaroni Co.
- Golden Grain Macaroni Co.
- Gooch Food Products Co.
- A. Goodmen & Sons, Inc.
- I. J. Grass Noodle Co.
- I. J. Grass Noodle Co.
- Ideal Macaroni Co.
- Kraft Foods
- Kraft Foods
- La Premiata Macaroni Co.
- V. LaRosa & Sons
- V. LaRosa & Sons
- V. LaRosa & Sons
- LaVita Macaroni Co.
- Mega Macaroni Co.
- Milwaukee Macaroni Co.
- Milwaukee Macaroni Co.
- Minnesota Macaroni Co.
- Minnesota Macaroni Co.
- C. F. Mueller Co.
- National Food Prod. Inc.
- Philadelphia Macaroni Co.
- Prince Macaroni Mfg. Co.
- Procino Rossi Corp.
- Procino Rossi Corp.
- Quaker Oats Co.
- Quaker Oats Co.
- Quaker Oats Co.
- Quality Macaroni Co.
- Quality Macaroni Co.
- Ravarino & Freschi, Inc.
- Ravarino & Freschi, Inc.
- Ravarino & Freschi, Inc.
- Roneo Foods
- Ronzoni Macaroni Co., Inc.
- Roth Rossi & Sons
- Roth Noodle Company
- San Diego Mac. Mfg. Co.
- A. Russo & Co., Inc.
- Schmidt Noodle Co.
- Skinner Mfg. Co.
- Skinner Mfg. Co.
- St. Louis Mac. Mfg. Co.
- Viviano & Bros. Mfg. Co.
- V. Viviano & Bros. Mac. Mfg.
- V. Viviano & Bros. Mac. Mfg.

INDIVIDUAL

- L. S. VAGNINO
- STANLEY DYTERT
- SAM ARENA
- HARRY SAIDNER
- LUCIEN CONSTANT
- MADELEINE CONSTANT
- O. G. KOENIG
- C. F. MYER
- C. L. NORRIS
- GEORGE WILLIAMS
- ROBERT WILLIAMS
- R. H. SCHMIDT
- CARL D'AMICO
- PETER J. VIVIANO
- JOSEPH VIVIANO
- JOHN LANERI
- VINCENT DeDEMENICO
- J. H. DIAMOND
- ROBERT I. COWEN
- SIDNEY J. GRASS
- A. IRVING GRASS
- LEO C. IPOLITO
- STEPHEN LUMPP
- J. W. MULL
- VINCENT J. CUNEO
- JOS. GIORIANO
- VINCENT LaROSA
- PETER LaROSA
- RENATO P. ALGHINI
- C. W. WOLFE
- ROBERT RAAP
- RALPH WYLLIE
- WALTER F. VILLAUME
- GUIDO P. MERLINO
- C. FREDERICK MUELLER
- JEROME L. TUJAGUE
- LOUIS RONCACE
- JOSEPH PELLEGRINO
- NICHOLAS ROSSI
- ALFRED ROSSI
- R. H. DAVIS, JR.
- V. C. HATHAWAY
- DONALD T. NIXON
- D. PISCITELLO
- MAURICE L. RYAN
- W. J. FRESCHI
- ERNEST RAVARINO
- ALBERT J. RAVARINO
- THOMAS A. CUNEO
- E. RONZONI, JR.
- HENRY D. ROSSI, SR.
- N. J. ROTH
- E. D. DeROCCO
- ARTHUR RUSSO
- THEODORE SCHMIDT
- LLOYD SKINNER
- PAUL SKINNER
- V. J. MARINO
- J. A. VIVIANO
- VITA VIVIANO
- PETER ROSS VIVIANO

CITY

- St. Louis, Mo.
- Norristown, Pa.
- Norristown, Pa.
- Los Angeles, Calif.
- St. Boniface, Man., Can.
- St. Boniface, Man., Can.
- Minneapolis, Minn.
- Minneapolis, Minn.
- Minneapolis, Minn.
- Winnipeg, Man., Can.
- Davenport, Ia.
- Steger, Ill.
- Louisville, Ky.
- Louisville, Ky.
- Ft. Worth, Texas
- San Francisco, Calif.
- Lincoln, Nebr.
- Long Island City, N. Y.
- Chicago, Ill.
- Chicago, Ill.
- Cleveland, Ohio
- Chicago, Ill.
- Chicago, Ill.
- Connellsville, Pa.
- Brooklyn, N. Y.
- Brooklyn, N. Y.
- Brooklyn, N. Y.
- Chicago, Ill.
- Harrisburg, Pa.
- Milwaukee, Wis.
- Milwaukee, Wis.
- St. Paul, Minn.
- Seattle, Wash.
- Jersey City, N. J.
- New Orleans, La.
- Philadelphia, Pa.
- Philadelphia, Pa.
- Lowell, Mass.
- Auburn, N. Y.
- Auburn, N. Y.
- Chicago, Ill.
- Chicago, Ill.
- Tecumseh, Mich.
- Chicago, N. Y.
- St. Paul, Minn.
- St. Louis, Mo.
- St. Louis, Mo.
- St. Louis, Mo.
- Memphis, Tenn.
- Long Island City, N. Y.
- Braidwood, Ill.
- Pittsburgh, Pa.
- San Diego, Calif.
- Chicago, Ill.
- Detroit, Mich.
- Omaha, Neb.
- Omaha, Neb.
- St. Louis, Mo.
- Detroit, Mich.
- St. Louis, Mo.
- St. Louis, Mo.

ly dependent upon the government. We have just completed a survey of the state food laws affecting our products and in those states where the standards do not yet comply with the Federal Food and Drug Act, we are taking steps to see that this is done. During the war, Ben Jacobs made contacts with Washington officials that were invaluable and by maintaining these contacts, even though we are not now in an emergency, is a most important contribution to the industry.

Our work with the durum farmers, through the durum relations committee headed by Maurice L. Ryan, has done an outstanding job in improving the quality of wheat from which you make macaroni. Just as you cannot make good macaroni from poor semolina, neither can the miller make good semolina from poor wheat. Great improvement in the quality of durum wheat has been accomplished. This has been helped considerably by your association's participation in the North Dakota State Durum Show, membership in the Northwest Crop Association and direct newspaper advertising in the durum belt to encourage the farmers to grow more and better wheat. Cleaner and better wheat is being raised and the loyalty of the durum farmer to the macaroni industry was never higher. This is important because we are in constant competition with other crops for acreage in this area of specialized soil and climate.

Both the association and the institute are in sound financial position. Membership in the association now totals 80 manufacturers and 24 associate members of allied businesses. The institute has received support from 96 macaroni manufacturing firms. About one dozen association members do not belong to the institute and about 16 of the institute members do not belong to the association. This is probably due to the fact that we have not properly sold the full programs of both of these organizations. The association concerns itself with the overall problems of the industry. Because of the importance and magnitude of increasing consumer acceptance for macaroni, spaghetti and noodles, a separate organization separately financed was set up as the National Macaroni Institute. We firmly believe that every progressive macaroni and noodle products manufacturer should support both of these organizations.

By co-operating together on common problems and exchanging information through the National Association, we can get an intelligent, informed type of competition instead of ruthless, cut-throat practices. When the entire industry pulls together, raises its sights and, through the National Institute, tells the public of the many uses to which its nutritious products can be put, there is no limit to the heights we can reach.

Weiss Noodle Co.
Robert Williams Foods, Inc.
A. Zerega's Sons, Inc.

- Amber Milling Division
- Amber Milling Division
- Booshay Foods
- M. G. Brailanti Co.-Italy
- Buhler Brothers, Inc.
- Buhler Brothers, Inc.
- Buhler Brothers, Inc.
- Capital Flour Mills
- Capital Flour Mills
- Capital Flour Mills
- Capital Flour Mills
- Champion Machinery Co.
- Champion Machinery Co.
- Chinski Trading Corp.
- Clermont Machine Co.
- Commander Larabee Milling
- Commander Larabee Milling
- Commander Larabee Milling
- Commander Larabee Milling
- Consolidated Macaroni Machine
- Consolidated Macaroni Machine
- Crookston Milling Co.
- Crookston Milling Co.
- Crookston Milling Co.
- J. Carl Dawson & Assoc.
- The Dobeckmun Co.
- The Dobeckmun Co.
- Dakota State Durum Show
- Doughboy Industries
- Doughboy Industries
- E. I. Dupont Co. (Film Dept.)
- Ecusta Paper Corp. Olin Cello.
- Empire Box Corp.
- Empire Box Corp.
- Empire Box Corp.
- Folding Carton, Inc.
- Food Industries
- General Amer. Trans Corp.
- General Amer. Trans Corp.
- General Mills, Inc.
- General Mills, Inc.
- General Mills, Inc.
- Glenn G. Hoskins Co.
- Glenn G. Hoskins Co.
- Glenn G. Hoskins Co.
- Glenn G. Hoskins Co.
- The Huge Co.
- Jacobs Cereal Prod. Labs., Inc.
- Johnston-Herbert Co.
- Kiesewetter, Wetterau & Baker
- King Midas Flour Mills
- King Midas Flour Mills
- King Midas Flour Mills
- King Midas Flour Mills
- King Midas Flour Mills
- King Midas Flour Mills Co.
- H. H. King Flour Mills Co.
- H. H. King Flour Mills Co.
- Macaroni Drying Equipment
- Donato Maldari & Sons
- Milprint, Inc.
- Mouark Egg Corp.
- No. Dakota Mill & Elevator
- No. Dakota Mill & Elevator
- Northwestern Miller
- Wm. Penn Flour Mills
- (Doughboy)
- Wm. Penn Flour Mills
- Pillsbury Mills, Inc.
- Pillsbury Mills, Inc.
- Pillsbury Mills, Inc.
- Pillsbury Mills, Inc.
- Prater Industrial Prod. Co.
- F. B. Redington Co.
- Rossotti Litho. Corp.
- Shellmar Products Corp.
- Aurelio Tanzi Corp.
- Tanzi Macaroni Dies
- Tardella Flour Co.
- Tea Table Mills
- Theodore R. Sills
- Theodore R. Sills
- Wheat Flour Institute
- (Durum Div.)

ALBERT S. WEISS
ROBERT S. WILLIAM
E. Z. VERMYLEN

- J. M. WAHER
- J. F. DRISCOLL
- LOUIS J. BOUCHIER
- JOSEPH SANTI
- O. R. SCHMALZER
- ERNST EBERHARDT
- ARTHUR KOHN
- MANNY ALVAREZ
- GEORGE HACKBUSH
- JACK SPAGNOL
- PAUL PETERSEN
- LOUIS A. VIVIANO
- FRANK A. MOTTA
- PETER MOTTA
- ERNST HORSTMANN
- JOHN AMATO
- C. M. JOHNSON
- CLIFFORD W. KUTZ
- A. R. McRAE
- EDW. E. MELTON
- T. J. FERGIUS
- PAUL AMBRETTE
- CONRAD AMBRETTE
- G. F. ANDERSON
- ULYSSES DE STEFANO
- EDMUND BURKE
- J. CARL DAWSON
- JAMES M. DEBIAN
- WALTER WILHELM
- RILEY LIVINGSTON
- RAY WENTZEL
- R. M. MACDONALD
- R. R. HOPPER
- DAVID M. ROSENTHAL
- WM. J. STEIN
- STANLEY J. KLEIN
- ALBERT WASSERMAN
- E. S. STATELER
- JOHN M. GLEASON
- WM. M. ROCHE
- HARRY I. BAILEY
- JOSEPH M. DeMARCO
- S. E. McARTHUR
- HARRY H. RAEDER
- GLENN G. HOSKINS
- CHARLES M. HOSKINS
- WM. G. HOSKINS
- EDITH S. LINSLEY
- L. S. HUGG
- JAMES J. WINSTON
- FRANK T. HERBERT
- HORACE HAGEBORN
- W. F. EWE
- GEO. L. FABER
- W. M. STEINKE
- LESTER S. SWANSON
- DAVID WILSON
- URBAN A. ARNOLD
- ARTHUR W. QUIGGLE
- FRANK LAZZARO
- C. DANIEL MALDARI
- JAMES B. HOPKINS
- MELVIN E. KRIGEL
- EVANS I. THOMAS
- R. M. STANGLER
- DON E. ROGERS
- V. C. LATOLIA
- RAY C. WOODS

Cleveland, Ohio
Los Angeles, Cal.
Brooklyn, N. Y.

- St. Paul, Minn.
- Chicago, Ill.
- St. Paul, Minn.
- New York City, N. Y.
- New York City, N. Y.
- New York City, N. Y.
- New York City, N. Y.
- New York City, N. Y.
- Chicago, Ill.
- Pittsburgh, Pa.
- Minneapolis, Minn.
- Minneapolis, Minn.
- Joliet, Ill.
- Joliet, Ill.
- New York City, N. Y.
- Brooklyn, N. Y.
- Minneapolis, Minn.
- Minneapolis, Minn.
- Minneapolis, Minn.
- Chicago, Ill.
- Chicago, Ill.
- Brooklyn, N. Y.
- Crookston, Minn.
- New York City, N. Y.
- New York City, N. Y.
- St. Louis, Mo.
- Cleveland, Ohio
- Cleveland, Ohio
- New Richmond, Wis.
- New Richmond, Wis.
- New York City, N. Y.
- Pisgah Forest, N. C.
- Chicago, Ill.
- Chicago, Ill.
- Garfield, N. J.
- Bogota, N. J.
- Chicago, Ill.
- Chicago, Ill.
- Chicago, Ill.
- Minneapolis, Minn.
- New York City, N. Y.
- Chicago, Ill.
- Buffalo, N. Y.
- Chicago, Ill.
- Chicago, Ill.
- Chicago, Ill.
- Chicago, Ill.
- St. Louis, Mo.
- New York City, N. Y.
- Chicago, Ill.
- New York City, N. Y.
- Minneapolis, Minn.
- Chicago, Ill.
- Minneapolis, Minn.
- New York City, N. Y.
- Chicago, Ill.
- Minneapolis, Minn.
- North Bergen, N. J.
- New York City, N. Y.
- Milwaukee, Wis.
- Kansas City, Mo.
- Chicago, Ill.
- Grand Forks, N. D.
- Chicago, Ill.
- Buffalo, N. Y.
- Philadelphia, Pa.
- Chicago, Ill.
- Minneapolis, Minn.
- Philadelphia, Pa.
- Chicago, Ill.
- Chicago, Ill.
- North Bergen, N. J.
- Chicago, Ill.
- Brooklyn, N. Y.
- Chicago, Ill.
- Chicago, Ill.
- Lincoln, Nebr.
- New York City, N. Y.
- Chicago, Ill.

Nat'l. Macaroni Mfrs. Assn.
Nat'l. Macaroni Mfrs. Assn.

ROBERT M. GREEN
M. J. DONNA

Palatine, Ill.
Braidwood, Ill.

The Macaroni Journal

by M. J. Donna, Managing Editor

THE period between the 1949 convention and that of this year has been the most successful in the 31 years of service of the MACARONI JOURNAL to the macaroni-noodle industry as the official organ of the National Macaroni Manufacturers Association and the recognized spokesman of the industry. During the past twelve months, the number of paid subscribers has broken all previous records; also in the number and size and class of advertisements by a steadily increasing number of suppliers of equipment, materials and services.

While there has always been a pleasant and mutually beneficial relationship between the JOURNAL management and the advertisers, that which prevailed during the past year is viewed and reported with pride. More and more is the JOURNAL regarded as a bureau of information concerning the industry and many are the requests, so varied, as to test the memory of the management and exhaust the records of years.

Currently, there are but three things about which complaints are heard; one is general in nature, one is mechanical and the third, personal.

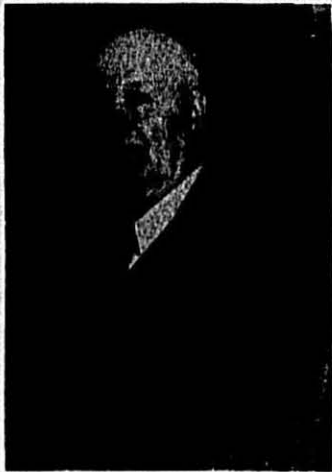
General—We are told that the JOURNAL does not carry a sufficient number of articles of a technical nature. It is admitted that there is room for improvement along the lines complained of, but the editor frankly submits that he lacks the technical knowledge to write advisedly on such matters. Frequent calls for help by experts have been made with some good results. More signed or unsigned articles of this type by those with experience and training would be appreciated. Our appeal for help along this line is continuing with the result that, during the past year, a favorable trend toward that end is noticeable.

Mechanical—Some advertisers have been irritated by the almost unavoidable delay in mailing some issues, claiming that such delays upset their advertising schedules, particularly when their advertisements carry the time element. This involves a labor situation which the publisher is doing his best to overcome as quickly as possible.

Personal—There is also a dearth of personal items dealing with plants and personnel that executives should be glad to send in as they come to their notice. When quizzed as to why the editor was not advised of major plant changes, new plants, fires, sales, reorganizations, births, marriages and deaths of executives or relatives, and

other more or less personal items, the usual reply is that they thought some one else would submit the item or that the news could be obtained through a clip service.

There are some manufacturers and



Mr. Donna

allied that are most co-operative in such matters. If more would follow their example and submit clippings of items and articles from their local papers, the JOURNAL would have more of that personal touch about which some complain.

To some of you, all three of these things may seem minor. Perhaps they are, but in the aggregate they amount to something, the lack of which deprives the JOURNAL of the satisfaction of doing a more complete job for all concerned.

In relating the present status of the JOURNAL, I am reminded of the first and subsequent reports made to you. The first few reports, starting with that of June, 1919, I made to the fathers. Later they were made to fathers and sons, and this one, in a few in-

Packers Defend A & P

The anti-trust suit to break up the Greater Atlantic & Pacific Tea Co. is termed a threat to the national economy by the National Association of Food Packers, whose members produce about 90 per cent of the frozen foods processed in the United States.

In a recent resolution, the association said A & P's integral operations "are a benefit to the economy and welfare of this country and prejudicial to the

stances, is made to fathers, sons and grandsons, which warrants repeating what I have often said before—that the success of the macaroni-noodle industry is due to the fact that from 75 to 80 per cent of the plants are privately owned and family managed. This explains the unending interest in the trade, its national association, its JOURNAL and now its institute, by operators whose hearts and minds are in their business as a matter of personal pride.

THE MACARONI JOURNAL has been the source of welcomed income for the sponsoring National Association, and it is the hope of manufacturers, advertisers and readers that it will continue to be an even better spokesman for the industry for which there is an immeasurably successful future.

The JOURNAL management asks but little: Of the manufacturers and other readers, only a slight increase in personal interest in the way of contributing reading material to round out its fullest service; of the advertisers, only their continued co-operation in making the JOURNAL an even better trade spokesman, by use of increased space for their enlightening messages and by prompt submittal of copy and instructions to the printer not later than the first day of the month of issue; of the readers, only a little patience and occasional contributions of items and articles of interest, or comments for or against ideas presented by others.

With this triumvirate working together, things will soon right themselves to the end that THE MACARONI JOURNAL will serve even to a greater degree the best interests of the trade whose support makes its continued, useful existence possible.

Nothing that has been said is in the nature of a gripe. We are merely reporting and hoping. With your combined help and kindly consideration let's make Volume XXXII (May, 1950, to April, 1951) of even greater benefit to an increased number of happy readers and friendly advertisers.

fair and proper interests of any branch or segment of the American economy or public."

The packers expressed the view that "any dissolution or breaking-up of such integrated operations would tend to work against the interests of the national economy and welfare by destroying or interfering with the highly developed distribution processes which have resulted in the distribution of high quality foods at economical prices."



It takes an eye-stopping package design to stand out on the dealers' crowded shelves and flag the attention of Mrs. Consumer sufficiently to create the buying impulse. A well designed package can do just that—that's why more and more manufacturers of macaroni and noodle products are relying on Empire packages. Empire can fill your package requirements equally satisfactorily. Contact your nearest Empire representative for facts, figures and full details.



Empire Box Corporation

Plants: Garfield, N. J. • South Bend, Ind. • Stroudsburg, Pa.
Offices: New York • Chicago • Philadelphia • Boston • Garfield, N. J.

National Macaroni Week Plans

by Theodore R. Sills, Consultant, National Macaroni Institute

YOU have received the report of our activities in your behalf during the past several months and I think you will agree they have produced the type of results that sell macaroni, spaghetti and egg noodles.

I think now you will want to hear about our plans for the future—particularly about our plans for National Macaroni Week. First of all, perhaps, you would like to know why we are planning a Macaroni Week.

The primary reason for Macaroni Week, of course, is to increase your sales of macaroni, spaghetti and egg noodles. How will Macaroni Week help you to boost your sales? I can answer that question from our own experience with promotions of the same type for the pickle packers, the kraut packers, the canned pea industry and others.

We know that these national specialty weeks can be a tremendous sales tool if properly handled and promoted. The pickle industry boosted its sales 22 per cent during its week. Canned Pea Week increased pea sales 13 per cent. The kraut packers doubled their sales from 3 million to 6 million cases due to the selling forces generated by a national week and there are numerous other examples I could cite.

National Macaroni Week will help every manufacturer of macaroni products to boost his individual sales, providing he takes full advantage of the effects of the week upon the public.

Here are a few of the things Macaroni Week will do for the macaroni industry—1. Focus public attention on macaroni products. 2. Provide a news peg to develop stories, radio scripts and television material for the nation's newspapers, magazines and radio and television stations. 3. Provide grocers with a ready-made occasion to push macaroni products and associated foods. 4. Encourage allied industries and groups to push the sales of their own products by helping to increase macaroni product sales. 5. Provide a tremendous selling influence at the start of a new selling season. 6. Give the entire macaroni industry something new and different. Like a new suit of clothes, it will pep up the industry and

make other people notice you. 7. Stimulate your own sales organization by giving them something new to talk about. 8. By keeping your employees informed of Macaroni Week activities, you will convince them your organization is progressive and constantly seeking new and better ways of expanding production and business. Your employees, concerned with job stability and their own welfare, will appreciate your efforts to develop and expand markets. 9. Prove to the durum farmers, the people who produce the raw materials which make macaroni products, that they are connected with an alive and expanding industry.

These are the specific results which you can anticipate from a National Macaroni Week. All of them combined can be expected to mean greater prestige for your industry, greater public acceptance of your products and greater sales of spaghetti, macaroni and egg noodles.

You all know by now that the period of October 5 to October 14 has been designated as National Macaroni Week. Why did we pick those particular dates? Again, there are several reasons.

First of all, you undoubtedly will notice that the October 5 to 14 period presents an unusual week because it covers a 10-day period. It also is unusual in that we begin the week on a Thursday, which may seem an odd time to begin a week.

However, bear in mind that Thursday is the day of the week when the newspapers are bulging with food ads. That means that your week begins on a day when the newspapers have plenty of editorial space to advise their readers of National Macaroni Week. In addition, it means that your week begins at a time when housewives are preparing for their week end shopping. You all know that Friday and Saturday are the two biggest shopping days of the week.

By starting your week on a Thursday and extending it through a 10-day period instead of the conventional seven-day week, you have the advantage of two Thursdays, two week end shopping periods. The advantages of the two week end shopping periods are



Mr. Sills

obvious.

Another reason for selecting the October 5 to 14 date is that Columbus Day, October 12, the second Thursday, is included in your week. The connection between Christopher Columbus and macaroni products is recognized and will be utilized to its fullest advantage in bringing macaroni, spaghetti and egg noodles to the attention of the public.

By a strange coincidence, we also find that National Wine Week will be celebrated at the same time as National Macaroni Week. Wine, of course, is popularly associated with spaghetti and the wine industry plans to remind the public of Macaroni Week at the same time they call Wine Week to the attention of consumers.

And another coincidence discloses that October is National Cheese Month. The cheese people like macaroni products. They feel macaroni, spaghetti and egg noodles help to sell their products. And they are going to help you sell your products by featuring National Macaroni Week in their efforts to promote the sale of cheeses.

In the face of these happy coincidences and the other factors I have described, I think the October 5 to 14 dates are an excellent choice for National Macaroni Week.

I'm now going to tell you about our plans for National Macaroni Week and bring you up to date on some of the commitments we already have received from newspapers, magazines, radio personalities and advertisers. I want you to bear in mind that we are still several months away from the week itself and that we have only scratched the surface of the eventual results you may expect.

In the way of publicity, we will provide every newspaper, daily and weekly, every news syndicate, every news wire services, with stories, history, recipes and pictures of macaroni products. Every national consumer magazine in the nation will be supplied with

pictures, recipes and articles on your products. Every radio station in the nation will be furnished with several scripts dealing with National Macaroni Week and macaroni products.

Television stations will be provided with scripts, story ideas and programs. Interviews will be arranged on radio and television stations in all sections of the country with prominent members of the macaroni industry.

Outstanding radio and television personalities, such as Bob Hope, Jack Benny, Bing Crosby, Arthur Godfrey, Groucho Marx and others, will be supplied with material on which they can base story situations, gags and other materials to help draw public attention to macaroni products. Radio and television quiz shows will be supplied with ample facts about macaroni products to provide interesting questions for participants and listeners, thus focusing attention on your products.

The trade press will be kept fully informed of Macaroni Week activities and its importance to the food industry and grocers. This phase of our activities will include the various farm media which reach the durum farmers, because it is important that they be fully advised of every step you take to widen your markets.

I'll admit this sounds like an ambitious program, but it's not an impossible one. As an indication of the assured success of Macaroni Week, I'd like to report to you on some of the commitments we already have received from people in the various media which will help to carry your story to the public. Let's take publicity first.

Gaynor Maddox of NEA, one of the largest newspaper syndicates in the world, has assured us that he will feature macaroni products in his food column for six consecutive days. That means stories, recipes and pictures for each of six days. Maddox's food column appears in over 800 newspapers from coast to coast, with total circulation in excess of 25,000,000. That means your products will be featured for a total audience of 150,000,000 people in Maddox's column alone.

Kodachrome pictures of your products have been made and will be placed in upwards of 20 leading metropolitan newspapers such as the *Philadelphia Enquirer*, the *St. Louis Post-Dispatch* and *Globe-Democrat*, the *Chicago Tribune* and others, with total circulation well into the millions.

Marion McCarroll, woman's editor of King Features Syndicate, tells us they will use macaroni products recipes during Macaroni Week. King Features services newspapers with total circulation around 5,000,000—a big audience to reach with the story of your products.

The *Farm Journal*, the biggest farm publication in the nation, will feature a large quantity spaghetti recipe in its October issue.

Woman's Home Companion, a top

magazine with the women of the nation, informs us they will co-operate with National Macaroni Week by including macaroni products recipes in the October issue.

Southern Agriculturist, another top farm publication, will run a feature story on macaroni in the October issue.

Redbook Magazine's Bernice Burns tells us she will use macaroni in the October issue and adds that she does food features for Betty Crocker's *Magazine of the Air* and will mention Macaroni Week on one of her programs.

Ladies Home Journal advises us they plan to use Macaroni Week in October.

Capper Publications, standbys with rural housewives, tells us they will do something on Macaroni Week in October issues.

Better Homes and Gardens, another outstanding magazine, advises us they plan to use recipes for your products in the September issue.

Parents' Magazine, *Family Circle*, 2½ million circulation, the *True Story*, *Women's Group*, *Look Magazine*, the *American Home* and other leading women's magazines have assured us they will use material on macaroni products in their October issues.

These are positive commitments of space for National Macaroni Week and remember, we have only scratched the surface. As Macaroni Week draws closer, this list will expand to cover practically every publication, newspaper and news syndicate in the country.

These are only a part of things which have been developed and are being developed in the way of publicity. Through our efforts you will have the co-operation of the publicity organizations of such outstanding companies and groups as Swift and Company, meat packers; the National Live Stock and Meat Board; the Hoyt Advertising Agency, which has some 18 food accounts; the National Dairy Council; and the publicity department of the Wine Advisory Board. These people have an axe to grind, of course, for the clients whom they represent, but they'll also be grinding your axe.

Now let's take a look at the advertising co-operation you will have for National Macaroni Week. Because the sale of macaroni is pretty much on a regional basis, it does not lend itself to national advertising, but there will be plenty of national advertising behind National Macaroni Week.

The Campbell Soup Company, for instance, has a spaghetti ad scheduled for the October issues of *Ladies Home Journal*, *McCall's*, *Good Housekeeping*, and *Woman's Home Companion*.

In addition, they will mention Macaroni Week on Walter O'Keefe's "Double or Nothing Show"; Campbell's "Club 15"; and we'll have daily mentions on

the Edward R. Murrow replacement show during Macaroni Week.

"Queen for a Day," a popular daytime network show, will feature Macaroni Week on its October 5 program over 450 Mutual stations. The Queen selected that day later will be taken to the Durum Show to provide additional publicity material.

The Heinz Company has several products which tie in with macaroni, spaghetti and egg noodles and they tell us they'll use Macaroni Week to help sell them. Westgate Sun Harbor Company, packers of Breast O'Chicken Tuna, will co-operate with Macaroni Week. The C. V. A. Corporation, which distributed Roma and Cresta Blanca wines, informs us they will go along with Macaroni Week. The Taylor Wine Company is another firm which offers support.

Here are more offers of support from Batten, Barton, Durstine and Osborne, Inc., which has such food clients as Golden State Company, Ltd., dairy products; George A. Hormel Company, meat products; William Underwood Co., canned foods; United Fruit Company, and several breweries. The Dan B. Miner Company, Los Angeles advertising agency; Dancer-Fitzgerald-Sample, another top agency, and the Fitzgerald agency of New Orleans which represents Tabasco sauce and Del Monte canned tomatoes, all tell us they will co-operate in Macaroni Week promotions.

The A & P Company, the biggest food retailing organization in the world, is going to use Macaroni Week as a promotion means. The Kroger Stores, IGA stores, American Stores and other chains also have informed us they plan to take advantage of Macaroni Week to push the sales of your products and related food items.

Again, I want you to remember that Macaroni Week is months away. These specific things I've been telling you about are only the beginning, but they give you an idea of what is to come.

You individual macaroni manufacturers must carry your share of the burden, too. In your own advertising, you must feature Macaroni Week. We have posters available—four color posters—featuring Macaroni Week which we want you to buy and place in the stores you serve. The poster shows pictures of the three main macaroni products—macaroni, spaghetti and egg noodles. The reverse side can be broken down into shelf talkers for each of those products, plus a special panel for brand identification or tie-in products. Order these posters from Bob Green. We want the posters up in every possible store and you are the ones who'll have to do the job through your own salesmen and jobbers.

We've also got little stickers, calling attention to National Macaroni Week, which I want you all to buy. One of

(Continued on Page 56)

FROM THE DURUM MILLER'S ANGLE

By Jules M. Waber,
Amber Milling Division, F.U.G.T.A.

THE macaroni industry is young. It has made great progress. This progress is due in part to thoughtful group meetings for the joint study of industry problems such as the National Macaroni Manufacturers Association has been sponsoring through the years; in part to the publicity program which the National Macaroni Institute is sponsoring, even though it has been in existence but a short time. It is due, in part, to the program financed by the durum millers—the Durum Wheat Institute—which has been in effect for a much longer period of time.

But it is due even more to the quality of product which you produce. A publicity program that costs one hundred thousand dollars, or a million, or two million, or five million dollars, cannot be successful unless the product publicized is a good product. I sincerely believe that the reason macaroni products have gained in per capita consumption in recent years is that the product purchased by the average housewife has been improved in quality. After all, Jane Housewife is your customer. If she prepares a macaroni dish that her husband and children like and they lean back after eating, with a contented sigh, and say, "Mom, that was good," you will sell more macaroni. But if they push it away in disgust and gripe about the meal, you have lost a customer that will be difficult, if not impossible, to get back.

The Italian housewife has long known how to select good macaroni products, and the per capita consumption by Italians is high. It is your responsibility, as manufacturers, to supply the same high-quality products to the average housewife who buys just macaroni, who does not know, and will not bother to learn, how to select good quality. By good quality I mean macaroni products made from semolina or granular, or noodle products made from patent flour. The manufacturer who puts out a product made from clears is wrecking his market and your market, and making it easy for rice or potatoes, or some other food, to push macaroni off the table.

A major reason for the increased per capita consumption of your products is improved quality. This is deliberate repetition. It is important. Part of this improvement was circumstantial . . . clears were not available. Let us hope the principal reason was belated realization that the products of the industry as a whole must be good . . . and

that there will be no backsliding. Improved equipment and production methods have played their part, and you have had help from your suppliers.

You have called upon the durum mills to give you a better semolina. They have responded by investing large sums of money in improved equipment, in laboratory facilities, and in developing a high degree of technical skill among their operating personnel. The mills also have invested substantial sums in financing the operation of the Northwest Crop Improvement Association, which has done much to eliminate admixtures in durum wheat, and to eliminate the growing of undesirable varieties. This is of importance to your industry, since you cannot make good macaroni from poor semolina, and the mills cannot grind good semolina from inferior wheat. If the wheat is good, the technical skill of the durum mills will assure the delivery of top-quality semolina, and the technical skill in your plants assures the housewife of top-quality macaroni and noodles.

You have also been assisted in the forward progress of your industry by the United States Department of Agriculture in the development of more desirable varieties of durum wheat. The first durum wheat grown in the United States was Kubanka, imported from Russia. There were many strains of Kubanka durum and these strains were mixed, and, while Kubanka was and is a fairly good milling durum, it needed improvement.

A head selection made at the University of Minnesota Experiment Station, which became known as Mindum durum, was released for production in 1917. It soon became the dominant variety producing superior-quality semolina and macaroni products. The importance of this single head selection cannot be overemphasized, as it is still one of the best varieties and one of the parents of all new varieties of durum wheat grown—Carleton, Stewart, and Vernum—and of other varieties not yet released for commercial production.

Dr. Glenn S. Smith, of the North Dakota Experiment Station, Fargo, N. D., is in charge of durum breeding. He is now working on several new varieties which show considerable promise. Two of them, No. 303 and No. 306, have beautiful color, far superior to any of the durums grown today. They have certain undesirable characteristics

which he is trying to eliminate, and I feel safe in saying that in a few years these durums will be available to the durum mills and, therefore to you, even better colored semolina.

You have all heard that this year's crop was planted late and you were wondering . . . as the mills and farmers are . . . will there be a durum crop, and how much is left from the old crop? This is a guesstimate . . . not an estimate . . . because it is too early to do other than guess.

Government figures on the durum supply will be available as of July 1, and by that time we will have a better idea as to the prospects of the new crop. As of now, we have available the government supply figures of January 1. We know that the mill grind is approximately the same as last year. We know that Commodity Credit Corporation had approximately 5,200,000 bushels of durum on January 1, and they probably still have this durum, if it has not been exported. It can also be assumed that the bulk of this durum is not good milling quality (perhaps 1,000,000 of the 5,200,000 could be used in semolina).

We guesstimate a total supply, as of September 1, of 17,400,000 bushels, including the 1948 and 1949 Commodity Credit durum on hand January 1. A minimum carryover in farm bins, country elevator bins, in the possession of mills and terminal elevators, is around 6,000,000 bushels. Taking out of the total CCC's durum and the carryover, leaves roughly 7,000,000 bushels of old durum of possible milling quality.

The government new crop estimate as of June 1 was 26,600,000 bushels. This may not be as accurate as usual, because part of the crop wasn't even planted at that time. Assuming a crop of this size is harvested, we would have a total available supply of 33,600,000 bushels. At least 5,000,000 bushels will be varieties not suitable for milling, or used for other purposes. Seed requirements will be around 4,700,000 bushels, which will leave 23,900 bushels available to the durum mills, and to you. Since the mill grind the past two years has been only 20,000,000 bushels, this may sound like an adequate supply, but that is not actually the case.

Last year the production was 39,000,000 bushels plus, with a carryover of more than 17,000,000 bushels plus,

(Continued on Page 56)

Meet N-A's all star cast for the macaroni and noodle product industry



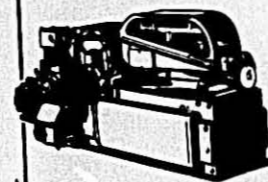
ENRICHMENT

N-Richment-A Type 6 comes in handy wafers for batch mixing or as a powdered pre-mix for continuous presses. In either form you can be sure of receiving economical, uniform enriching backed by over 25 years' experience in the cereal and cereal-product industries.



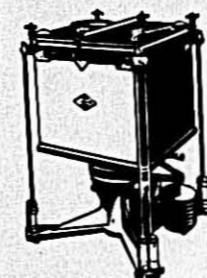
N-A FEEDERS

Used by the milling industry for years, these dependable feeders are particularly suited to the efficient application of N-Richment-A Type 6 pre-mix in continuous presses.



W&T MERCHEN SCALE FEEDERS

Leading macaroni and noodle product manufacturers rely on these Feeders, backed by 35 years' experience, to feed semolina precisely and economically BY WEIGHT. They also use the W&T Liquid Flow Regulator in conjunction with these Feeders to provide a simple, reliable control to maintain a constant flow of mix-water to the mixers in proportion to the semolina feed rate.



RICHMOND GYRO-WHIP SIFTERS

This sifter is available in 3 sizes with capacities ranging up to 10,000 lbs. per hour and is one of the most efficient means for scalping off strings, fuzz, lumps, infestation, and other impurities from semolina or flour before it enters the process.

Richmond also provides Niagara Permaflux Magnets either for chute or spout type installation. These are especially effective in the removal of tramp iron and fine metallic particles.

SERVICE

N-A's nationwide Flour Service Division . . . composed of experienced field experts familiar with cereal processing problems; complete laboratory facilities and laboratory technicians . . . is always ready to work with your own staff and consultants on any phase of enriching and feeding.

Write now to put this all star cast to work for you.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE
BELLEVILLE 9, NEW JERSEY



Our Consumption Increase Program

by Gerald T. Lynn
Public Relations Director, Sills, Inc.

COMPILING this report to you on the results of your public relations program since January 1 was not an easy job. As a matter of fact, I was a little horrified when Mr. Sills gave me the assignment. I looked at the heaps of clippings, the stacks of replies from radio stations, the maze of pages from consumer magazines, all the evidence of our activities in your behalf in the past five months, and I despaired. Welding this great mass of material into a comprehensive, coherent account of our stewardship of your public relations program seemed to me to be an impossible task.

Mr. Sills, however, is a determined fellow. He should have written the motto of the Seabees, because he too thinks the impossible is just a little more difficult than ordinary tasks. I went ahead with the job of preparing the report and, when the printer delivered the finished job to me, I was reminded of an old story about P. T. Barnum, the great showman.

An old lady went to Barnum's circus one day and was completely fascinated by the sight of a cage which was occupied by a lion, a wolf and a lamb. After watching the three animals for some time and finally satisfied they apparently were able to live in perfect harmony, despite their natural instincts, she sought out Mr. Barnum.

"I think it's wonderful," she said, "that you can keep a lion, a wolf and a lamb in the same cage."

"Yes," Barnum replied. "It is wonderful and worth the effort even though it's quite a bit of trouble replacing the lamb every day."

When the printer delivered the copies of this report, I, too, had the feeling that it was well worth the effort, even though it had provided some trouble in the compilation.

In the introduction to our report, we point out that the effectiveness of any public relations program must be measured by the results produced. Results, of course, are meaningless unless they achieve the objectives desired.

Our objective for the macaroni industry was to produce results, which would sell more macaroni, more spaghetti and more egg noodles.

I think our report shows those kind of results—results that sell—sent in pamphlet form to all institute supporters.

Since January 1, 1950, your public relations program has produced 1,690,123 lines of publicity in more than 7,000 newspapers and consumer magazines throughout the nation. Think of that! 1,690,123 lines! I could put a dollar and cents value on that amount of lineage, based on average newspaper and magazine advertising rates, but it wouldn't represent the real value

of the results of your public relations program. Remember! People buy newspapers and magazines for their editorial content. Material accepted and printed by editors in their news columns is read by the public because it carries the weight of the editor's approval.

Through your public relations program, macaroni, spaghetti and egg noodles and methods of preparing them are appearing every day in newspapers and magazines throughout the country. More important, your products are being featured for millions of readers in those sections of the newspapers and magazines which attract the huge audience you are trying to reach—the American public.

Example: *Seventeen* (see page 3) is a virtual Bible for a vast and influential group of the American public—our teen agers. You who have teenagers in your families, particularly teen-age daughters, can attest to the fact that the teen ager influences family buying habits. If you can sell the teen agers on your products, you are selling a pretty darned important market.

I expect every mother and father would be a little amazed if they could survey their own family habits and discover how much they are guided by the wishes and desires of their children.

This story, "The Macaroni Family," in *Seventeen*, undoubtedly inspired hosts of articulate and persuasive young girls to talk Mother into preparing one or more of the seven recipes featured in the article.

That's plus business for the entire macaroni industry.

Of course, there's another plus in that *Seventeen* story. The kids that read the article will be the mothers of tomorrow—the homemakers who will be doing the shopping for their own families in just a few years. We're selling them on macaroni, spaghetti and egg noodles now and making new customers for you for tomorrow.

Again, I'm not going to put a dollar yardstick against that *Seventeen* article, but I would like to remind you that *Seventeen* has more than one million circulation. That means upward of three million readers were exposed to a subtle and compelling sales message for macaroni, spaghetti and egg noodles.

Next comes a phase of your public relations program which produces outstanding results for the macaroni manufacturers at very little cost.

We refer to it as the co-operative

part of your program. Our women's department in New York has hundreds of contacts and friendly relationships with various food producers associations such as the American Meat Institute, the National Fisheries Council and the olive growers. These organizations, of course, are interested in selling the products of their members, but they also are helping you to sell more of your products.

Stories and recipes which appeared in thousands of newspapers all over the nation are urging people to buy your products. We helped, of course, to prepare those stories and recipes, but the cost of disseminating this material was borne by the co-operating groups. Incidentally, our co-operative efforts are not limited to food trade associations.

For example, the Hoyt advertising agency, with 18 food accounts, including the Swiss Cheese Association, a large wine company, Gulden's Mustard and other important food companies, regularly call upon us for assistance in preparing recipes and developing story ideas for their ads in national magazines and publicity releases and cooking booklets.

Other advertising agencies and public relations firms which handle food accounts, particularly foods which cannot provide the basic ingredient of a meal, depend upon us for macaroni, spaghetti and egg noodle recipes which include their products.

These co-operative efforts are only a minor part of your over-all program, but they do add up to a great deal of hard-hitting publicity which is helpful to bring your products to the attention of homemakers everywhere.

Good Housekeeping Magazine makes good use of our material. I think you all are aware of the standing of *Good Housekeeping Magazine* with the housewives of this country. The *Good Housekeeping* stamp of approval has become a symbol of merit and tested quality in the eyes of American women.

Manufacturers of all types of products eagerly strive for that *Good Housekeeping* seal on their products and spend thousands of dollars boasting about it when their products receive that recognition.

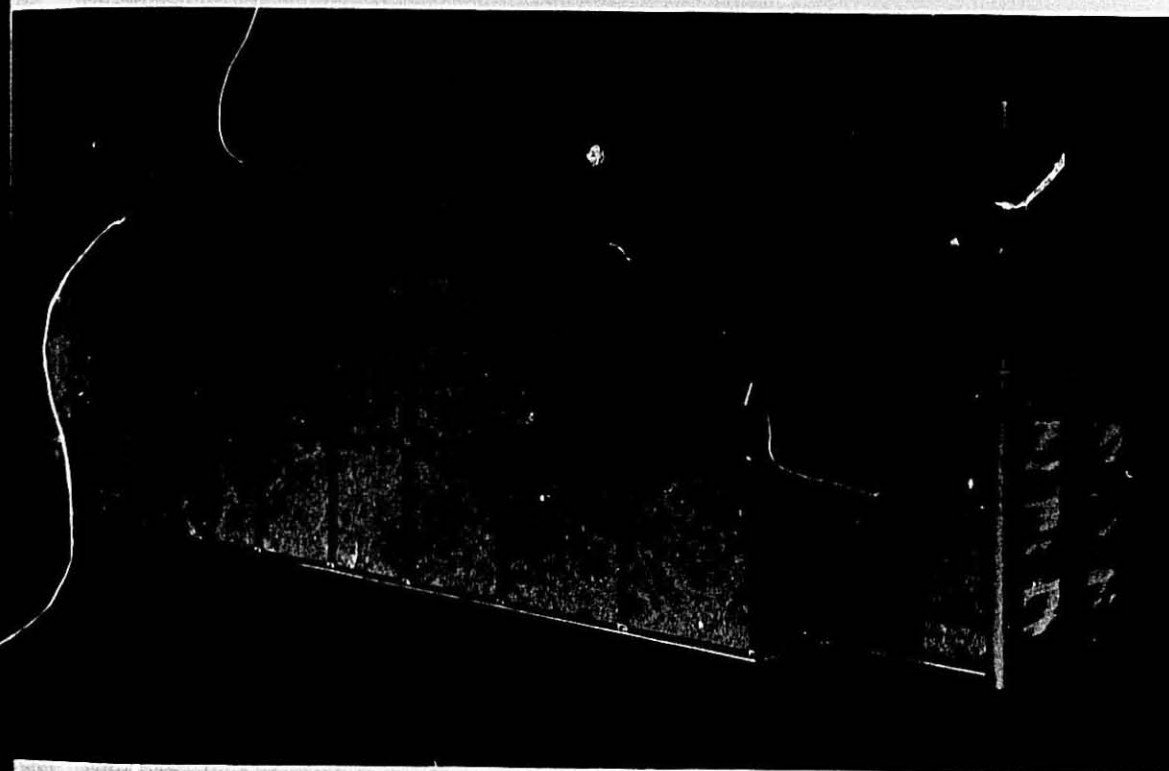
Our recipe for Italian ham and spaghetti is supported by all the weight and prestige of the reputation built up by *Good Housekeeping* over the years.

Literally, millions of American housewives depend upon that great publication for cooking information.

Cecily Brownstone, Associated Press food columnist, is recognized as one of

LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed
(SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. CLERMONT'S DRYERS OFFER YOU:

ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean; screens equipped with zippers for ready accessibility.

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having an air chamber and a fan chamber

to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

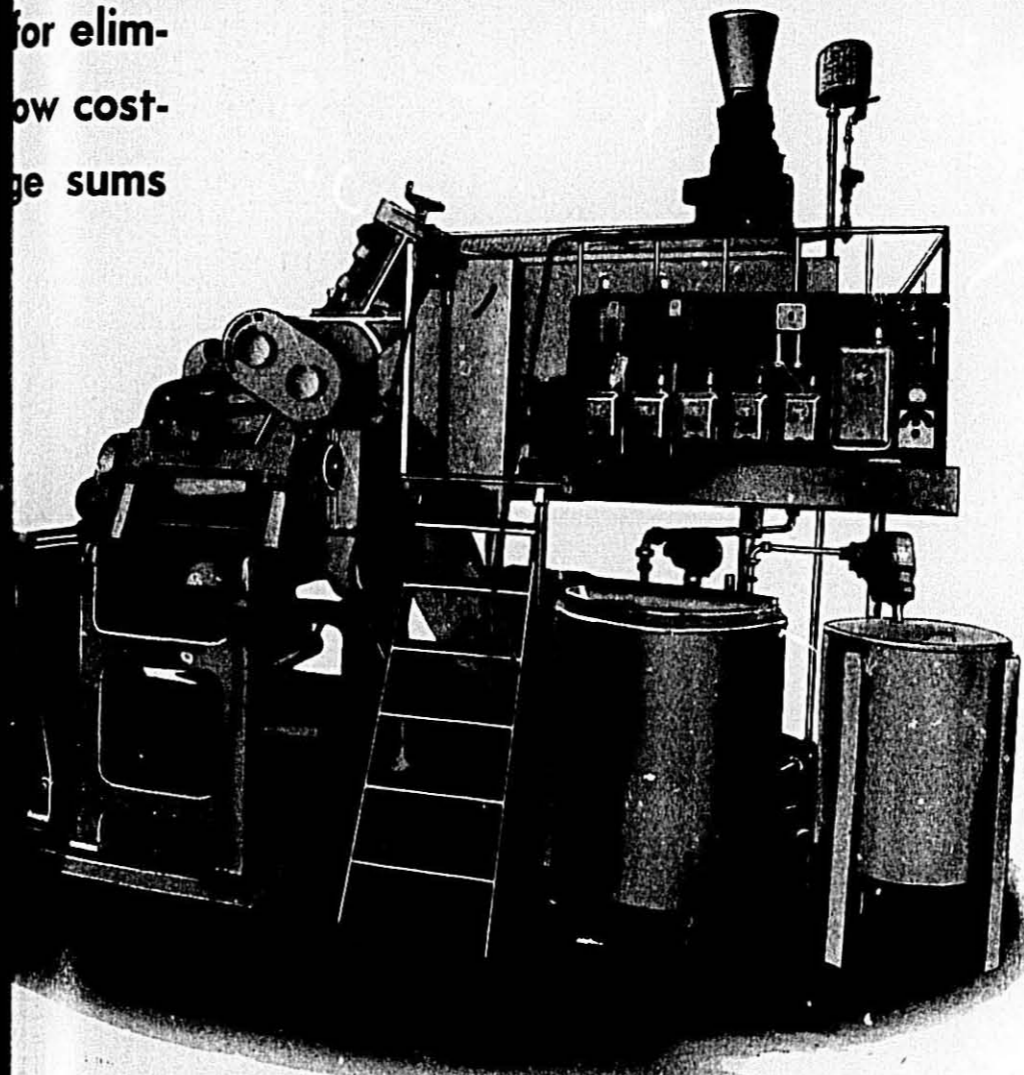
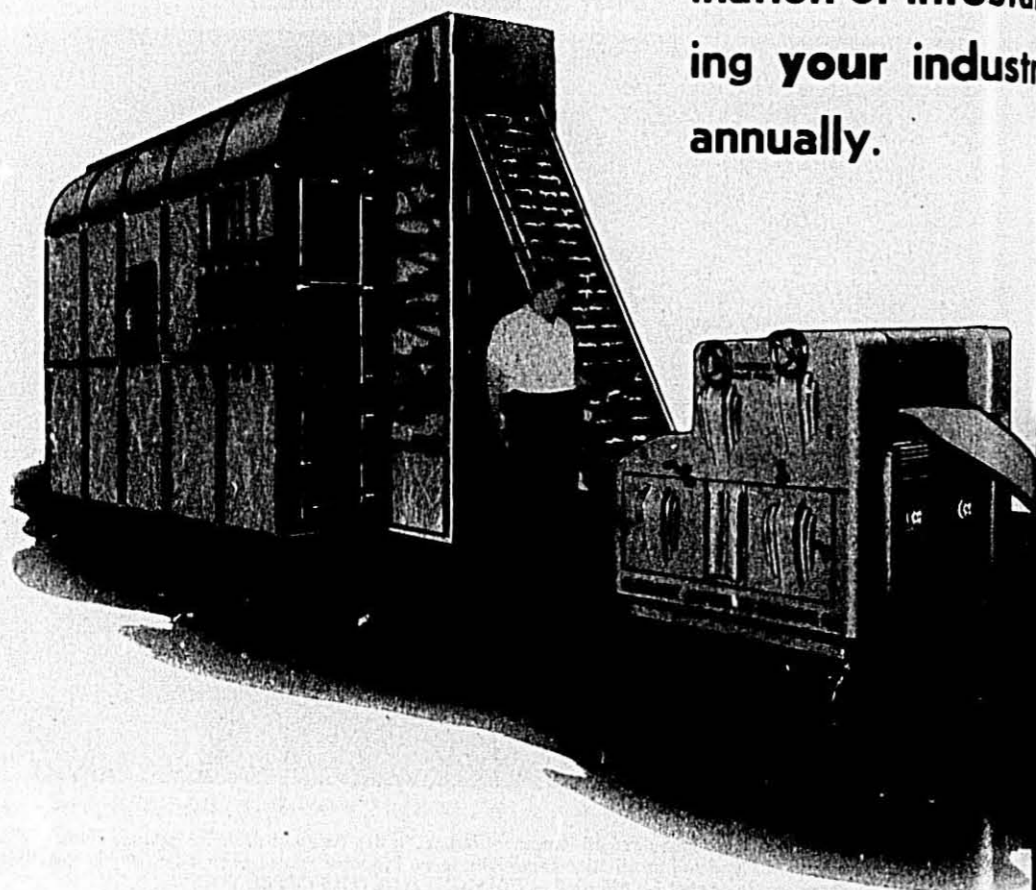
CLERMONT MACHINE COMPANY, INC.

266-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540

There's No Substitute for Cleanliness! Part or Pay — You Have No Other Choice

Buy the machines designed to afford sanitary conditions for elimination of infestation, low costing your industrial sums annually.



Why Divide Responsibility? From Dough Sheet to Finished Product . . . Do It the "Clermont" Way

The machines shown above are the CLERMONT SHEET FORMER WITH EGG APPARATUS, CLERMONT SUPER HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS STEEL NOODLE DRYER. Space limitations prevent showing the finish drying unit. (See Clermont Finish Noodle Dryer unit in advertisement on separate page this issue.)

ALL Clermont machines have one thing in common: They're made for their jobs with each unit designed to

permit maximum cleanliness, reduce costs and improve quality.

NOW—CLERMONT'S improved Noodle Setup, each machine with a capacity of 1600 lbs. per hour, in one continuous operation. Labor cut to the bone. ONE MAN DOES THE JOB!

SHEET FORMING MACHINE. Now redesigned: Easy to clean; cams, lever arms and reciprocating conveyors

eliminated; simplified mechanism; stainless steel rollers assure cleanliness and smooth dough sheet.

SUPER HIGH SPEED NOODLE CUTTER: Streamlined design. COMPACT: Takes less space. CLEAN: All moving parts enclosed. SIMPLE: Less gearing mechanism. Variespeed rotary knife with cutting range from 1/4" to 1/2". ECONOMIC: Low maintenance cost: cutting rollers and scrapers of stainless steel; rollers hardened and ground; ball bearings throughout for long life.

NOODLE DRYER: Two units: preliminary and finish. First-to-last efficiency. Practical quality control: Self-controlled instruments measure humidity and temperature, inlet of fresh air and discharge of excess humidity, maintaining the same relative humidity throughout the daily operation to give uniform and high quality product. Easy to keep clean: No corners where infestation can lurk. Ready access to all parts. Completely of steel structure and enclosed, except for doors, with heat resistant board.

EVERYTHING UNDER CONTROL!

We'll gladly handle your particulars

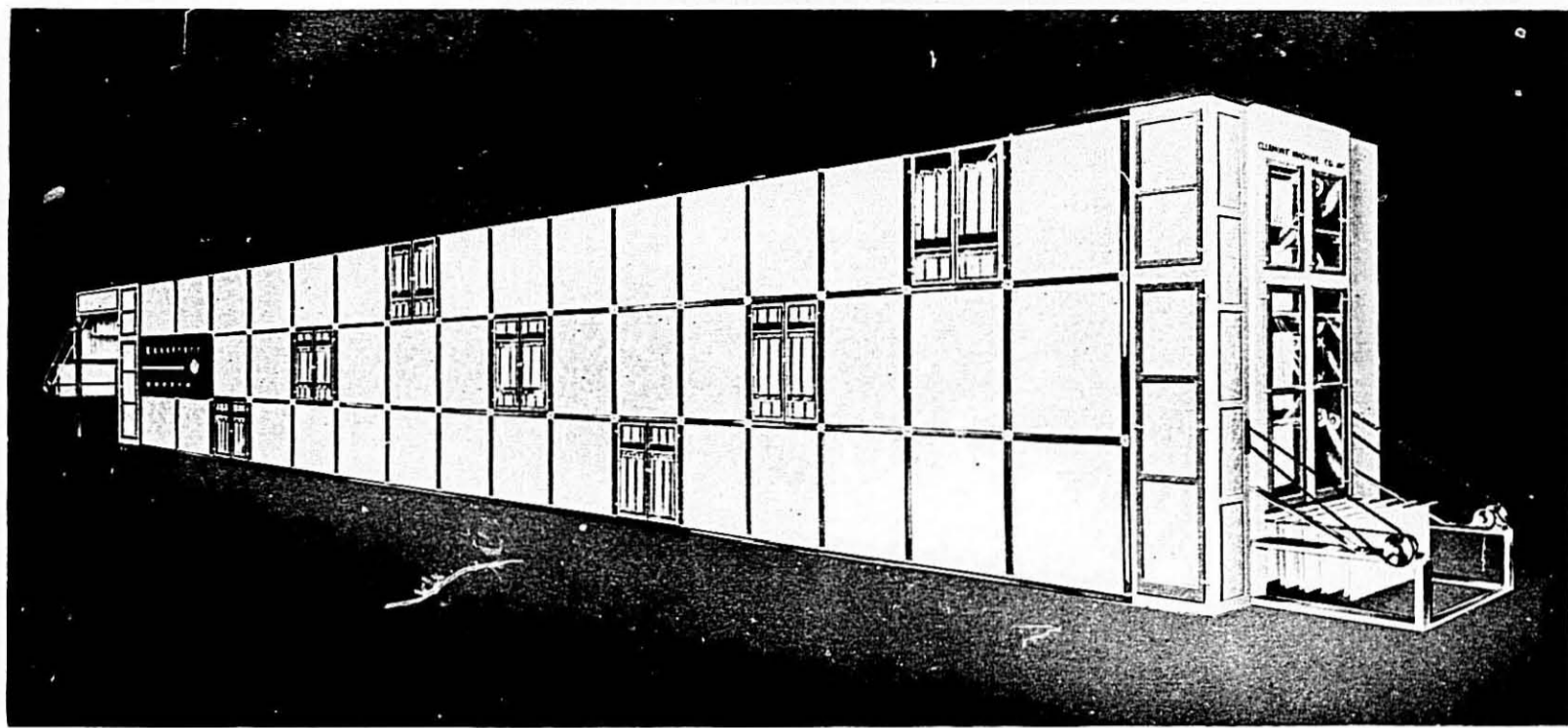
CLERMONT MACHINE COMPANY, INC.

76 WALLABOUT STREET

BROOKLYN 6, NEW YORK, N.Y., U.S.A.

TODAY'S MOST ADVANCED METHOD
in Automatic Long Goods Drying

plus
TOP QUALITY — LOW COST — SPACE AND TIME SAVING



To cushion the impact of the now highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods which additionally are dust collectors and an invitation to infestation.

TOP QUALITY: Evenly dried product with eye-appealing bright color, straight as a nail, smooth and strong in texture; achieved by maintaining a constant relative humidity, uniform air circulation, resting and drying correctly proportioned.

PRECISE MECHANISM: Stick transporting apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being processed.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat and dust board that prevents heat in the dryer affecting outside surroundings.

TIME-SAVING: Not minutes, not hours but two days! Product completely dried in twenty-four hours!!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer of any make, our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH
CLERMONT MACHINE COMPANY, INC.

July, 1950

THE MACCARONI JOURNAL

23

...nation's outstanding authorities on...
 ...ing. In one of her columns she...
 ...d your products, a macaroni en-...
 ...e and spaghetti with egg plant...
 ...

...reparative supplement which appears...
 ...in 250 smallest small town papers...
 ...show how we reach this group. Be-...
 ...cause it's printed in easy-to-read, nat-...
 ...ional process, the subscribers to these 250...
 ...papers will read the recipe for seafood...
 ...spaghetti. Because it appears in the...
 ...home town newspapers with which...
 ...they are familiar and trust, rural home-...
 ...owners will make use of the recipe. All...
 ...of this, of course, adds up to more...
 ...macaroni product sales for manufac-...
 ...turers throughout the country.

...Last February, *Look Magazine*...
 ...asked 1,000 people, including the Pres-...
 ...ident of the United States and the 48...
 ...governors, what they liked best to eat...
 ...We and everyone in the macaroni in-...
 ...dustry were elated by the results of...
 ...that survey which showed spaghetti...
 ...third on the list of favorite foods.

...The poll was an honest one and we...
 ...never had the opportunity to start the...
 ...labeled boxes to move your products up...
 ...to first place, but we do think that our...
 ...efforts in your behalf helped to place...
 ...spaghetti near the top of the list.

...Your public relations program is...
 ...labeled to reach every home in the...
 ...United States. That's a tough ob-...
 ...jective and, perhaps, an impossible one...
 ...because some folks manage to stay out...
 ...of reach of all modern methods of...
 ...communication.

...However, through newspaper, mag-...
 ...azines, radio and television and other...
 ...media, we manage to get your selling...
 ...message across to practically all of the...
 ...150,000,000 residents of this great na-...
 ...tion. The few who escape our reach are...
 ...nices probably live in caves and eat...
 ...only roots and berries. Our radio...
 ...recipes go out regularly to food con-...
 ...mentators on more than 900 radio and...
 ...television stations.

...Another important audience which is...
 ...most necessary for you to reach is the...
 ...retail food dealer group. It also is im-...
 ...portant for you to reach the farmers...
 ...who produce the raw materials from...
 ...which you make your products. Our...
 ...approach is through the trade publica-...
 ...tions, farm journals and general press...
 ...which are helping to increase the pres-...
 ...tige of the macaroni industry and help-...
 ...ing to explain your problems and solu-...
 ...tions to these two groups who produce...
 ...and sell your products.

...The consumption of your products...
 ...has been increasing over the past 10...
 ...years. While consumption of two of...
 ...your largest competitors is falling...
 ...Public relations is helping you to de-...
 ...feat and reverse that trend which is...
 ...cutting into the sales volume of our...
 ...prize foods.

...Looking ahead to 1950, we think that...
 ...industry's well planned public relations...
 ...can boost macaroni products consump-...
 ...tion to a minimum of 8.5 pounds per...
 ...capita, a 20 per cent over 1949 con-...
 ...sumption. You all know what that...
 ...would mean to your business involv-...
 ...ingly.

...All we have to do is get every Amer-...
 ...ican family to eat macaroni products...
 ...one a week, and consumption would...
 ...double present levels.

...Is that an impossible goal? I don't...
 ...think so. By constantly presenting your...
 ...products to American housewives in...
 ...attractive, appealing ways, consump-...
 ...tion of your products is bound to in-...
 ...crease.

...Your public relations program will...
 ...continue to shoot for that goal of mac-...
 ...aroni products on every American...
 ...table at least once a week.

...Clippings from *Look Magazine*, a

...Every month we send macaroni...
 ...product recipes to over 400 daily news-...
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 ...tors of *This Week Magazine*.

...In the last issue of *This Week Mag-...
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 ...read a tasty, appetizing recipe for...
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Dott. Ingg. M., G.

Braibanti. c.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code UsedMILANO—Galleria del Corso, 2 (Italy)
Phone: 792-393 and 792-394*A Cordial Invitation***TO THE MACARONI MANUFACTURERS OF AMERICA****CHICAGO***First*
**UNITED STATES
INTERNATIONAL
TRADE FAIR****AUGUST 7-20, 1950****Braibanti Equipment on Display (1300 square feet):**

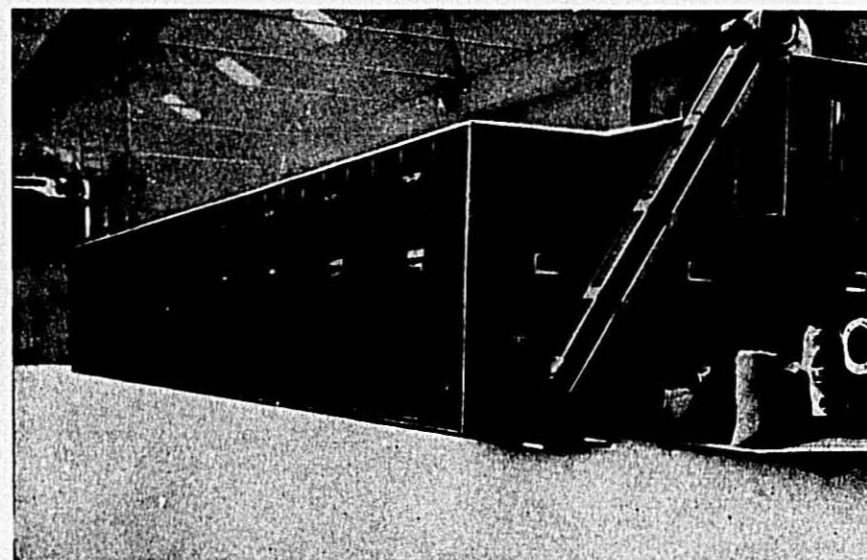
- Continuous Automatic Press for Long and Short Cut Goods—Model No. 6
Hourly output 900/1000 lbs.
- Automatic Spreader for Model No. 6
- Continuous Automatic Press for Long and Short Cut Goods—Model No. 4
Hourly output 500 lbs.
- Automatic Spreader for Model No. 4
- Continuous Automatic Press for Long and Short Cut Goods—Model "Macri"
Hourly output 330/380 lbs.
- Continuous Automatic Press for Long and Short Cut Goods—Model "Micro"
Hourly output 220/250 lbs.
- 2 Continuous Automatic Short Cut Goods Dryers—Model "Gigantic"
- 2 Long, Short Cut, Coil and Noodle Goods Special Dryers—Model "Clime"
- Continuous Automatic Long Paste Preliminary Dryer
- New Noodle Sheet Former
- Special Noodle Cutter
- "Bologna" Style Pastes Stamping Machine—Model "Veloce"
attached to the automatic continuous press "Macri" with sheet former
- Sets of Long Paste, Short Cut and Noodle Goods Dies.

*The Most Modern Macaroni Equipment in the World*Take Advantage of this Opportunity to See the **BEST** in Macaroni Machinery

Dott. Ingg. M., G.

Braibanti. c.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code UsedMILANO—Galleria del Corso, 2 (Italy)
Phone: 792-393 and 792-394**Complete Equipment—Machinery and Dryers for**
*Pasta Alimentare (Macaroni Products)*Batteries of rotating
drums for the con-
tinuous and auto-
matic drying of
short goods de-
signed for large
productions (Fava
patent).

Exclusive Sales Representatives for the United States

I. KALFUS CO., INC.

Est. 1905

100 Grand Street, New York 13, N. Y.

Phone Worth 4-6262/5—Cables KALBAKE

Under the technical supervision of

Mr. JOSEPH SANTITechnical Consultant for Sales, delegated
specially to the U.S.A. by the factory

- Estimates furnished freely, without any obligation for you. Complete Service for Repairs and Maintenance for Braibanti equipment.

- BRAIBANTI Spare Parts, permanently in stock.

1950 Convention Social Functions

Those who attended the 1950 convention of the macaroni industry, June 19-20, and their ladies, were well entertained.

Six allied firms entertained all the registrants and guests, while several others sponsored special affairs for invited friends.

The registration breakfast the morning of the first day made the work of the registration clerks much easier and the occasion made for more early morning pleasantries. The breakfast served in the West Lounge of the Edgewater Beach Hotel was sponsored by the Empire Box Corporation of Garfield, N. J., with President S. J. Klein as master host. As they entered the breakfast room, Mr. Klein saw to it that all guests were decorated, the ladies with corsages and the men with boutonnieres. Following the breakfast, enjoyed by 150 to 200 guests, two portable radio receivers were presented as door prizes to the lucky ones.

The reception and cocktail party on the evening of the first day, June 19, was sponsored by Buhler Brothers, Inc., New York City, in keeping with a practice of some years' standing. There was served an array of tasty tid-bits with a choice of several kinds of refreshments. O. R. Schmalzer, vice president, and his wife, were lovely hosts. Strollers provided the music that kept all in good spirit.

At 7:30 the guests retired to the Michigan Room, led by the musical strollers. There they enjoyed the delicious spaghetti buffet supper that all had been looking forward to. There was spaghetti with meatballs and some Italian delicacies, and wine. The host was the Rossotti Lithograph Corp. of North Bergen, with President Alfred Rossotti, Secretary Charles S. Rossotti, and Central District Manager, George S. Hubbard smiling a cheerful welcome.

The Early Birds' Breakfast the morning of the second day fully attained its purpose of getting the guests down early for the day's program. The durum millers who sponsored this affair saw to it that the ladies were entertained, too, and when all had eaten their fill a half dozen varied door prizes were distributed to the lucky ones.

As has been the custom for some years, the Clermont Machine Co. of Brooklyn sponsored a delightful reception and refreshments party. A line of six beautiful women of the convention were on the receiving line, pinning flowers on the guests as they entered. Strollers rendered enchanting music as the guests refreshed themselves. John Amato, general manager of the spon-

soring firm, was host.

To the music of the strollers, the guests, nearly 300 in number, marched to the grand ballroom where a fine roast beef dinner was served with the National Association as host. A four-piece band provided dinner music for dancing.

The dinner party closed with a most entertaining floor show of five varied and most entertaining acts. The show was a presentation of the Sidney J. Page Attractions, with the Consolidated Macaroni Machine Corp. of Brooklyn as host, as it has been doing for years. President Conrad Ambrette of

the host firm received the plaudits of the guests.

Dancing on the famous beach walk of the Edgewater Beach Hotel brought the convention entertainment program to a beautiful close.

There were several special affairs, including radio broadcasting and television shows enjoyed by the ladies, a special ladies' luncheon at noon Tuesday, June 20, sponsored by King Midas Flour Mills for invited ladies, a pizza feed and a number of open house parties each evening, all adding much for the enjoyment of the convention guests.

The Durum Millers' Educational Program

By Clara Gebbard Snyder,
Department of Foods and Nutrition,
Wheat Flour Institute

MACARONI manufacturers are to be congratulated on the program developed by the National Macaroni Institute. Plans for National Macaroni Week sound excellent. The publicity of the durum division of the Wheat Flour Institute will also tie in to this activity.

The durum millers' program for macaroni foods—now in its fifth year—continues to combine publicity and education.

At the January meeting of the macaroni manufacturers, a large flyer was distributed telling about this work. This summer we have another flyer for you. It is smaller, and it emphasizes chiefly one of our activities that has been growing rapidly. This is our work with the national school lunch program.

Because the school lunch program has grown so rapidly, those responsible for managing it feel the need of help and guidance. To get such help, many school lunch managers and supervisors attend special training schools and workshops. So much in demand are these short-courses that this year saw an increase of 300 per cent in the number of such schools over last year.

The travelling home economists for the Wheat Flour Institute have taken part in many of these short-courses in 45 states. They present illustrated lectures on how to cook and serve macaroni foods in the school. They pass along information about the economy, the versatility, the ease of preparing these foods. They provide tested recipes that use these durum wheat foods with the plentiful foods supplied

to participating schools by the federal government.

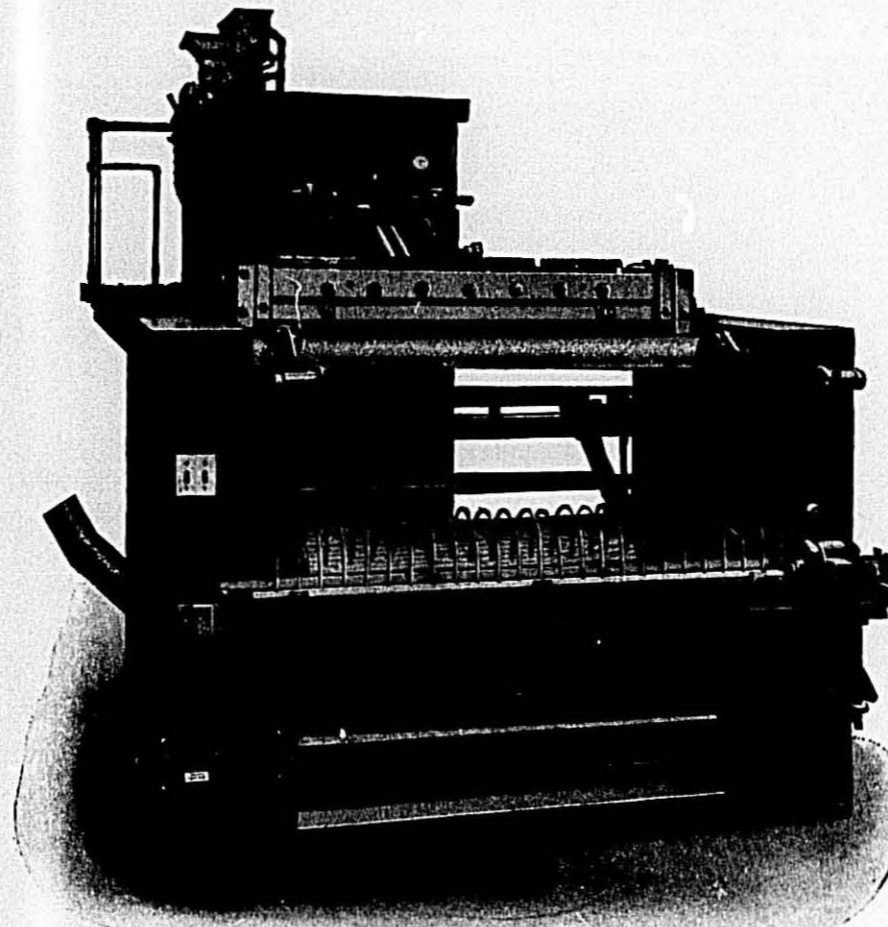
School lunch is big business. As of January 1, 1950, some 47,750 schools were taking part in the federal program. These schools were feeding almost 7,000,000 children each day. If each child eats only two ounces of a macaroni food per week, that means almost 32,000,000 pounds of macaroni in the school year. But in order for those foods to be served often and acceptably, recipes are needed that have been designed with the particular needs of the school lunch in mind. The durum division of Wheat Flour Institute has developed such recipes for macaroni, spaghetti, and noodles. The recipes have been made available to school lunch supervisors who in turn pass them along to the managers in the individual schools.

In addition to this service, each year the September and January issues of "Durum Wheat Notes" feature large quantity recipes, designed for school lunch. This bulletin now goes regularly to about 32,000 teachers, school lunch managers home service directors, extension leaders, 4-H leaders, and others.

Effective as written and printed words are, personal calls and face-to-face conversations are even more valuable. Such personal calls on educators and editors are the work of the traveling staff of the Wheat Flour Institute, and durum wheat foods share in the benefit of these personal calls all over the United States.

With the durum millers' program of publicity and education, and the macaroni manufacturers' program of publicity and merchandising, that up-sloping consumption line will not only continue to go up, but the degree of its rise should increase.

Consolidated Macaroni Machine Corp.



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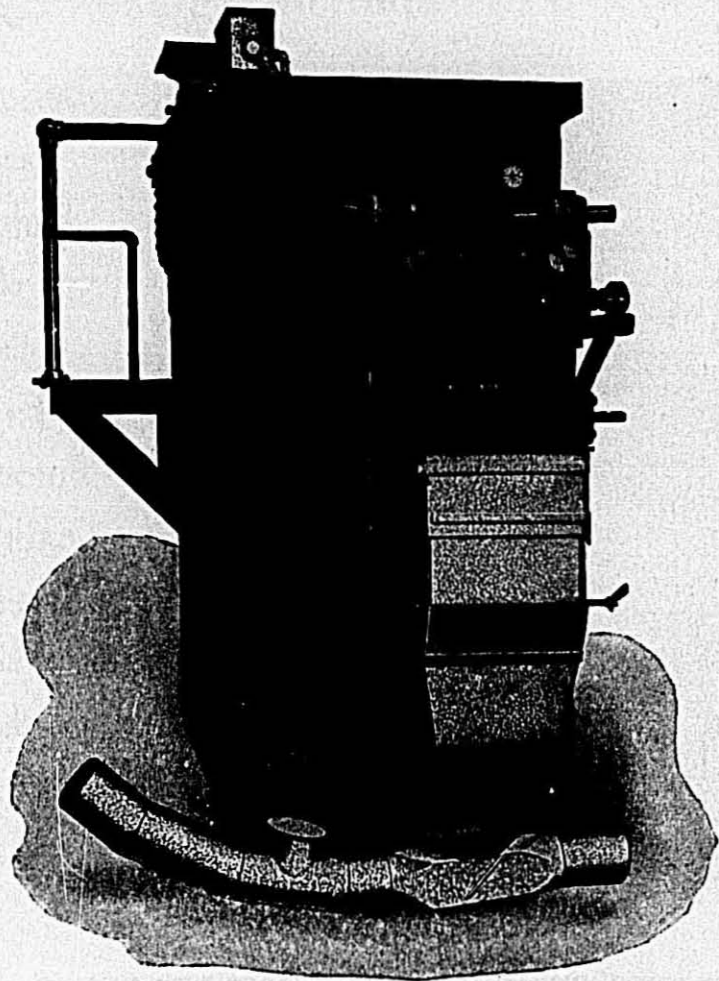
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Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

Designed for 24-hour continuous operation.

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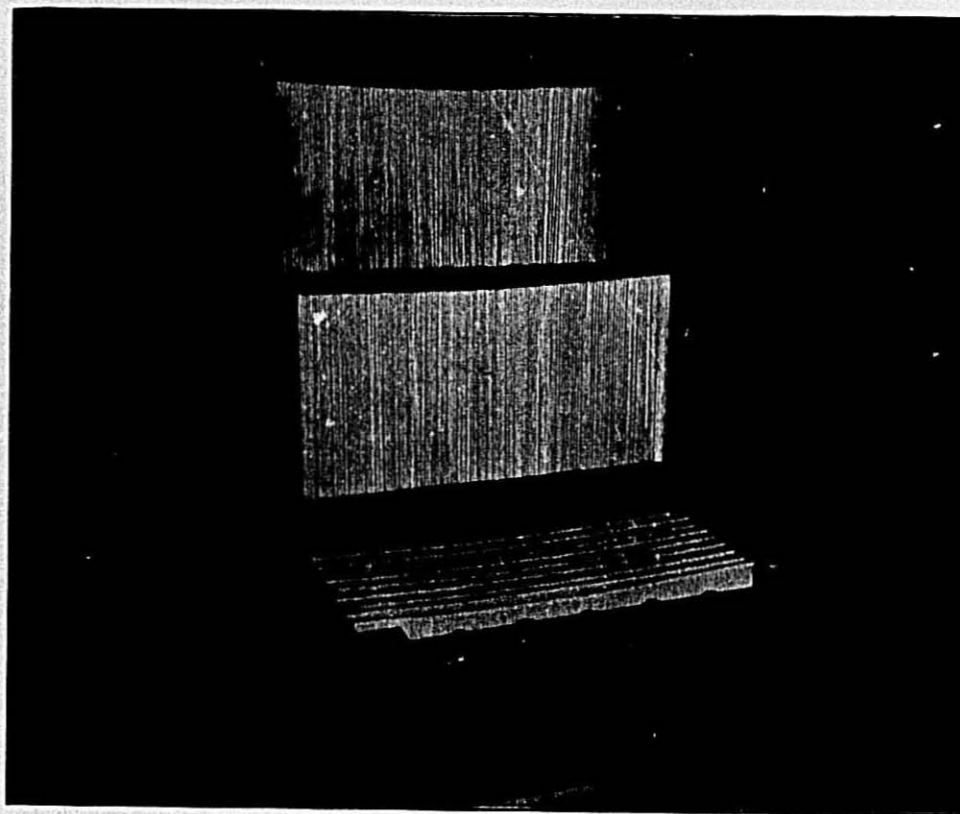
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After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

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Founded in 1909

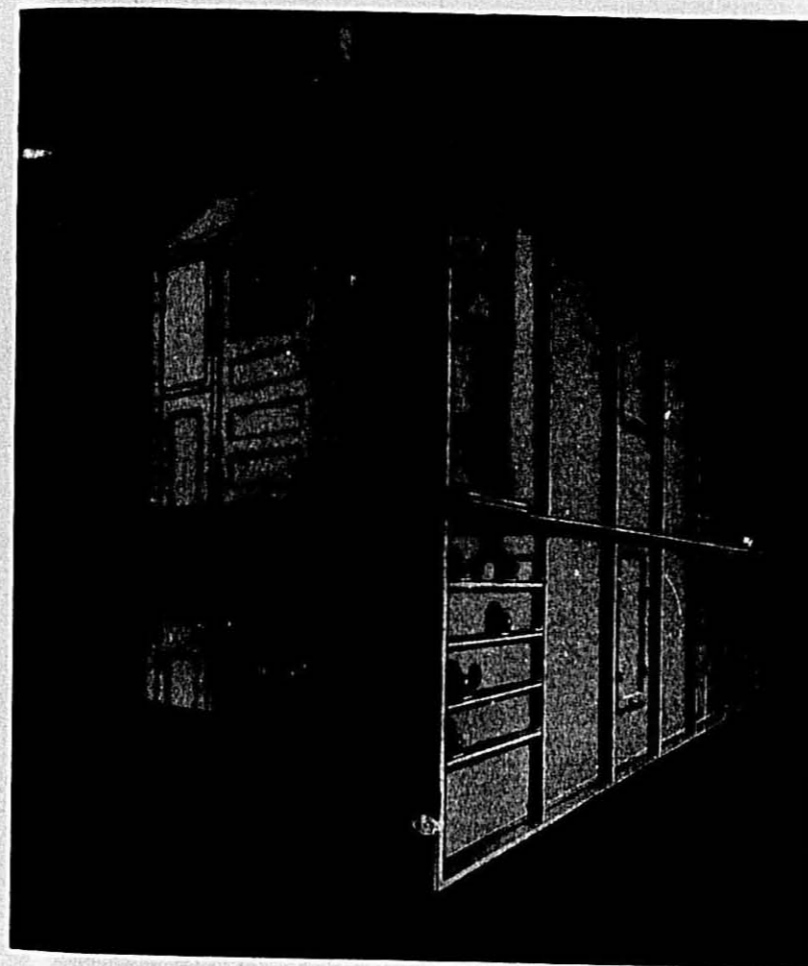
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MANAGEMENT, MACHINES AND MEN

by Glenn G. Hoskins

Industrial Consultant

YOUR program says that this is the 46th annual convention of the macaroni industry. Two years ago, one of our leading members celebrated 100 years of continuous operation in the United States. Some of you may have ancestors who were producing macaroni products when Balboa crossed the Isthmus of Panama. Within our time we have seen consumption increase nearly tenfold in this country. Surely we can assume that the future will reward those who have the ability to meet the changing conditions which will confront them.

A few weeks ago a very good friend sat with me in his office looking out over the East River and told how he used to dodge bowsprits of ships, extending over the street, as he went to the lead horse which furnished the power to his father's macaroni plant. A Yankee Clipper ship, the Flying Cloud, made her record run of 89 days around the Horn to California 10 years after that friend's father started his plant. While we talked, a DC-6 roared above New York's skyline to keep a dinner appointment in San Francisco.

Time and space have yielded to mechanical progress, yet the fundamental law of physics that "Two bodies of matter cannot occupy the same space at the same moment of time" is as true today as it was 100 years ago. The Flying Cloud may have carried macaroni to the California gold seekers. The DC-6 stewardess may have served a macaroni salad for lunch over Omaha. But, if the prospectors ate macaroni, they didn't have beans and you can be sure that the sweetheart of the airways did not serve rice or potatoes. When the hungry man fills that limited space with beans or potatoes he cannot also occupy it with macaroni or noodles. The investment in production facilities is justified only to the extent that no other food occupies that hungry space when it is time to eat.

The operation of any factory or department thereof involves management, materials, machines and men. You are management in the macaroni industry. The success of your enterprise depends upon your ability to select and direct the processing of materials. You must see that the machines in your plant are adapted to the process and are kept in good condition. Your operating employees must be properly trained and directed. Your sales force must be inspired and controlled.

These responsibilities are never ending. If you are a good manager, you

are training younger men to take your place, for, whether your ultimate reward be leisure from work or leisure to plan for bigger things you must give thought to succession of management.

You men have the power to keep this industry going forward or to start it irrevocably down hill. I honestly believe that under your management, there has been more real progress in the past ten years than in any other similar period, but I see indications that the industry is slipping into some of the practices which nearly wrecked it in the 1930's. You had the skill, courage and imagination to make the most of the relatively smooth sailing of the past ten years. Have you the determination and intestinal fortitude to win that race against time and space when the going is rough? Drawing upon experience gained in thirty-three years of service to this industry, I venture to say that you are right now in the middle of a storm with the glass still falling. Whether the ship goes on the rocks or rides through to another day of sunshine and blue skies depends upon you alone.

Materials are available to you in any required quantity and in a variety to fulfill any specifications. There are no shortages, except cellophane. Ability to select and pay for what you want is a measure of management. Your selection of materials will affect plant efficiency and influence sales. If you decide to use cheaper grades of flour, do you expect to hold your customer's interest? Will your packaging materials present your product to the consumer so favorably that she will use more macaroni and favor your brand? Will the price you get permit you to continue to select materials which will build your business or are diminishing margins forcing you to compromise with quality and consumer appeal?

Machines are used for just one thing—to save or assist labor. Behind every machine must be the controlling influence of men, and behind those men is management. Many of you have attended our Plant Operation Forums, where we have discussed modern machines and methods. We presented the facts, but only you can produce the results. The industry, as a whole, is in excellent shape as far as mechanical equipment is concerned.

There is no apparent handicap to achieving maximum efficiency in production that cannot be overcome by good management, if you are maintain-

ing profit margins that will enable you to own modern machines and to develop the type of subordinate management that will get the most out of your equipment, your materials and your men.

There are about 6,500 men and women working in macaroni plants. Three thousand of them were hired, assigned to a job, and left to learn the best way they could. I think it speaks well of the average macaroni plant worker that he performs as well as he does. As a class he rates along with the average, but can his managers "point with pride" to the things they have done to make him happier and more productive?

This is understandable. The industry has been made up of a large number of small units. There were 328 in 1939 and 226 in 1947. In 1947, only 52 plants had more than 50 employees. Over 100 plants went out of business in eight years. We believe another hundred will close in the next ten years. This means that the number of employees per average plant will increase—top management will get farther away from the workers, and subordinate management will have to cope with labor problems. It is up to you top managers to see that those subordinate managers are developed into capable executives. Give them a chance to perform. Help their development with advice and understanding. Create a spirit of teamwork among your key men. Make them want to work with you in an atmosphere of mutual confidence. Set standards of performance for them and for all employees and then see that those standards are maintained.

About 500,000 men and women have graduated from college this spring. About 50,000 of them have engineering degrees. The modernized macaroni plant is a highly technical machine that must be well-engineered to get the most efficient production and lower costs. It is my firm belief that any of the 52 plants with more than 50 employees could carefully select a young engineer from this year's class at a salary of from \$250 to \$300 per month and realize benefits far exceeding the cost, if the man did nothing but analyze methods and make suggestions to a manager willing to accept the good suggestions and not over-emphasize mistakes. At least another 50,000 young men received degrees in some phase of modern business management. An industrious, intelligent man trained in costs, modern office methods,

sales and advertising can be equally valuable if the manager will allow him to handle details that will give the manager more time for planning and directing. Such men are good raw material from which to shape future executives.

The management of the industry is in capable hands and I am not willing to concede second place to any industry, but I do not believe that there is enough attention being paid to training executives for the future. One basic criticism is the tendency to underrate the value of subordinate or non-owner management so that the industry does not attract young men of superior ability. If you want real executive talent, you must develop it in your own organization and whether the new managers will be hired men or owners there must be a good future, and that future can only be assured by having margins between cost and selling prices big enough to carry along such a training program.

Management problems become increasingly complex. Investment in plant equipment, inventories, and working capital per unit pound is probably more than double what it was ten years ago. Our semi-annual wage and hour survey as of May 1, 1950, shows an average male hourly rate of \$1.127 against \$.5676 in 1942. In the same period, female wages increased from \$.3968 to \$.8570. All wages rose from \$.5423 to \$1.074—an increase of 98%. Vacations, paid holidays, insurance, social security and other "fringe" payments add from 10 to 25% to these wages.

Modern machinery in the press room and continuous dryers have enabled management to keep the labor cost per pound at about the same level as in 1942 in the pressing and drying departments, but the cost of packing has gone up in almost direct ratio to increased wages for girls. Unfortunately, plant investment and depreciation costs have just about offset the labor savings resulting from new equipment, particularly in those plants where the new equipment is not utilized to full capacity.

The industry can produce 1,500,000,000 pounds per year with its present equipment. Our index indicated a domestic consumption in 1949 of 933,000,000 pounds, plus about 23,000,000 pounds exported. The index to date in 1950 is 134.4% compared to 140.6% in 1949 and 199.1% in 1948, when we exported nearly 30% of our capacity in the first six months. That extra 500,000,000 pounds in productive capacity is just another problem for management. We cannot depend on exports, so I believe our normal consumption can be considered about 40% higher than the average of the five pre-war years upon which our index is based. This means that we can produce 50% more macaroni and noodles

than the country will consume.

Overhead today is relatively higher, in relation to direct labor cost, than it was ten years ago, and overhead costs go up in almost direct proportion to loss in production.

The foregoing comments have dealt primarily with the production of macaroni and noodles. Technological

machines, and men will determine the degree of progress which can be expected in this industry.

Improvement in plant and equipment must come from profits. We cannot expect to continue to progress unless we are financially prepared to spend profits to meet modern technological progress. The production units which survive in the industry will have to be prepared to invest money to keep up with new improvements. Material and labor costs will probably increase. Therefore, the plant which cannot finance equipment to use quality materials in the most economical form and/or which cannot use new machines to reduce man-hours will fight a losing battle against food production costs, not only in the macaroni industry but in competition with all other foods.

Many of you remember, and should take a lesson from, what happened in the early thirties. Plant capacity was increased during World War I and, in the years immediately following, much of the profits of the roaring twenties went into plants and equipment. In a few cases, far-seeing management plowed back the profits into the field of consumer education.

Production dropped from 553,200,000 pounds in 1929 to 442,127,000 pounds in 1933. Per capita consumption was 4.5 pounds in 1929 and only 3.5 pounds in 1933. Yet 1931, 1932 and 1933 were the years when a cheap food like macaroni should have enjoyed its greatest demand.

At first, quality was maintained fairly well. Then prices got down so that it was a case of either chiseling on quality or selling below out-of-pocket cost. First, we blended flour with semolina, then just a little semolina was sprinkled in the flour. Many noodles' closest exposure to eggs was the picture on the box. We discovered that a durum second clear would stick together if we didn't use too high a percentage of regrinds. Prices dropped to where bulk was selling for 3c per pound and thousands of cases of package goods went to the jobber at 4c per pound, including freight. Buyers had a field day and played us all for suckers.

Then came the NRA. It brought some semblance of industry regulation. I honestly believe that it reversed a down-swing which would have permanently classed us as an unimportant part of the food industry. It is true that after NRA was outlawed, a few firms continued to produce poor quality and the price battle waged fiercely, but a few leaders had the courage to maintain a margin and spend it to build a brand franchise and consumption has steadily increased.

Men, this industry has been pretty good to you and me. During our time

(Continued on Page 55)



Glenn G. Hoskins

progress in this field has been more accelerated in the past ten years than in any similar period. There is an adequate supply of materials of top quality from which to choose. The plants are equipped with enough modern machines to produce more than current consumption. Labor costs are high, but the supply is ample and good managers are getting more work done per manhour than at any time in our history. Production-wise, the industry is infinitely better equipped to compete than at any time in the 100 years of existence in this country.

We have just completed our annual estimate for *Food Topics*, which estimates 1949 retail sales of macaroni and noodles at \$168,877,000. The probable value of all grocery store sales is \$22,000,000,000, of which macaroni products are .766%. *Chain Store Age* says .4%, but we think their estimate is low.

We realize that these figures are only estimates, but all estimates place macaroni products under 1% of total grocery sales. We figured macaroni and spaghetti at 18c and noodles at 28.3c per pound. An increase of 1c per pound in the manufacturer's price would not mean more than 1.5c to the consumer and with volume constant would not take more than 6c extra out of 100 food dollars. I feel sure you will accept the assumption that the consumer will not stop buying macaroni if prices are increased substantially.

Each 1c per pound would give over \$9,000,000 more margin for promotion and profits. The amount left over after payments for management, materials,

Win Consumer Acceptance Via Outstanding Recipes

by Miss Mayburn Koss, Women's Department, Sills Organization

THE main consideration in the women's department of the Sills' organization is to develop and place before the public outstanding macaroni recipes—the kind of recipes which will be completely successful the first time they are tried.

One thing is certain. If a homemaker is dissatisfied with a recipe in any way, she is not likely to try it again. On the other hand, if the recipe is easy to prepare, she will enjoy using it and will want to use it again. If the recipe is tasty and an immediate success with the family, they will demand that she use it again.

Every time we develop a recipe in our department, we have three objectives in mind. First, we hope that the recipe will strongly appeal to food editors and that it will be given a prominent spot on their food pages or programs. Secondly, we hope that every woman who sees or hears the recipe will try it. Thirdly, we hope that every woman who tries the recipe will like it and will repeat it often.

Going back to our first objective: if a recipe is to appeal strongly to an editor, it must show that it was prepared with the homemaker in mind as well as the product which is being publicized. It must also show that it was prepared with the special demands and limitations of newspaper space and radio time in mind.

Let's consider what an editor is up against. In the first place, she is rushed. She is on the telephone constantly answering questions about why the popovers won't pop, why the raised biscuits won't rise or something else. Between calls, she is trying to get copy together for tomorrow's food column or radio program.

In the morning, the mail comes in topped off with a stack of publicity releases from manufacturers and agencies throughout the country. She looks them over quickly because she knows that tomorrow there will be another stack of releases. She knows, too, that her allotment of space is far too small for her to use more than a small fraction of the good offerings that come to her.

Quickly, she weeds out those that sound weirdly impractical and those that are just plain dull and uninteresting. The others she sets aside—some enthusiastically for immediate use—a few she may set aside for future use—the others must go into her wastebasket along with the first and worst discards.

In order to be among the chosen few recipe releases for immediate use, our macaroni recipes must offer something of value to the homemaker—perhaps a slightly different twist or a better way of making a dish she already knows.

Novelty is not the answer. The recipe must be soundly practical from the homemaker's point of view. It must not be too expensive, too elaborate or too exotically different. It must not require special supplies, special equipment or special skills which the run-of-the-mill homemaker does not have.

Getting an idea which lives up to all those musts is not merely a matter of thumbing through a cookbook. Constant testing, retesting and research is needed to come up with recipe ideas which will have wide acceptance.

Once we have a recipe idea worth talking about, we go ahead with plans for dramatizing it. We dramatize our recipes by means of photographs, inviting titles and brief descriptive copy.

We make our photographs suggest action even though they are still life pictures. We keep the backgrounds simple so that all the attention will be centered on the macaroni dish. We work with sharp contrasts in tones of blacks, grays and whites—not only for the sake of good dramatic effects, but for the sake of good reproduction also.

Each photograph is released with a short descriptive caption which is attached to the photograph. The lead paragraph for the recipe is also brief and to the point. We avoid meaningless phrases and lengthy copy which tend to lead readers away from, rather than to, the recipe.

After the photograph is taken and the copy is written, our next consideration is the title of the recipe. Generally speaking, the title should give some clue as to what can be expected in the dish. In naming the recipe which appears on page 8 in the booklet you have in your hands, we could have given the recipe a name such as "Baked Caserole." This, however, would have been a mere label—an uninteresting name which gives little clue as to what to expect. The name it was given "Tomato-topped Macaroni," tells something definite and interesting about the recipe.

In writing the recipe itself, we try to visualize the user of the recipe. We assume that she is inexperienced and proceed to write the recipe in the clearest possible way to avoid all chance for error. We list the ingredients, with their measurements, in the order they are to be used or handled. Then, we

give the directions in the best possible order to avoid complicated procedures and unnecessary dish washing.

We do not want our readers to encounter the difficulties of the young southern bride who was trying one of her mammy's tried and true recipes for molasses cookies. She was getting along fine until she came to the part of the recipe which called for "two clucks of molasses."

The next time she returned to her home in the South she asked her mammy what she meant by "two clucks of molasses."

"Why honey chile," she said, "that's simple. You just take the jug of molasses, lift it over your shoulder and pour. When it clucks twice, that's enough."

In addition to being technically correct, we know our recipes are tasty. Before any recipe is released from our kitchen, it has gone through the critical test of our taste panel. The recipe is judged as to appearance, flavor, texture and general acceptance. Our taste panel is made up of the entire New York staff, visiting food editors and other guests who happen to be in the office. By obtaining the opinions of persons not technically trained, we feel we are better able to develop the kind of recipes which have the greatest popularity.

During the past year we have developed and released hundreds of macaroni recipes. To show the importance of each and every one of the recipes, let's consider just one of them. The recipe for Spaghetti with Bordelaise Sauce, which appears on page 13 in your booklets, was placed with Gaynor Maddox of the NEA Syndicate. It appeared in 800 newspapers with a readership of over 25 million people. In only one million, of 1/25th, of those people used the recipe, that would mean the sale of 500,000 pounds of spaghetti. Because the recipe is an excellent one, it will be repeated and it will be passed on to friends and relatives. The result, of course, will be additional sales of spaghetti.

Right now, our home economist is developing more recipes for immediate use and for National Macaroni Week. These recipes will be placed with newspaper, magazine, syndicate, radio and television food editors throughout the country. With this continuing effort, I am certain that we can look forward to the time when macaroni products will be on every table in the nation at least once a week.



Nowadays, famous sluggers like Joe DiMaggio and Ted Williams command a salary larger than that of the President of the United States. But it's amusing to recall the greatest batting champion of them all hardly was paid his weight in gold.

Back in the season of 1894, Hugh Duffy, a sensational outfielder with the Boston Red Sox performed the most incredible batting feat in all baseball history. He won the batting championship with an average of .438. No baseball player in major league history has ever come close to this astounding batting mark. So, puffed up with his achievement, Hugh Duffy went to the club owner and demanded a raise in salary, as befitting a great slugger. But the wily club owner persuaded him to accept the captaincy of the Boston team in lieu of a raise in salary. Now, as the captain of the team, at the end of each game, Hugh Duffy had to collect the equipment used in the game. If there was a bat or ball missing, Hugh Duffy was stuck for it.

He had to pay for the loss out of his own meagre salary. Well, it didn't take Hugh Duffy long to smarten up. So, he returned to the club owner and demanded a substantial raise in salary. He got it. The raise in salary he received for creating his .438 batting mark which to this day stands unequalled—was exactly twelve dollars and fifty cents a month!

How times have changed! There's no question of "champ or chump?" nowadays... top performance pays off today in macaroni foods manufacturing as well as baseball. That's why wise manufacturers rely on Commander-Larabee Durum products. They know from experience that they can count on uniform results... results that will pay off for them in quality products, more sales, more profit! It will pay off for you too... check with your Commander-Larabee representative about the Commander-Larabee Durum product that best suits your needs.



WHEN PERFORMANCE COUNTS...

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Sales Ideas From The Distributor's Viewpoint

by Emmett Martin

Secretary, National Food
Distributors Association

WITH at least 80 per cent of all truck distributors handling, selling, and merchandising macaroni, it is very obvious that this item is of top importance to the members of the National Food Distributors' Association. Today my remarks will consist of direct quotations of the current thinking of four representative National Food Distributors' Association members on the subject of sales ideas for macaroni.

According to member number one: 1. Sales are good slightly above normal. 2. Manufacturers have had trouble getting cellophane. 3. Sales in cello are way ahead of the more old fashioned packages. 4. New angles on displaying.

I believe that it would improve sales if spaghetti could be displayed with a few cans of spaghetti sauce and grated cheese in sauce display; also macaroni display would show fine old sharp cheese. There are a lot of housewives who buy Chateau, Pabstette, Velveeta, and cheese foods to cook with macaroni, and you know they should use the best aged cheddar cheese obtainable.

5. Specialized sales can only be made by the truck distributor. His stock is fresh, does not lay around a wholesale grocery warehouse. Our distributors serve trade often.

6. Price is reasonable in comparison with any kind of meat.

7. On account of the bulkiness of this product, a distributor should have a good fair margin of profit. When I lived in Omaha, Nebraska, in 1912, there was a company, (Skinner Mfg. Co.) that used a slogan "Don't Eat Meat That's Tough and Bony, Eat Skinner's Macaroni." I have never forgotten that slogan.

Member number two offers these telegraphic thoughts

1. Not enough publicity by the manufacturer as to many ways to use their products. 2. Most have too dead looking packages. 3. Very little if any incentive for wagon jobbers for the extra services he renders.

Member number three offers this:

1. We find these items selling a little ahead of last year. 2. We have not been short of cellophane on any of our products as yet, but salesmen calling on us say this item is being pinched. 3. Some manufacturers using cellophane are talking about a probable switch to some other means of packaging in case of cellophane shortage. 4. Macaroni products is a good,

wholesome food and there seems to be an increased consumer demand for this item. 5. This food is economical as well as wholesome, thus it merits all the advertising it can get. 6. Spaghetti can be served to advantage at least once a day. There are so many ways to serve it. It can be used in place of potatoes and also in place of bread. 7. Macaroni products, being reasonably priced, give the jobbers and dealers a reasonable profit. Cans and packages of spaghetti and macaroni can be displayed on the counters alongside canned tomatoes. The live grocer can print signs reading, "Serve these wholesome foods with leftovers." "Good with cold and hot dishes alike—economical."

Member number four offers this from a rich merchandising and distributor experience.

1. Where the displays are ample and in mass, the movement of these products has definitely shown a marked increase. Perhaps it is due to the inflationary levels of meats and other high priced items, but whatever the reason, the volume is up. 2. The pinch in cellophane is going to prove a serious handicap, should it persist or become aggravated for some reason. Buyers still like to fondle the transparent cellophane packages. Throw it into the shopping bag, and be on their way. The polyethylen, in spite of the fact it has gained more in transparency, is not proving of as much caliber as was originally assumed, even though



"Do you still think 'change' is such a magic word?"

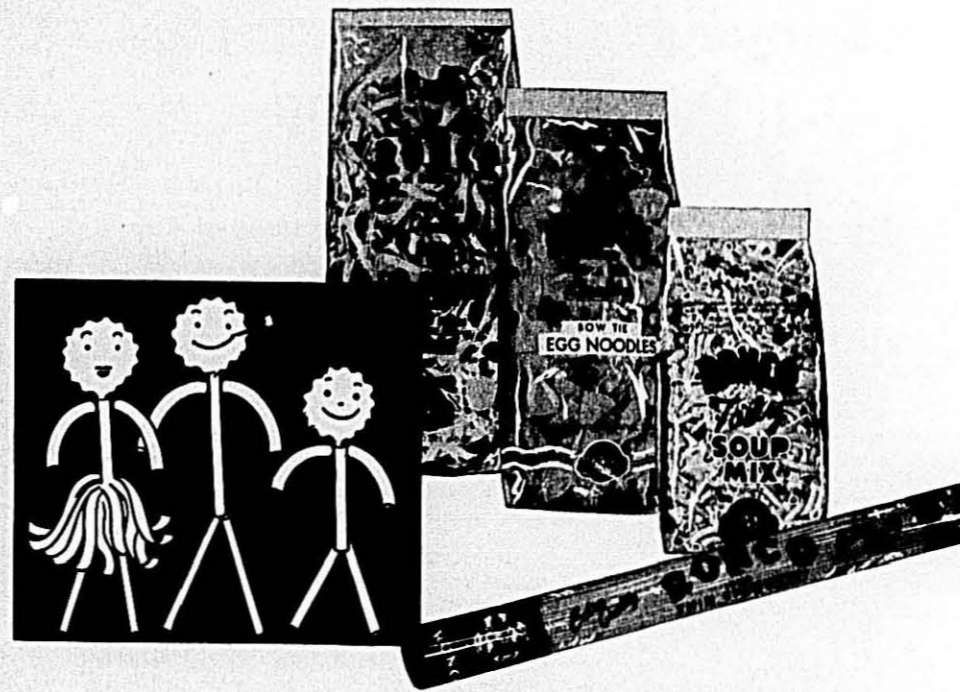
the keeping qualities are greatly enhanced. As it stands today, there is nothing on the horizon that will displace cellophane.

3. From a simple merchandising standpoint, it has been found that special displays of one particular item away from the general shelves and the general line, will greatly accelerate the movement. That, of course, requires special attention and special handling but is invariably worthy of the effort.

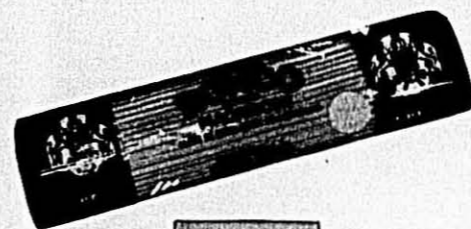
4. The tendency of some manufacturers to answer falling volume by price concessions is, in my opinion, utterly fallacious, both to the manufacturer and to the distributor or retailer. It is a well known fact that the syndicates are working hard on the candy industry to get them to put a floor on prices because the weighing out of ounces at a dime or fifteen cents is not to be compared with the old wage scale when such an operation was profitable. The syndicates are resorting more and more to merchandising the types of candy that carry a high dollar volume. It is of necessity true of every other type of outlet, with another threat of an inflationary spiral that is liable to lift prices between three per cent and five per cent. The answer definitely lies along intensive merchandising efforts, rather than a reduction of prices. While percentages cannot be deposited to a bank account, they nevertheless reflect the marginal danger below which no business can successfully operate.

5. The most recent Dun and Bradstreet survey indicates a general rise in the third quarter of 1950 over the same period of 1949. While some people are inclined to doubt the reality of the boom, it is nevertheless here, and since the basic industries are finding it difficult to meet the demand, it is not unrealistic to look forward to an excellent food business for the foreseeable future. On the other hand, one must not overlook the productivity of the food industry and the ensuing competitive situation. It, therefore, simmers itself down to the good old fashioned problem of hard work, perseverance and consistency of action and the results will come of themselves.

In concluding, I would like to point out that, since impulse sales are of such demonstrated importance today, no favorable element of packaging or point of sale display possible should be left out in the presentation of delicious, nutritious and economical macaroni to the American public.



well dressed family wears Milprint packages



Look how a family of packages, all sporting the same application of design and color, can dominate the display of any macaroni products department.

Macaroni manufacturers have learned that strong family resemblance strengthens the attention value and sales appeal of each individual product. And, while noodles and macaroni require different types of packages, Milprint knows how to build in family resemblance so that your products get the call at point of sale.

No other source offers so wide a range of packaging materials and printing processes. Call your local Milprint man for profitable packaging suggestions, or write for samples today.

Everything at One Stop—That's Milprint "Follow Through" Service. Here's where your point of sale pieces, car cards, booklets and all printed promotional material are created and printed at one stop. Saves time and money for you.

Milprint INC
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

GENERAL OFFICES, MILWAUKEE, WISCONSIN
SALES OFFICES IN PRINCIPAL CITIES

Sales Thoughts On Proper Packaging

By George S. Hubbard, Central District Manager
Rossotti Lithograph Corp.

MUCH has been written and much has been said about the need for a good package and what makes the package good. But all too often the manufacturer who appreciates the need for the right type of package still does not sufficiently evaluate and utilize the full benefits from the sales package. Actually, if you wish your package to sell your product, you and the members of your organization must learn to sell the package itself. The good sales package represents a part of your production and selling expense. It must therefore not be presented to the salesmen, the distributors, and the buyers in a casual, off-hand or, even worse, in an unintelligent manner. All these important personal cogs in that final retail sale must be made vitally aware that the package itself is an integral part of every sale they make. While it is true that each of these cogs, like yourselves, knows that these days even the best product, to sell, must have the best packaging, yet it is nevertheless true that too often these individuals are not in a position to properly appraise the successful sales package. Throughout my talk this afternoon I would like to offer some concrete means and principles by which you can utilize the fullest benefit from your package investment.

First of all, to sell your package you must truly learn to buy your package. As I see it, the safe way to choose your package is to act in the following way.

1. Select the most competent, experienced designer and manufacturer. (Nowadays, the designer and manufacturer may be separate or one. But for the convenient purpose of my remarks I refer to either or both as "suppliers").

2. Give that supplier a clear picture of your own basic production and sales policies.

3. Give him the latitude to fit a package to your needs.

Let's chat about these basic actions one by one.

First, the selection of the supplier. This is all-important to you. I can safely say without showing any competitive spirit whatsoever, that the quality and abilities of the various packaging people who can serve you greatly vary. Actually, the gamut runs from that irresponsible type of producer who slaps your packages into his production schedule, come willy come nilly, to that advanced, modern type of organization that has evolved its service to embrace engineering and creative knowledge with brilliant re-

production that results in the dynamic package. In your field of producing the best macaroni products, you go to the best farmers for your purpose, you go to the best millers for your purpose and, for that three-point landing in sales, you must also go to the best producer of packages for your purpose. This selection of the best producer of packages is so vital that I urge you to analyze them and make your selection with the utmost care. Here are some simple clues to guide you in making your selection:

1. Does the supplier have case histories to prove previous package performance? 2. Is his productive and creative sense both practical and visionary? 3. Does the supplier have the basic sense of fitting a package to your particular needs?

These three points will give you a quite accurate measurement. If the supplier has previously performed with good results in your field or another field, it's an indication that his approach to designing and producing packages is sound and likely of results. He must be visionary enough to capture the housewife's imagination, but practical enough to keep your costs within the warranted quota. Finally, if he conveys to you the feeling that he knows what your general marketing problems are, it's a pretty good cinch that he has the knowledge to hand you the package tailored to your own merchandising needs.

You will recall that the second basic factor in choosing and buying your package was that of giving the supplier chosen by you a clear picture of your own fundamental production and sales policies. This factor is self evident and needs little explanation or amplification on my part. Certainly it is just good common business, or horse sense, for you to determine your own fundamental policies. It is not the supplier's province to dictate these matters to you, unless he should discover some glaring lack or error. Naturally the good packaging company is, by its very nature, going to be at hand to work out any particular sales problems with you, but your basic production and sales problems should remain your own determination. This would be even more true of those of you who draw upon the services of Mr. Hoskins and the various advertising agencies.

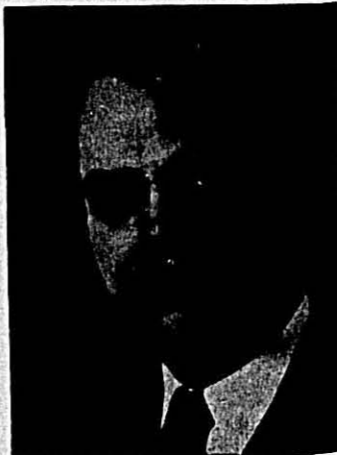
Keep in mind, however, that before

the supplier begins serving you, it is most necessary that you completely familiarize him with these fundamental problems and programs. Let him know, not only your present policies, but how you intend to expand or modify them in the future—and don't be afraid to give him confidential data. For instance—if you plan to explore a new market with a new item, let the manufacturer have all the facts. Without them the package he gives you may not have the punch needed for such a situation. If you've chosen the right supplier, he will unquestionably keep your secret until you yourself release it with your retail display.

The third factor in choosing the right package is a mighty important one. It is the factor of giving the supplier the necessary latitude to fit a package to your needs. I have been amazed in my own sales work throughout the food industry generally to discover, not once but many times, that the personal whims and tastes of the packaging buyer have, more than anything else, been the cause of making what should be a powerful sales package a limited or ineffective one. Sometimes these personal whims and tastes are so insistently imposed as to make the package a total failure.

A shocking example occurred some months ago. A national grocery concern had handed to me and my organization their entire business, rep-

(Continued on Page 53)



Mr. Hubbard

COMMITTEE ON RESOLUTIONS

WE, your committee on Convention Resolutions, having observed the many things prepared and presented to the end that the 1950 conference of the macaroni-noodle industry is an outstanding success as a business undertaking and its social functions for the enlightenment and pleasure of all who constitute this memorable gathering, beg leave to submit the following resolutions for your serious consideration

Report of Nominating Committee

To the Officers and Members, NMMA

Having in mind the general welfare of the Association and noting the requirements of our by-laws as amended to enlarge the Board of Directors, we respectfully submit the names of candidates whom we feel are willing and qualified to serve the organization nationally and in their respective Regions.

Region No. 1

JOSEPH PELLEGRINO Prince Macaroni Mfg. Co. Lowell, Mass.

Region No. 2

SAMUEL ARENA V. Arena & Sons Norristown, Pa.
EMANUELE RONZONI, JR. Ronzoni Macaroni Co. Long Island City, N. Y.

C. W. WOLFE Megs Macaroni Co. Harrisburg, Pa.

Region No. 3

ALFRED E. ROSSI Procino & Rossi, Inc. Auburn, N. Y.

Region No. 4

CARL D'AMICO D'Amico Macaroni Co. Steger, Ill.
A. IRVING GRASS I. J. Grass Noodle Co. Chicago, Ill.

Region No. 5

PETER J. VIVIANO Delmonico Foods, Inc. Louisville, Ky.
THOMAS A. CUNEO Ronco Foods, Inc. Memphis, Tenn.

Region No. 6

J. HARRY DIAMOND Gooch Food Products Co. Lincoln, Nebr.

Region No. 7

EDWARD D. DEROCCO San Diego Macaroni Mfg. Co. San Diego, Calif.

Region No. 8

GUIDO P. MERLINO Mission Macaroni Co. Seattle, Wash.

Region No. 9

WALTER F. VILLAUME Minnesota Macaroni Co. St. Paul, Minn.

Region No. 10

VINCENT DE DOMENICO Golden Grain Macaroni Co. San Francisco, Cal.

Region No. 11

JOHN LANERI Fort Worth Macaroni Co. Ft. Worth, Tex.

At-Large

PETER LA ROSA V. La Rosa & Sons Brooklyn, N. Y.
C. F. MUELLER C. F. Mueller Co. Jersey City, N. J.
ALBERT RAVARINO Ravarino & Freschi, Inc. St. Louis, Mo.
MAURICE L. RYAN Quality Macaroni Co. St. Paul, Minn.
LOYD E. SKINNER Skinner Mfg. Co. Omaha, Nebr.
JERRY TUJAGUE National Food Products Co. New Orleans, La.
LOUIS S. VAGNINO American Beauty Macaroni Co. St. Louis, Mo.
ALBERT S. WEISS Weiss Noodle Co. Cleveland, Ohio
ROBERT S. WILLIAMS Robert Williams Foods Los Angeles, Cal.
JOHN P. ZEREGA, JR. A. Zerega's Sons, Inc. Brooklyn, N. Y.

Respectfully submitted,
Joseph Giordano, (Chairman)
John Laneri
V. C. Hathaway
Henry D. Rossi, Sr.
William Freschi
Robert S. Williams
Samuel Arena

(Action) Recommendation approved and candidates unanimously elected for the June 20, 1950, to June 30, 1951, term.

1. RESOLVED, that we express our thanks to the galaxy of fine speakers who spoke so interestingly on the subjects assigned them, including Theodore R. Sills, public relations counsel; Mrs. Clara Gebhard Snyder, director, Durum Millers Educational Program; J. M. Waber, Amber Milling Co.; Jay C. O'Dell, Mid-Continent Food Products; J. Carl Dawson, sanitation consultant; Glenn G. Hoskins, industrial consultant; Gordon W. Hostetter, National Labor-Management Foundation; B. Franklin Bills, B. Franklin Bills & Associates; Emmett J. Martin, National Food Distributors Association; Claude H. Webster, Kroger Co.; Martin J. Harding, Harding Restaurants; A. G. Bishop, Ruthrauff & Ragan, Inc.; George S. Hubbard, Rossotti Lithograph Corp.; Roy E. Hanson, Milprint, Inc.

2. RESOLVED, that we commend the able and appreciated service of the officers and directors of the N.M.M.A., throughout the year, their management of the several beneficial regional meetings and their conduct of the affairs of this most inspiring and beneficial annual and winter conference, under the able leadership of President C. L. Norris and his faithful supporters.

3. RESOLVED, that we compliment the paid executives—Robert M. Green, secretary-treasurer and director of public relations; Benjamin R. Jacobs, director of research and Washington representative, and M. J. Donna, secretary emeritus and Journal editor, for jobs well done.

4. RESOLVED, that the social functions sponsored by the allied, planned and supervised by M. J. Donna, secretary emeritus, were most pleasing satisfying and truly appreciated, namely:

1. The Registration Breakfast—Empire Box Corp.

2. The Cocktail Party—Buhler Brothers, Inc.

3. The Spaghetti Buffet Supper—Rossotti Lithograph Corp.

4. The Early Birds' Breakfast—The Durum Millers.

5. The Cocktail Party—Clermont Machine Co.

6. The Floor Show—Consolidated Macaroni Machine Corp.

5. RESOLVED, that we extend to our retiring president, C. L. (Bud) Norris, the sincere thanks of the Association and his many other warm friends in the industry for his devotion and fine leadership during the past two years, an exceptional example of how the affairs of our organization should be handled to win for one's self the

(Continued on Page 55)

CAPITALIZING On Cleanliness

by J. Carl Dawson, Preventive Sanitation Consultant

I am going to introduce my subject by asking you a series of questions, then answering them, as I see them, with the hope that these questions and answers will stimulate your thinking on the subject, and will result in a lively discussion which will be of benefit to all of us. I have often wondered if very many people in the food processing industry have asked themselves:

"Is the food industry as a whole ignoring its most potent tool for increasing the total per capita consumption of processed foods by failing to *capitalize on Cleanliness?*"

Did you ever ask yourself:

"What is the average consumer's impression of Sanitation in the Food Processing Industry?"

"Does there exist a doubt or question in his or her mind which may make him or her hesitate to pick up your product in the store?"

"Is there a tendency on the part of the consumer to leave certain products alone, or to make them in the home, instead of buying them finished ready to eat, or partially processed, thus requiring a minimum of effort by the home maker?"

My friends and acquaintances are always curious as to how I make a living. When I take time to explain my job as a preventive food plant sanitation consultant, I frequently find it necessary to rise to the defense of the food industry. This sort of thing was particularly illustrated not long ago while I was getting a hair-cut in a crowded barbershop in my home community. The barber remarked that he had been cutting hair for some time and had often wondered what I did for a living. I briefly explained my work to him, after which several people in the shop volunteered their experiences in working with the food industry.

One fellow had unloaded flour for one of the largest bakery organizations of the country, and told of taking the flour off the car floor, bagging it and taking it to the bakery, and wondering what they did with it. Another fellow had worked for a jelly and preserving company and told of some unpalatable things which were caught in a certain screen which was a part of their equipment. Another fellow in his earlier days, worked in a candy factory, and made some disparaging remarks. They all seemed to feel that my kind of service was badly needed by food processors. All of these folks were

talking of twenty years ago or more, and the only person present who had something good to say for the food industry was myself.

It is a peculiar thing about human nature that we remember the bad and take the good as a matter of course. The instances cited by those fellows in the barber shop were isolated instances and tended to create an impression much worse than actual facts. In the last twenty years the food industry has made tremendous strides in sanitation, and things which were told about what went on twenty years ago are not generally true today; yet those old impressions are still in the minds of those people, are retold to others, and affect the buying habits of the public today.

"What are you, as members of the vast food industry of this country doing about this situation?"

So far as I can see—very little. It is true that sanitation conditions in the entire industry have been greatly improved, and that there exist many plants today in which very little real criticism can be made concerning their sanitation.

"Sanitation" seems to be a naughty word which must not be mentioned. An excellent public relations practice is that of having plant tours, and yet in connection with plant tours, I have never seen a leaflet or folder on the plant's sanitation given to the public. There are a few food processors who have advertised in food trade magazines concerning their plant sanitation, but this is directed to their customer, who is also a food processor. So far as the ultimate consumer is concerned, the subject is apparently unmentionable. Your own employees are an important advertising medium for the sanitation condition of your plant. Are all of your employees thoroughly informed concerning your plant sanitation? Do all new employees get an outline of what is expected of them in the field of sanitary work habits? If your employees are sanitation conscious, they are going to tell their friends about it, and your firm and the food industry as a whole is going to get some new customers who are loyal and dependable customers.

Food associations are today spending large amounts of their funds toward advertising and promotion of their particular type product in a collective effort to increase the per capita consumption of their product. These cam-

paigns are directed toward influencing the public mind in the direction of the particular type of food manufactured by the association members. I am sure that they impress the buyer, and that they are very valuable to the industry; I cannot help but wonder, however, as I watch such programs in progress, if there are not many opportunities to impress both the buying public and the less progressive members of your industry simultaneously by emphasizing certain acceptable phases of good plant Sanitation in connection with such promotion.

There is a tendency to regard sanitation as too delicate a subject for discussion, and therefore unmentionable. I submit to you that it is a subject which can be brought into the open and discussed in a highly acceptable manner. There seems to be fear of inferences in discussing the subject. Pasteurization, for example, infers that milk may not be wholesome, yet, how many dairy trucks do you see without a reference to pasteurization on them? My little daughter went through a dairy tour last winter, and I am afraid that while she visits her grandparents farm this summer, it will be necessary to send along a pasteurizer and a homogenizer before that farm cow's milk is going to be acceptable.

A considerable segment of the food industry today maintains sanitation standards considerably in excess of the housewife. They do some things for example which the housewife cannot do, such as the regular analyses of all of their raw materials for extraneous matter. They do a better job of cleaning their plant than the housewife does of cleaning her kitchen, as exemplified by cleanliness behind, under, and over various objects and machines. If you don't believe so, just look at a highly sanitary food plant and compare it to what's under and behind the stove and refrigerator and hidden in the cupboards of the average home. How many housewives are capable of determining insect infestation in dry food products they use. You, with your organized sanitation program, have the know-how for this job, and automatic machinery which checks for you. Yes, the food plant with a well organized and directed sanitation program maintain sanitation standards above that of the better class of housewife.

You who have a good directed plant

(Continued on Page 54)

Take the Squeeze off the Egg

Hens are laying more large eggs than they did 20 years ago. As a result, the larger eggs are overcrowding the cases that were designed to provide a snug fit for the eggs of the earlier time. Eggs are one commodity that cannot stand overcrowding as they move to market. As the egg supply has come to include an increasing proportion of these slightly oversize eggs, breakage has been increasing. This has meant loss to dealers and shippers and claims for damage in transportation.

One result of this situation, says the U. S. Department of Agriculture, has been a series of studies and tests under the Research and Marketing Act. More than a score of agencies and associations (representing many thousands of individuals) have cooperated with the poultry branch of the Production and Marketing Administration. The effort has been to find the most practical method of making changes in packing and shipping equipment and methods and containers to reduce the damage by breakage—changes that will not at the same time increase costs by more than the savings in breakage.

Eggs are shipped in standard cases of two compartments. Each compartment includes five layers of eggs,

in fillers that hold 36 eggs each, separated by flats that provide cupped bases on which the eggs rest. Thus a case includes 30 dozen, 360 eggs. If the six by six design of the fillers is changed to five by five, it means a reduction to 250 eggs in five layers, or to 200 eggs in four layers of the standard case. This type of filler is now used for shipping jumbo eggs and duck and turkey eggs. But tests showed that such fillers would not prevent breakage for they would allow space for eggs to jostle around and crack.

The upshot of the tests indicated that, for the present, the problem can be met most satisfactorily and economically by trifling changes in the fillers and flats to give slightly more space (1/64 inch) in width in each filler space, and by a redesign of the separating sheets or flats which will allow about 1/32 inch increase in the lengthwise space for the eggs. This change, the study concludes, would result in adequate space for a considerably larger proportion of the larger eggs in the run-of-the-market supply.

To provide space in the cases for the slightly higher packing material, it will be necessary to increase the inside height of the cases from 12 3/4 inches to 13 inches. But this will not interfere disastrously with the long time methods developed for loading trucks and railroad cars with the standardized

egg cases. If egg dimensions continue to increase, the problem will recur.

Highway Blues

Motoring vacationists pay two hundred twelve million dollars a year in gas taxes.

According to the American Automobile Assoc., the average vacationist drives 2,500 miles and averages 15 miles to the gallon. That means 166 gallons of gas and on this gas he pays a national average of 6.4 cents per gallon . . . or \$10.62 in gasoline taxes to both state and federal governments. This is 25 per cent of the price per gallon.

Since an average summer sees 20 million vacation autos on the road, this average gasoline payment amounts to \$212 million. The motorist also pays a federal tax of 1 1/2¢ a quart for oil. If he buys a new tire or tube he pays a hidden federal manufacturer's excise tax of \$1.47. On auto parts he pays five per cent excise tax.

The average citizen works three months out of the year just to pay his taxes. For example, the \$3,000 a year married man with two children pays about \$750 in taxes, most of it hidden in the things he buys because his direct taxes are low. The \$5,000 a year man on the same basis pays \$1,250 in taxes, and the \$10,000 a year man \$2,500.

The Digest.



THE HOMEMAKER IS SELECTIVE
IN THE BRAND OF
MACARONI SHE BUYS

Capital durum products are laboratory controlled to assure you of color-perfect macaroni, spaghetti or noodles with real sales appeal. The dependable uniformity of Capital products means macaroni with improved cooking qualities and superior flavor.

Remember, the market's there . . . waiting for you. Your Capital representative wants to help you capture your full share. He's a mighty good man to know.

CAPITAL FLOUR MILLS

SAINT PAUL, MINN. — BALDWINVILLE, N.Y.
DIVISION OF
INTERNATIONAL MACARONI COMPANY, GENERAL OFFICES
MINNEAPOLIS, MINN.

SERVING YOU FROM TWO CONVENIENT LOCATIONS



Stepping Up The Tempo Of Your Business

by B. Franklin Bills

B. Franklin Bills and Associates
Sales Consultants

IN respect, gentlemen, to "Stepping Up the Tempo of Your Business," which was my subject, I am sure that all of you will agree that the safest and surest way to effect this increase in tempo is to effect an increase in your sales.

By that I do not mean go after each other's business, but go after more of the consumer's dollar. Get the grocers and get the housewives to recognize that macaroni, in whatever form supplied, is entitled to more space on the shelves of the grocers, and more space on the tables of the housewives.

This means that the Macaroni Association first needs to get the housewife to recognize the appeals of economy, convenience, looking good, tasting good, combining well with other foods, and picking up the flavors of other foods. Macaroni, in itself, has the additional distinctive appeals of being non-fattening because it is heavy in protein, and energizing because of its strong carbohydrates content.

I urge that you graphically illustrate how a small apple has as many calories as one ounce of macaroni, which is sufficient for one serving.

Likewise, the very sound appeal of macaroni being filling, and so stopping the nibbling of candy and other fattening foods after meals, is an additional housewife and diet incentive.

Turning to the grocers—true, because they now do not have as much volume of macaroni sales as they do of other foods, they do not give it a place of emphasis on their shelving and merchandising. Yet here is a latent profit-making item, with a greater money-making percentage and less spoilage than almost any other item on their shelves. In other words, here is the "forgotten food" that, as far as making profit is concerned, ought to be the *enshrined food*.

All of this is easy to talk about, but there are certain techniques that are important where talking these points to the grocer, and to the housewife. They can be the steps to selling which people take in buying—the steps of *Comparing, Suggestion, Explaining, Confirming, and Closing*. Smart salesmen are not high-pressure salesmen. They help buyers to buy by helping them get an idea in the same natural way in which, if there were no sales pressure asserted, they would buy.

By all means, your salesmen, differing from the average mine run of

food salesmen, can stand themselves out from the crowd by preliminary pleasantries that indicate keenness in weather comment, compliments that are deserved, hobbies that really are shared, and common backgrounds that are appreciated.

And, then in your approaches, make them intelligent by asking questions to find out what the grocers, or housewives' problem is, how urgent it is. Then, by neutral approaches and candid approaches, indicate your solution. If these approaches do not build up a desire, but bring out an objection, meet it with the objection-acknowledgment approach. Acknowledge how the customer feels, sympathize with that feeling by saying to him that other customers felt that same way but found the facts to be different.

Then, not by assertions, but by illustrations, lead the buyer into suggestion of a possible greater merchandising value of the macaroni product. Do not try to argue with him to get him to agree, but try to teach him to see the product's distinctive nourish-

ing and yet non-fattening appeal.

By all means, have the confidence and the courage to close. Use a good singing summary of your selling points, and then assume assent. Where you cannot assume assent, isolate the sole ground of dissent. If the prospect still objects, show him that "No" to what you propose is "Yes" to other ways not so profit-making, and not so meal-satisfying as is your product. Then dramatize for the grocer the ring of his cash register, his net profit figures.

Dramatize, for the housewife, the warm-over value of the macaroni product, and the warmed over freshness of the macaroni dishes; their utility for a snack at the end of a school day or at the end of an evening play; its supplementary value with other foods, how it makes a spare meal a rich meal, a rich meal of what otherwise would be a scanty meal.

Such are the challenges, such are the gains of representing a sound product, a product that brings wealth to the grocer, wealth to the retailer, health to the consumer.

Early Estimate of 1950 Durum Crop

The crop reporting board of the U. S. Department of Agriculture, as of June 9, predicted a 1950 durum wheat crop slightly under that of 1949, based on planting restrictions by the government and delays due to unfavorable planting restrictions.

Durum wheat production is indicated at 26,614,000 bushels, compared with the 1949 crop of 38,864,000 bushels last year and the 1939-48 average of 36,753,000 bushels. Seeding generally was late and the crop is off to a slow start. Growers in North Dakota were not able to seed as much acreage as intended earlier. Some acreage was still being seeded in early June.

Spring Wheat: Production of spring wheat is indicated at 234,358,000 bushels, the smallest since the 1940 crop of 221,837,000 bushels. This production would be four per cent smaller than the 1949 crop of 244,795,000 bushels and 14 per cent smaller than the 10-year average of 272,491,000 bushels. Seeding this year was two weeks to a month later than usual in the spring wheat area. In the important producing area of Montana, North

Dakota, South Dakota, and Minnesota, late rains, snow, and floodwater kept farmers out of fields until late in the season. Latest plantings were in the Red River Valley area of North Dakota, where little seeding was possible until late in May. In Minnesota and South Dakota, seeding was virtually completed by about May 20, except for localized areas in the extreme northern sections. In general, it now appears that the total acreage seeded to spring wheat may be slightly smaller than intended in March. Late in May, seeding was slowed down in some sections as the planting date became dangerously late. Although growth is somewhat behind usual for June 1, the crop in the North Central States is in fairly good condition, and in some sections appears to be catching up fairly well.

Total production of *other spring wheat* is forecast at 207,744,000 bushels, compared with the 1949 total of 205,931,000 bushels and the 10-year average of 235,738,000 bushels.

Men who will not fall may be cut down but still can raise others.

The more we lean the leaner we get.

Mueller Company—New York University Tax Case Decision

IN June, the U. S. Tax Court in Washington finally settled—for the present at least—the precedent-making tax case involving C. F. Mueller Company, the big Jersey City macaroni manufacturing concern, and the important question of whether a corporation organized solely for educational purposes can be tax exempt.

The case started three years ago when the old Mueller firm was bought out by friends of New York University for \$3,500,000 (which they borrowed from the Prudential Insurance Co. of America). Trustees hold all stock of the present Mueller firm, will transfer it in ten years to N.Y.U., with earnings in the meantime going to the N.Y.U. School of Law and to pay off the debt. The firm's incorporation articles say it was organized exclusively for charitable, scientific, literary and/or educational purposes.

The court ruled that the Mueller Company . . . "is not a corporation engaged in operating the educational institution, but is a wholly separate corporation which has as its sole day-to-day activity the operation of a macaroni business for profit." It pointed out that tax exemption in this case "could have a vicious effect upon non-exempt competitors because the exempt corporation . . . might be able to undersell its competitors as a result of the tax advantage."

Commenting on the decision by Judge J. Edgar Murdock of the Tax Court, Executive Vice President of the Mueller Company, states: "Neither the New York University nor the College of Law owns, controls or manages the C. F. Mueller Company. The New York University College of Law was established August 28, 1947, as beneficiary to receive such profits as may be paid under good business practices. C. F. Mueller Company has paid all taxes, including the federal corporate income taxes since it became a foundation for educational purposes as the C. F. Mueller Company of Delaware in 1947, and will continue to pay taxes pending a judicial determination of its tax status."

In all likelihood this case will go to the Circuit Court of Appeals and then to the Supreme Court.

No Volume Increase in Cooking Noodles

Macaroni and spaghetti approximately double in volume when cooked. Egg noodles do not increase in volume. That is, one cup in cooked macaroni or spaghetti will give two cups after it is cooked. One cup egg noodles will remain one cup.

Package sizes of macaroni products vary throughout the country, the most popular being 8- and 16-ounce sizes. For this reason the National Macaroni Institute recommends the use of 4-, 8- and 16-ounce amounts in recipes.

Omaha World.

Death of Ralph Prater

Ralph Prater, 53, president of Prater Pulverizer Co., Chicago, died of a heart attack at his home in Van Nuys, Calif., on May 25.

Founder of the Prater Pulverizer Co. in 1925, he at that time marketed the Blue Streak Mill which introduced a completely new principle in grinding grain. He developed the Blue Streak Mixer in 1938 and was responsible for many other innovations in processing equipment.

Mr. Prater was born in Poplar Bluffs, Mo., on August 30, 1896. He is survived by his wife, Alberta; son, Robert; and sister, Patricia.

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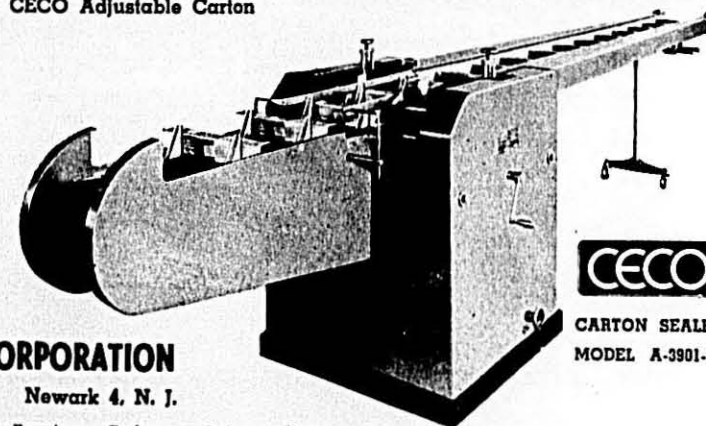
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Public Told How Secret (?) of Macaroni-making Revealed

In a recent editorial, entitled "How Macaroni Is Made In This Machine Age," the Boston, Mass., Traveler gives an interesting account of the modern processing of macaroni products:

"Under carefully controlled conditions in today's macaroni manufacturing plants, semolina is mixed with water and kneaded to give a smooth and elastic dough that will pass through dies, which are metal discs full of holes.

"As the dough is forced through the dies, it is extruded in the solid rods known as spaghetti. When a steel pin is placed in the center of each hole in the die, the dough comes out in the hollow rods known as macaroni. For elbow length macaroni, a pin with a notch on one side is used. The notch allows the dough to pass through more quickly on one side, causing it to curve slightly. A revolving knife attached to the die, cuts the dough at frequent intervals into short lengths.

"Long strands of macaroni and spaghetti are collected on racks and taken to drying ovens. Short lengths, such as elbow macaroni and shells, are collected on trays or drawers and placed in drying cabinets.

"Macaroni products are not baked.

They are dried slowly in the presence of constantly circulating filtered air. Drying is the 'ticklish' operation of macaroni production. If the food is dried too fast, it will check and break easily; if not dried fast enough, it is likely to spoil.

"Egg noodles are mixed and dried in a similar way, but they are shaped differently. Instead of forcing the dough through dies, it is pressed through rollers in thin sheets and cut into various widths."

Busy Stork Gives Business the Bird

Some U. S. businessmen can truthfully claim that they have been given the bird—but they're not angry about it.

The bird is the stork who visited more U. S. homes in 1949 than in any other year in national history, with the sole exception of 1947. The 3,581,000 bundles which he delivered are now causing manufacturers of baby products to hastily revise their production and sales estimates.

The new bumper crop of babies means that industries supplying infant dietary needs will have to make some substantial re-arrangements, for baby feeding is a big business.

The total number of babies under two years of age—which is what the

makers of baby supplies are guided by—was expected to decline by 1950 to around 6,300,000, explains L. W. Graaskamp, vice president of the American Can Company, but instead this key figure now stands at 7,116,000. This means, he says, a reversal of the indicated downtrend in production of canned baby foods that began last year and saw a four per cent dip from the one and a half billion containers that had been packed the year before.

The canned baby food business now runs about \$165,000,000 per year, a 30-fold increase over 1934.

Lively Little Mice Prove New Germ-Killers Kill

A group of lively little laboratory mice at the Sterling-Winthrop Research Institute, Rensselaer, N. Y., is furnishing added living proof that man's newest germ-killers are real dead-eye ticks.

The germ-killers tested on the mice by Doctors E. W. Dennis, head of the biological division, and D. S. Berberian, staff associate, were what are known as the quaternary ammonium compounds Roccal or Zephiran.

The test consisted of exposing a strain of streptococcus germs, highly virulent to mice, to the quaternary ammonium compounds, and then injecting the mixture into the abdomen

of the mice. All the mice happily survived.

The problem was to find whether the antiseptics actually killed germs or just slowed down their growth. It was found the germs were killed, because the mice, injected, lived to prove the tale.

College Course on Food Store Management

Michigan State College, Lansing, Mich., will conduct the first college course in the history of the nation to train young men and women for executive and managerial positions in the field of food distribution. Announcement of the new course was made by Lansing P. Shield, chairman of the college training course committee of the National Association of Food Chains.

Dr. Kenneth Wilson, professor of business administration at the college, will serve as director of the curriculum of food distribution. He will devote full time to the planning and development of the program of study. The course has been made possible under a grant of \$87,500 by a number of interested companies through the National Association of Food Chains.

Special courses in food store management, food merchandising and food store administration are to be intro-

duced by Dr. Wilson. The graduate research work under his direction will include specific management problems of food distribution. The new program will provide students with background of training to meet the present-day demands for ability to deal with social and economic problems in business, together with the necessary degree of specialization to fit them into practical commercial positions.

Varieties of Macaroni Pretty as a Picture

Italian homemakers serve different shapes of macaroni and spaghetti like American homemakers serve different shapes of rolls. In Italy, where families eat at least one of the macaroni foods daily, more than 150 varieties are commonly available. In this country, in communities where groups of families from Europe have settled or where their descendants live, it is not unusual to find more than 50 varieties of the popular foods.

Many of these varieties are pretty as a picture to look at. Many of them have charming names, such as rosamarina, elena piccola, margheritina. One wonders if some of them might have been named after imaginative cooks who understood the art of adding little extra touches to favorite dishes.

In most American markets at least

12 varieties of macaroni foods are available.

Whatever their shape, all of these varieties of macaroni foods have the same food value. Made from durum wheat, they are good suppliers of protein. The protein of egg noodles is extra good because they combine the protein of eggs with that of wheat—an ideal combination. When macaroni foods are combined with cheese, meat, seafood, poultry or eggs they make dishes that are highly nutritious as well as economical.

Purpose of Macaroni Hole

An old shop-worn question, popular as a joke among succeeding generations, observes the Harrisburg, Pa., Patriot, is, "Who puts the hole in macaroni?" Perhaps it would be more interesting to know the reasons for manufacturing those hollow shapes, and there are several; two, at least, from the cooking angle. First, the boiling water reaches the inner and the outer sides readily and cooks the tubular types more readily and evenly. Likewise, sauces are distributed more thoroughly than they otherwise would be, and consequently the final flavor is better. For the thinner, slenderer shapes we get good sauce absorption without the hole.

The Italians call all the products, made of a special durum wheat, "Pas-

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MILWAUKEE MACARONI CO., INC. Milwaukee, Wisconsin
PROCCINO-ROSSI CORP. Auburn, New York
LA PREMIATA MACARONI CORP. Connetquot, Pa.
SANACORI & COMPANY Brooklyn, N. Y.
THE DEMARTINI MACARONI CO., INC. Brooklyn, N. Y.
VIVIANO BROS. MACARONI CO. Detroit, Michigan
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MICHIGAN MACARONI MANUFACTURING CO., INC. Detroit, Michigan

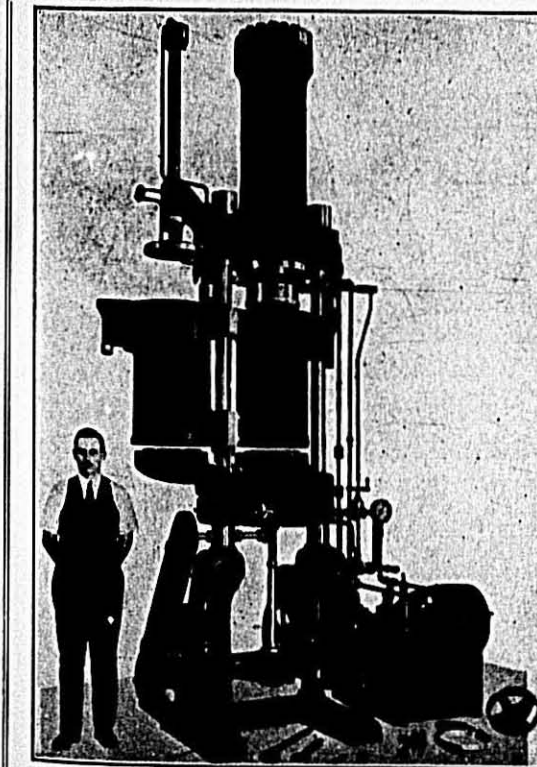
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ta." In this country, the manufacturers do not approve of the wrong translation as "paste," and group all of the many sizes, shapes and types of this wheat food under the term of "Macaroni Products."

Harrisburg, Pa., Patriot

50,000 Lbs. to Italy

Although Italy is usually considered to be the home of macaroni and spaghetti, and therefore might be expected to export it to other nations, it seems that the Italian manufacturers can't even supply the demand at home.

The U. S. Census Bureau reports that in 1949, Italy imported 50,000 pounds of spaghetti and macaroni from this country.

FDA Food Seizures Increase

Food seizures by the Federal Food and Drug Administration in 1949 were nearly twice the number reported in 1948, according to the annual FDA report to Oscar R. Ewing, federal security administrator. Most of the seizures were of stocks in warehouses and factories, on the grounds that they were contaminated and probably because of storage in unsanitary places.

Seizures of grain and cereal products jumped from 73 in 1948 to 260 in 1949. In most seizures of macaroni

products, the charge was that the products had become contaminated because of rodent infestation, and that other unsanitary conditions were permitted to exist in plants even after warnings had been issued by inspectors. The heaviest fine in 1949 by FDA is reported to have been against a noodle manufacturer. "Clean up or pay," is the rallying cry of the inspectors.

Pennsylvanians Like Spaghetti

For some unexplained reason there was a rush of spaghetti suppers and dinners throughout the state of Pennsylvania recently. Manufacturers in that state advise that frequent serving of spaghetti at social affairs is not uncommon and may be attributed to the food loving and economy characteristics of thrifty people who enjoy living.

Here are a few of the reported affairs at which spaghetti was the featured food.

Berwick, Pa., Enterprise—A spaghetti supper by the Youth Fellowship of Mifflinville Lutheran Church.

Connellsville, Pa., Courier—A free spaghetti dinner for members and friends of Connellsville Aerie No. 403, Fraternal Order of Eagles.

Eric, Pa., Dispatch-Herald—Annual spaghetti dinner in Holy Rosary

Church Auditorium of Holy Trinity Lutheran Church. Luncheon at noon and dinner in the evening. Special music featured.

Hazleton, Pa., Standard Sentinel—Annual spaghetti and meatball supper by St. Ann's Society of the Mother of Grace Church.

New Kensington, Pa., Dispatch—A double serving of spaghetti, first from 11 a.m. until 1 p.m. and the second serving from 4 p.m. to 9 p.m. by the Ladies Auxiliary of the Italian American Protective Society of Glassmere.

Phoenixville, Pa., Republican—Spaghetti supper by members of the Ladies Auxiliary to Santa Anna Italian American Club for the benefit of the Casino Memorial Orphanage.

Towanda, Pa., Daily Review—A spaghetti dinner by the Child Study Group of the Universalist Church in the church's dining room.

Uniontown, Pa., Standard—Annual spaghetti dinner at St. Theresa's church, noon and evening. Reverend Ettore Moscoloni, general chairman.

World destiny may sometimes hinge on one man's choice. That man may sometimes be you.

* * *

No cocktail is worth seventy-five cents and yet we go right on buying them.

Latins Seen No Longer Macaroni Monopolists

Consumers generally are taking to a number of spaghetti specialties formerly favored almost exclusively by families of Italian, French, and Spanish descent.

Arthur Russo, production manager of A. Russo & Co., Chicago, Ill., told *Food Field Reporter* that more mostaccioli, regatoni, alphabets and baby shells are being marketed in neighborhood super markets than ever before. The bulk of this business, he said, was formerly handled by Italian specialty stores. About half the firm's output is now sold through general outlets.

Mr. Russo attributed the change to two main factors: education of housewives in use of macaroni products through recipes printed on packages and featured in newspaper and magazine women's pages; and aggressive pushing of the items by retailers because of their high profit.

dence that they knew what they wanted.

Their unanimous choice was spaghetti and meat balls, prepared by the home economics students under the supervision of the superintendent, Mrs. Graf. Special guests were representatives of the Pennsylvania State Patrol and chief of the local police force.

Renova (Pa.) Record

Decline of the Egg

For emphasis, the results of an egg quality study have been put in cartoon form. The study was made by the U. S. Department of Agriculture and state experiment stations. In one cartoon, the artist shows a classroom with the two front rows of seats filled with good eggs—Grade A—and the back row with one third of the class in the not-so-good group. The teacher points out why. Dirtiness, tardiness, rough handling and poor production practices are leading reasons for the lower grades.

How did "teacher" get the information? "Candling" identified the A graders as good eggs and "told on" the ones that are not so good. Using Research and Marketing Act funds, the Production and Marketing Administration is making a study of the whole egg marketing system from the nest through the collecting and distributing network to the kitchen.

The expert egg candler will be work-

ing at each stage, reporting the quality condition of the eggs as they move along. A current progress report covers studies in 13 states in the upper Mississippi valley that supply about half of all the nation's eggs. This report covers only the first two stages—from the nest to the country buying station, and thence to the carlot assembler.

The candlers start, knowing that nearly every egg is a good egg—Grade A—when the hen lays it. There are exceptions, but not many. The candlers rate the eggs, and an egg loses a quality point when it drops from A to B. Heavier point penalties are recorded for stained, dirty, checked (slightly cracked), and leaking eggs. The study will carry through with the candling of large and representative samples of eggs at all the steps of the marketing process, and will trace and analyze the results of differences in temperature, elapsed time and transportation, also seasonal differences.

The outstanding fact at the first candling at the country buying station is that already a third of the eggs have fallen below Grade A. Yet the candlers note that with deliveries from individual producers the quality points vary widely. One farmer will have 98 Grade A in 100; his neighbor may have only 5. This situation the Extension Service has tried to remedy in a long campaign of education.

Safety Patrol Prefers Spaghetti

The members of the Renova (Pa.) School Safety Patrol were given a special treat in recognition. The menu was the choice of the boys by unanimous vote, and to see them finish off the second and third helpings was evi-

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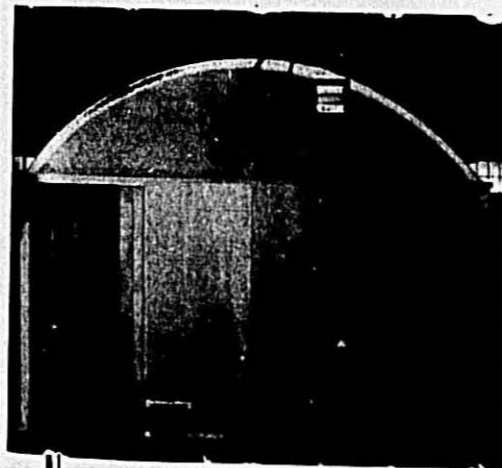
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James F. Jee, circulation manager of the "St. Louis Globe-Democrat", extreme right, dons a raincoat for safety's sake as he prepares to feed William Eiben, standing, left, through the funnel Mr. Eiben holds. V. Viviano Macaroni Company sponsors the annual spaghetti-eating contest in St. Louis.

Viviano Holds Annual Spaghetti Eating Contest

For the second consecutive year, V. Viviano & Bros. Macaroni Manufacturing Co. was invited by the Men's Advertising Club of St. Louis to put on their now famous spaghetti eating contest. Held jointly with the Women's Advertising Club, the affair drew a record crowd.

The Missouri Room of the Statler Hotel provided the setting and fun and frolic became the keynote of what usually is a very dignified gathering. In a gay 90's atmosphere, and with KXOK star Bob Hille as M.C., six gals and six guys, with colorful Viviano bibs adorning their necks, vied with one another for "eating" honors.

Their best being none too good, the girls lost again to the less inhibited



King and Queen of spaghetti eaters, William Eiben and Miss Chris Mann, were crowned following the annual contest of the Advertising Club of St. Louis. The competition between the men's and women's teams was won by the men, who downed 23 plates of spaghetti while the women were wrestling 18 plates.

men—consuming only 18 plates of Viviano spaghetti against the men's 23.

Individual honors went to Chris Mann and William Eiben who were crowned King and Queen of Spaghetti Eaters at the end of the furious battle.

So successful was this second annual contest, that both clubs are already planning another "eat-off" for next year!

Egg Noodle Formula Varies

James J. Winston, director of the Jacobs Cereal Products Laboratories, New York City, recently released the following information based on years of experiences on the egg solids of egg noodles to bring them within the legal requirement of federal regulations:

Egg yolks and whole eggs which are used in the manufacture of noodles vary significantly in total egg solids content. It is therefore essential for

The following table has been prepared for the convenience of manufacturers in order to assure compliance with the standards and at the same time to safeguard their interests economically.

The formulation below is based on the required amount of either yolks or whole eggs to be added to each 100 pounds of flour in order to produce a noodle containing five and five tenths per cent egg solids on a dry basis.

	Amount of Egg Product to Be Added	
	Pounds	Ounces
% Total Solids Content		
48.0	10	5
47.0	10	10
46.0	10	14
Yolk		
45.0	11	2
44.0	11	5
43.0	11	10
42.0	11	15
28.0	18	0
27.0	18	8
26.0	19	3
Whole		
Eggs	20	0
24.0	20	13
23.0	21	11

a manufacturer to calculate exactly the amount of egg product required for each 100 pounds of flour in order to comply with the federal Standards of Identity.

International Trade Fair

Products from more than 40 nations will be exhibited at the First United States International Trade Fair

to be held in Chicago next August 7 to 20.

The Trade Fair, first of its type in the United States, is intended to contribute to better understanding between people of diverse nations. By exhibiting at the Trade Fair, participants encourage international trade and thereby help in fulfilling the fair's motto, "World Trade, World Prosperity, World Peace."

Patterned after such famous European fairs as those in Brussels, Leipzig and Paris, the Trade Fair is the first horizontal trade show of its type to take place in the United States. Heretofore large trade shows, such as the International Home Furnishings Market and National Shoe Fair, have been vertical shows catering to a specific industry, whereas the scope of the Trade Fair next August includes all industries, consumer goods, industrial supplies and equipment as well as raw materials, chemicals and metals.

Thousands of buyers from all over the world will circulate through the exhibit area, examining, comparing and buying merchandise gathered from all over the world. Although principally for buyers, the fair will be open during limited hours to the general public which will find many products of interest in the displays, which will be classified in groups in one area despite the nation of origin.

Among countries represented at the



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Trade Fair will be: Algeria, Argentina, Austria, Belgium, Brazil, Canada, Ceylon, Colombia, Cuba, Denmark, Egypt, Finland, France, Germany, Greece, Hong Kong, Iceland, Ireland, Saar, Sweden, Switzerland, Trieste, Turkey, Tunis, United Kingdom, United States, Venezuela, Viet Nam and Yugoslavia.

Seymour Packing Company

Effective June 6, 1950, an important change in the management of the Seymour Packing Co., Topeka, Kan., was announced. Former President J. G. Neville and former Vice President George Willi, Jr., of New York, resigned and sold their interests in the corporation.

The new management consists of the following: Harold J. O'Connell, long-time president of George Ehlenberger & Co., New York, former food director of War Shipping Administration, past chairman of the board, Bowman-Biltmore Hotel Corp., presently chairman of the executive committee, Hotel Commodore, New York, is the new chairman of the board.

J. L. Perry, former president of the Seymour Packing Co., until three years ago, is again president of the company.

J. G. Odell, Mid-Continent Food Products, Chicago, former representative of the egg and poultry industry

for the War Food Administration, vice president of the company.

No other changes in the offices or board except for the election of a new director—Eldon Sloan, Topeka attorney.

Liquid, Frozen and Dried Egg Production May, 1950

The quantity of liquid egg produced during May totaled 126,194,000 pounds, about 28 per cent larger than the quantity produced during May last year, but 15 per cent below the 1944-48 average of 148,478,000 pounds, the Bureau of Agricultural Economics reports. The increase in production was due entirely to increased drying operations compared with a year ago.

Dried egg production totaled 19,051,000 pounds, compared with 7,784,000 pounds in May last year and the largest production for that month since May, 1944, when 34,579,000 pounds were produced. The May dried egg production consisted of 18,405,000 pounds of dried whole eggs, 411,000 pounds of dried albumen and 235,000 pounds of dried yolk. The government contracted for 66,425,749 pounds of dried whole egg through June 23 for egg price support purposes. Production of dried whole egg for the first five months of 1950 totaled 48,250,000 pounds, compared with 40,822,000

pounds during the same period last year.

The production of 57,964,000 pounds of frozen egg during May was 17 per cent less than during May last year and 34 per cent less than the 1944-48 average production of 88,128,000 pounds. Frozen egg stocks increased 24 million pounds during May, compared with 34 million pounds during May last year and the average increase of 49 million pounds.

Death of Mrs. Henry D. Rossi

Mrs. Ada Rossi, 63, prominent club woman and wife of Henry D. Rossi, president of Peter Rossi & Sons, Inc., macaroni manufacturing firm in Braidwood, Illinois, since the eighties, drowned the evening of June 29 in an abandoned strip-mine pit East of Braidwood. Her body was recovered in fifteen feet of water into which she accidentally fell while watching fishermen. Her husband, unable to swim, made a futile effort to reach her, using a boat nearby. Aid was summoned and by means of grappling hooks the body was recovered; the firemen of the Braidwood Fire Department used their pulmotor, without success.

Mrs. Rossi was the daughter of Mr. and Mrs. Frederick Reed, both deceased, and has lived all her lifetime

in Braidwood. At the time of her death, Mrs. Rossi, with her bereaved husband, headed the Braidwood branch of the Red Cross, a position held for many years. She was active in all the leading community activities, social and service organizations. She was well known among the macaroni-manufacturers and allied tradesmen, having frequently attended the conventions of the National Association, of which her husband is a founder. She acted as official hostess at several conventions.

Besides her husband, she is survived by one daughter, Harriett, (Mrs. Charles Allison) of Kankakee, Illinois, and two sons, Henry, Jr., and Albert of Braidwood, who are associated with their father in operating the macaroni plant in Braidwood, Illinois, and 2 granddaughters. Also by one sister, Harriet (Mrs. Darius V. Maltby) Plainfield, and two brothers, Harry Reed of San Diego, Calif., and Fred Reed of Coalinga, Calif.

The funeral, attended by several fellow manufacturers and a number of representatives of supply firms and hundreds of relatives and friends, was held the afternoon of July 3. Her body lay in state at the First Presbyterian Church in Braidwood from noon to 2:00 p.m. After the funeral services in the church, the remains were taken to Oakwood Cemetery, Wilmington, Ill., for interment.

World's Poultry Congress

The dates for the World's Poultry Congress have been announced by W. D. Termoklen, president of The World's Poultry Science Association and director of the U. S. Department of Agriculture, after a conference with English and French officials. The dates are August 2nd to 9th in the assembly Hall of the French Minister of Agriculture, Paris, France.

The congress will be in five sectional meetings, covering nutrition and physiology, genetics and incubation, diseases and their control, marketing and economics, organization, breeding and development of poultry industry. The official languages will be English and French.

Woods Wins Pillsbury Award

William R. Woods, 69-year-old Tioga, N. D., durum grower, was honored by Pillsbury Mills, Inc., as the country's leading wheat grower in 1949 at a dinner in his honor at the Minneapolis Club, Minneapolis, June 19. Besides a cash reward paid by the honoring firm, Mr. Woods also was presented with a "Wheat King" trophy.

Mr. Woods has frequently exhibited his durum wheat at the State Durum Wheat Show at Langdon, N. D., and

other wheat shows in that state, winning honors and prizes for exhibits he personally prepares. His durum has many times been either winner or runner-up. He lives alone on his farm and personally operates his 600-acre farm. A year ago he won the Greater North Dakota Association's top honors in three grain divisions, beside the Pillsbury award.

Phillip W. Pillsbury, president of Pillsbury Mills, Inc., sponsor of the national contest that has for years interested the top growers of all kinds of wheat, presented the award to Mr. Woods for his Mida wheat which won for him the award. The sample weighed 63.6 pounds per bushel.

Named BBDO as Agent

J. R. T. Bishop, vice president in charge of Amino products division of International Minerals & Chemical Corp., Chicago, announces the appointment of Batten, Barton, Durstine & Osborn, Inc., as advertising agents for the Amino division, which produces Ac'cent, master seasoning that enhances the natural flavors of many foods.

Food Distributors to Meet

Announcement has been made by Executive Secretary Emmett J. Martin of the plans of the National Food Distributors Association's 23rd annual convention, exhibit and sales confer-

Jacobs Cereal Products Laboratories Inc.

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

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

James J. Winston, Director
Benjamin R. Jacobs, Consultant
156 Chambers Street
New York 7, N. Y.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, one operator. Machine can be made adjustable.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, one operator. Can also be made adjustable.

IT'S PROFITABLE PRODUCTION That Counts!

In today's competitive markets, production costs must be cut.

If you are not using PETERS economical packaging machines to package your macaroni products at present, it will pay you to investigate the many advantages they offer.

High operating efficiency and low maintenance costs will increase your profits.

Send us samples of each size carton you are now using and let us show you how PETERS machines can help solve your packaging problems.

PETERS MACHINERY CO.



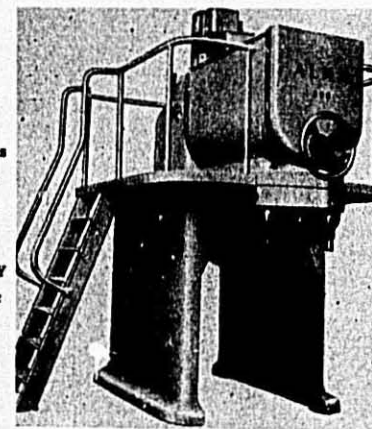
SOME OF HER PRAYERS ARE ANSWERED—Mary DiPietro, 31, paralyzed by multiple sclerosis, is bid bon voyage by Giovanni Buitoni, president of Buitoni's Macaroni Products, New York City, as she and her mother sail from Pier 54, North River, on the liner, Atlantic. It is Buitoni's spaghetti firm which made possible Mary's trip to the Shrine of the Madonna in Italy. Mary, who is hoping a miracle will be effected at the shrine to cure her, earned the trip by writing the winning letter in "Why I Want to Go to Europe" contest. With Dr. Buitoni at the pier party is the winner's mother.

(N. Y. Daily News Photo by Arthur Buckley)

A. L. M. A.

S.R.L.

GENOVA, ITALY
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TELEGRAPH—PUTIGNALDO GENOVA



The Most Modern Continuous Press for Macaroni Products Completely Automatic

ence, August 15-18, 1950, in the Sherman Hotel, Chicago.

This year's convention will start the evening of August 15 with an exhibitor's reception.

The opening business luncheon session at noon, August 16, will present an outstanding speaker, followed by a panel of business leaders to discuss the ever-growing institutional field.

The noon luncheon session, August 17, will feature another renowned speaker and a panel on sales and merchandising.

A social get-together on Thursday evening will provide entertainment and pleasures for all who attend.

As an added attraction, attention is called to the fact that the first U. S. International Trade Fair, The Chicago Fair of 1950, and the Chicagoland Music Festival will be in progress the week of the NFDA convention.

"Leone" Prospering

The American branch of Leone Brothers, whose plant is located at 718 Pine Street, Easton, Pa., has been most successful, according to John E. Leone. History of the firm dates back to 1892 in Italy, when Joseph Leone started the enterprise. A small plant was established in Easton, Pa., in 1930, and in 1945 the business underwent an extensive expansion. The firm still exists in Italy, but is separated from the one in America.

John E. Leone, grandson of the founder, heads the American branch.

Bailey to Minneapolis

Harry I. Bailey has been transferred to the Minneapolis office of General Mills, where he continues duties as manager of the company's durum and rye department.

He held a similar position with the central division of General Mills, headquartered in Chicago. The change was effective as of June 1.

Bailey started with the company in 1924 at Indianapolis, Ind. From 1935 to 1940, he was in the Louisville area, transferring in 1940 to Indianapolis as district manager for Indiana and Kentucky. He became central division manager of the durum and rye department in 1944.

Death of Mrs. Thomas D'Amico

Mrs. Valentina D'Amico, widow of the late Thomas D'Amico, one of the founders of the D'Amico Macaroni Co., Steger, Ill., passed away May 30 after a brief illness. She was 55 years of age.

The funeral was held from her late home at 362 W. 11th Street, Chicago Heights, Ill., to the San Rocco Church of that city on June 2, 1950, and was attended by hundreds of friends, including macaroni-noodle manufacturers. She was a sister-in-law of Carl D'Amico, founder and present president of the macaroni firm.

Merck & Co. Buys Army Plant

Merck & Co., Inc., manufacturing chemists, have concluded an agreement with the Department of the Army for a 15-year lease and eventual purchase of the government-owned Cherokee Ordnance Plant near Danville, Pa., reports Chairman of the Board George W. Merck.

The company will use the plant to manufacture medicinal chemicals and fine chemicals for industry.

The Cherokee plant has been idle since the end of World War II and has been maintained by the government on a stand-by basis as part of the preparedness program.

The Army-Merck agreement will relieve the government of the cost of maintaining the plant, which is believed to amount to about \$100,000 a year, while providing for quick reversion to wartime uses in the event of a national emergency. Merck will assume the burden of maintenance and,

in addition, will pay a yearly rental of \$30,000 for that portion of the plant which it plans to use.

The Poultry & Egg Situation

Fewer chickens will be raised on farms in 1950 than in 1949. Nevertheless, egg and chicken meat supplies will remain adequate. Egg production in 1950 is likely to exceed the record of 1944, while the smaller laying flock anticipated for 1951 will not reduce output of eggs enough to affect civilian consumption adversely.

In the first four months of 1950, egg production was seven per cent larger than a year earlier. Farm production of eggs in 1950 probably will be 5 per cent or six per cent above the 4.7 billion dozens of 1949, and therefore probably will top the 1944 record of 4.9 billion dozens. The 1939-48 average was 4.2 billion dozens.

Through the summer, monthly production of eggs probably will continue larger than a year earlier, in line with the larger number of layers, which on May 1 was 6 per cent larger than the year before. Because of a reduction in the number of pullets being raised this year, by the end of fall the nation's laying flock may be a few percent smaller than last year but that prospective reduction may be largely offset by a higher rate of lay. This would continue past trends toward a sharply increased rate of lay in the fall and early winter months. Accordingly, monthly egg production in 1950 is likely to exceed or at least to equal 1949 output in every month of the year. In the fall, current egg production will be supplemented by supplies from commercial cold-storage stocks, which by mid-May were as large as the largest of the 1949 season, reported on July 1 for shell eggs and on August 1 for frozen.

In view of these indications of ample supplies, and despite continued high consumer incomes, egg prices are expected to continue sharply lower than a year before. The seasonal recovery of prices later than this year is likely to be slow. In mid-May, the U. S. average farm price of eggs was 29.6¢ per dozen, resulting in a 30.6¢ average to date for 1950. Seasonally adjusted, this five-month average is equivalent to an annual average price of about 33.9¢. The average for the 12 months of 1949 was 45.5¢.

The prices of poultry feeds were higher in mid-May than a year ago.

FOR SALE:

1. One 1 Bbl. Kneader, V-Belt Drive with Motor.
2. One Clement Preliminary Drier; Large Capacity for Noodles and Short Cuts.
3. Drying Rooms and Trays for Noodles. Room also suitable for Spaghetti Preliminary Drying.

Box No. 78, c/o Macaroni Journal.

For Sale or For Rent

Owing to death of senior member, a complete going macaroni plant highly efficient and in continuous operation over a long period of years, with approximately 23,000 square feet of floor space fully equipped with modern machinery, located in large city of Western New York with low overhead. Sale price \$100,000. Rental price, \$1,000 per month. Box No. 78, c/o Macaroni Journal, Braidwood, Ill.

Sacrifice Sale

Complete Plant, Macaroni and Spaghetti

Consisting of

Clermont Continuous Macaroni Outfit, Including Preliminary Dryers, Short Goods Dryers, and Lazzaro Dry Rooms.

This outfit now in 4-story building and can be purchased as going unit to start manufacturing immediately.

To Be Sacrificed

Contact A. J. Wilner, Auctioneer
60 Park Place, Newark, N. J.

With sharply reduced prices for eggs, chickens, and turkeys, the poultry product-feed price ratios averaged only two-thirds to three-quarters of the levels of a year ago. Net returns to egg and poultry producers probably have been reduced by an even greater extent than the percentage change in the ratios.

"Tops in Our Town"

General Mills has launched a five-week trial run of a new feature on its Betty Crocker Magazine of the Air show (AIC).

Called "Tops in Our Town," the idea is to have a weekly newspaper in each of five selected towns under 10,000 population run a six weeks' contest to choose a local resident as "Tops in Our Town"—any person who holds a special place in the affections of his townspeople.

Contest winners received an all-expense trip to New York, and appear as guests on the Betty Crocker Magazine of the Air.

Export Price on Dried Eggs

In another attempt to get rid of almost 33 million pounds of old dried eggs, the government has cut another dime off the price to exporters. The Agriculture Dept., which already has collected 56 million pounds of 1950 dried eggs, tagged the remaining six million pounds of 1948 eggs at 20¢ per pound, f.o.b. cars or trucks at warehouse locations. That's less than one-sixth of the purchase cost.

Approximately 27,000,000 pounds of 1949 eggs were offered at 30¢ per pound, freight alongside vessel at U.S. gulf or east coast ports; or, 30¢ per pound, f.o.b. cars or trucks at warehouse locations, less the net export freight rate to New York or New Orleans, whichever is lower. These 1948 and 1949 eggs cost the U.S. taxpayer \$1.26 per pound plus storage fees.

Despite a series of price cuts, the government has been able to sell only 2,667,000 pounds of dried eggs to commercial exporters since the fall of 1948.

The Poultryman

Kings of the Kitchens

Raising the level of prestige of American cooks, chefs and bakers that enjoyed in Europe is vital for the future success of the restaurant and hotel industries, Mrs. Frances L. Roth, executive director, the Restaurant Institute, New Haven, Conn., told members of the National Restaurant Association at their annual meeting.

"In Europe, the chef is 'king' in the minds of the public. He is esteemed and his job is respected. Why, then, in this country do teachers everywhere

think that if a boy can't make the grade on anything else, he can be a cook or a baker?"

Mrs. Roth told the restaurateurs that the responsibility for correcting this idea is theirs. "Creating a new group of 'kings' in America is up to you."

"America has gone too white collar conscious and it is time that the true value of a top notch cook and chef be taught to the American public."

Mrs. Roth explained that the Restaurant Institute is a non-profit school with 100 resident students and 50 non-residents. The course is designed, with the help of the restaurant and hotel and equipment trades, to provide basic training much in the same manner as do the famous European schools which have created the renowned chefs of Europe.

The Restaurant Institute's executive director stated that, in the food trades, on-the-job training does not work out in America because most of the old-timers are unwilling to part with their "precious secrets."

Elected President of Merck & Co.

James J. Kerrigan was elected president of Merck & Co., Inc., at a recent meeting of the board of directors. He succeeds George W. Merck, who continues as chairman of the board.

Henry W. Johnstone was elected senior vice president.

Mr. Merck said the changes are a result of the sizable growth of the company and of the management responsibilities involved. He added that the management group is the same team as before, with himself giving continued guidance to the scientific activities of the company, as well as matters of general company policy.

Mr. Merck, son of the company's founder, George Merck, joined the company in 1914 and has been president since 1925.

Mr. Kerrigan joined the Merck organization in 1907, and spent much of his career in the commercial phases of the company's operations. He has been a vice president of the company since 1927. Mr. Kerrigan is a director of Merck & Co., Inc., and a director and vice president of Merck & Co., Limited.

Mr. Johnstone joined the company in 1930. He became plant manager the following year and vice president in charge of operations in 1936. He is a director of Merck & Co., Inc., and Merck & Co., Limited.

Heads "Air Conditioning" Association

Arthur P. Shanklin, vice president of Carrier Corp., Syracuse, N. Y., was elected president of the Air Conditioning and Refrigerating Machinery As-

soc. at the annual spring meeting of the association at Hot Springs, Va.

Long an active member of ACRMA, Mr. Shanklin has served during the past year as a vice president, a member of the board of directors, the executive committee and the general standards committee.

Mr. Shanklin joined Carrier Corp. in 1922, immediately after receiving his degree in mechanical engineering from the University of Kentucky. He was elected a vice president in 1942 and later became general sales manager. He is now head of the staff division of the corporation.

PROPER PACKAGING

(Continued from Page 38)

resenting some 400 different labels for cans. Shortly thereafter they asked me to submit a design for a new jar label. I knew these jars would be sold from coast to coast and criss-cross the country from Seattle down to Miami. I immediately requisitioned the creative and merchandising abilities of my organization here in Chicago, as well as in San Francisco and the East. After three weeks of intensive work I presented a comprehensive sketch of this proposed jar label to the president of this national organization.

After a hurried glance at the sketch, he turned to his secretary and said, "Let's see, you're a woman, how do you like this?" She replied "Oh, that's pretty, I like it." Whereupon the president promptly approved the sketch. Now that's a horrible way to accept or reject a package. One person's likes or dislikes certainly cannot determine market effectiveness. What that president should have done was to shoot two questions at me. He should have asked, "George, how many members of your organization combined to develop this sketch?" and, "What are the merchandising principles they have incorporated into it?"

It's not an isolated example, gentlemen. I personally think it happens all too frequently. Those of us who are in the game of producing packages for you know that it's a life-long job to develop the ability to create and produce the package that sells. In addition, markets and consumer's reactions are constantly changing. Yesterday's shelf success could be today's failure. All of us are constantly checking and re-checking, learning, and re-learning.

Certainly every owner and every buyer at every plant has much to contribute in the way of ideas and suggestions, but I maintain his only safe course for getting a package that moves from the counters is to lean heavily to the greater specialization and experience of the men from whom he is getting his packages.

The worst-dressed man of any time

that I have ever known was an old school teacher of mine who used to have all of his suits tailor made. He annually visited one of Michigan Avenue's best shops and would order his clothes for the coming year. Apart from fitting and sewing he never left the tailor any latitude.

He would insist on his style of certain lapels, buttons, coat length, pants length and the like. As a result, he was a candidate any day of the year for a prize as the oddest-dressed man in America. It's a good example of what can happen to the food buyer who chooses the able, experienced package producer and then hamstring him by personal eccentricities. In these days of tough competition, none of us can afford these eccentricities. Certainly you have a proprietary interest in your package, but this very interest must, of itself, compel you to put proper reliance on the supplier's carefully developed ideas and recommendations. With this in mind, there's no harm right here to again point out the absolute necessity of choosing the right supplier so that you can place the right confidence in him.

Having bought the right package from the right supplier, you are now ready to reap the fullest return on your investment. But you will not enjoy the fullest return on your investment unless you properly and vitally present your package to all those who represent the lifeline between you and the ultimate purchaser—the housewife. The package is one of your most powerful sales tools. You cannot treat it as a stepchild or a hanger-on. You must acknowledge it to be a fully qualified member of your sales force. It must be analyzed, evaluated and promoted with each selling and buying personality. It must be given more than lefthand compliments. It must be fully and comprehensively presented. It is not enough to say "here is our new blue package," or "now we have a carton with a window." Each individual involved must be alerted to your package as a fully and powerfully integrated salesman.

Curiously, often the good sales package does not become effective due to the lack of informed appreciation of its merits on the part of those very persons on whom you must rely for sales action. I mean the salesmen themselves.

No one has greater respect for today's salesman than I. Most of them are aware of consumer needs and reactions. They also possess a healthy knowledge of buying trends. It is surprising, however, the number of good salesmen who fail in a knowledge of the elements of good packaging. Too often they have only a jumbled reaction of what a multitude of buyers would or would not like a package to be. To make your package consistently click in sales, your

foremost job is to properly educate and inspire your own sales force so that they may, in turn, offer the package to the buyers in a glittering, convincing manner.

This point is not to be taken lightly. It was deeply impressed on me just the other day. For a good, long while I sat in the general headquarters of one of America's large operations allied to your own industry and pored over questionnaires that had been filled in by their some 500 salesmen who operate in every state of the union. These were seasoned salesmen. Many had been calling on the company's buyer outlets for years. The questionnaire was designed to get their reactions to a newly designed set of packages. Out of those more than 500 answers, I would hazard a guess that not more than 10%, or some 50 salesmen in all, showed a real packaging knowledge. Despite the fact that the questionnaire was an excellently designed one, the great majority could not appraise the label beyond the fact that they personally liked or disliked it, plus the information that some of their buyers preferred the new package to the old or vice versa. It's a good example of the need for schooling the salesman in package presentation.

I don't mean that your salesmen, whose time is so valuable, have to be given a packaging course.

With the proper approach, you can give them the necessary inspirational information in a Saturday morning's meeting. Quite often your package supplier will be happy to have a representative conduct this meeting. Whether the meeting is conducted by you or some such representative, the following rules should be observed:

1. Let the salesmen know how the package has been made distinctive for consumer recognition.
2. Let the salesmen know why it presents your product in the best possible manner.
3. Let the salesmen know why it merits shelf or floor display.
4. Let the salesmen know its advantages to the owner and clerk of the retail outlet.
5. Let the salesmen know its advantages to the housewife.

Assuming that you have bought the right package from the right supplier, you will find the foregoing presentation of its basic merits will give powerful impetus to the salesmen's efforts. Let me mention here that all of these comments will apply equally to your present package as well as to a new one. With the right genuinely able supplier serving you, he will check your current package and recommend any modifications as their need becomes apparent.

If your salesmen have been given the intelligent reasons that went into making your particular package, whether it is your current package or a new one, it will immediately become im-

portant to them, whether or not they personally like the package. They will catch the all-significant fact that it's a real package capable of making real sales.

In an infectious manner they will then pass along the same fine package presentation to your distributors and all your buyers—potential or real.

A safe guide to keep always in mind in this important factor of package presentation is this—"It is not enough to say we have a good package, you must tell why you have a good package." Tell why it's a good package to your salesmen, distributors and buyers. This you as a manufacturer can always do, whatever the size of your plant or the limitations of your setup, in the manner I have been outlining. If you have further financial means of promotion you will, of course, want to develop consumer recognition for the package through the additional means of counter display, retail pieces, billboards and the like.

Keep always in mind, however, that you first need is to explain the merits of your package to your salesmen, distributors and retail outlets. The housewife, God bless her, instinctively knows and always reaches for the really good package. This is not surprising for, from the conception of the first idea, through the designing, planning and production it was made for just that ultimate act—her choice of your package.

CLEANLINESS

(Continued from Page 40)

sanitation program, have a good sales tool you are not using. Is it ethical for you to say so? I think it is. If you say so, you will force your competitor to improve his sanitation, so that he can match you in every way. Isn't this a lot better method of improving sanitation in your industry than through the *policing power* of the government, which today is dragging one of your industry into court every month or so, and giving him a fine with accompanying publicity which injures him and also you? As you all know perhaps, a year and a half ago, in the city of St. Louis, there was the long series of prosecutions of bakers, which kept publicity on the subject of unsanitary bakery products going in our daily papers for a period of about three months. One of these bakers who was prosecuted, told me that his gross volume dropped about 28% immediately following such publicity, and it is my understanding from various sources that the total overall consumption of bakery goods in St. Louis dropped between 18% and 20%. A St. Louis Baker, who maintains a particularly high standard of sanitation, informed

me that his volume of business was increased during this period of publicity. We think that his increase was due to the fact that all of his employees were extremely conscious of sanitation and had in the past and at that time told their friends and acquaintances about it. His plant had an established reputation for good sanitation.

In many cases, poor sanitation in the food industry is the result of failure to understand what is meant by good sanitation. I am afraid that there are some who think in terms of volume of insecticide, rodent poison, and disinfectant used as a measure of good sanitation. These same people may be inclined to think in terms of the number of insects killed, rats and mice caught, and the amount of disinfectants necessary to clean up a bad situation as a measure of good sanitation. There are some who need to be told the facts of life. You remember that little story about the birds and the bees and the trees that all children are supposed to hear at the proper time in life? A macaroni manufacturer, a good many years ago, illustrated this need by telling me that there was nothing which could be done about the insects in his semolina because after all, they came from the germ of the wheat. Somebody needed to tell him about mamma and papa bug and their children.

Good sanitation must be directed and if you have a production manager, a sales manager, a traffic manager, and a manager for everything under the sun in your plant, but no sanitation manager, then you do not have a sanitation program. If you think of sanitation as a burden upon production, instead of a necessary part of production, then you do not have a good sanitation program. Sanitation is best thought of in terms of prevention of contamination. You should look at your complete production process from raw materials to finished products and see how such contamination can be prevented. This need not be costly, nor does it require a new plant. Good sanitation requires orderliness which requires efficiency, if you do not have good sanitation, then we admonish you to inform yourself and acquire good sanitation.

Many food associations have sanitation directors and sanitation programs, if the same association has a financed promotional program to increase public consumption, and includes in the promotional program some acceptable reference to sanitation, it would do more than anything else to educate the industry and enable the sanitation department to get its job done.

If you do have good sanitation, you will be doing a good turn for yourself, for your competitor, and for the food industry as a whole to say so, and let Mrs. Housewife, your buyer, know that your product is made in a plant

maintaining a sanitation standard in excess of the standard which she maintains in her own kitchen. You will contribute to destroying that feeling on the part of the buying public which may make them hesitate to pick up processed goods at the store. You will be helping your industry to police itself and relieve itself from the necessity of government action. You will be capitalizing on cleanliness.

RESOLUTIONS

(Continued from Page 39)

good will and support that such voluntary service rightfully deserves.

6. RESOLVED, that in the death of A. Joseph Freschi, former vice president and many years director of the National Association, we lost an able leader and friendly advisor. To his relatives and friends, this expression of appreciation of his life-long loyalty, and be it further RESOLVED, that this same feeling of loss be expressed to the relatives and friends of all other members of the Association who answered the last call since our 1949 convention.

Respectfully submitted,
Guido P. Merlino, Chairman
Albert Ravarino
Vincent Cuneo
Respectfully submitted,

MANAGEMENT

(Continued from Page 33)

we have nurtured its growth, suffered its disappointments, shared in its success and profited thereby. Anything that threatens it threatens us. I see threats of a storm ahead that will surely hold us back and could possibly put us in a position where we will not have the power to keep in the contest for even that small share of the food dollar.

You cannot continue to sell one pound packages of macaroni at 12½¢ per pound and expect to make your competitive bid strong enough to hold your share of that food dollar. These things I believe are true:

1. The semolina in a pound of macaroni, allowing for losses, cost about\$0.065/# in sacks (delivered to heaviest production centers on today's market.)
2. Cash wheat is still selling below the price at which CCC will let loose of their almost monopolistic holdings. The new crop of durum cannot equal last year's and because of late planting might yield even less than our requirements. The industry as a whole is not protected beyond the old crop. Semolina prices will probably rise.
3. Conversion and packing costs

in the best managed plants average at least 2c at full production and will average 3c for the industry. They go up as volume goes down.....\$0.30/#

4. Cartons for spaghetti run from \$7.80 to more than 14.00 per thousand. A low average would be\$0.10/#

5. A fair average cost for the shipping container would be.....\$0.005/#

6. You can't ship very far for less than\$0.10/#
Total\$0.120/#

7. An analysis of moderate selling, merchandising, and advertising expense indicates that a minimum figure would be.....\$0.015/#
Total\$0.135/#

What will happen?

First, advertising appropriations will be cut right at the time when the rice industry is appropriating 10c per hundred pounds for promotion and when there will probably be a potato surplus which your benevolent Uncle Sam will encourage your customers to eat—even if they give them away.

Next, quality will be shaded and many a good customer will try something else.

Then, consumption will drop and desperate producers will cut the price further, and lower quality to the cheapest materials than can be bought.

Maybe another emergency will save us again, but it might not.

Now, what is the alternative?

It is human nature to blame our ills on others. The leaders say that the followers are chiselers and have to be taught a lesson. The followers trained to ride on the tail of progress can only cut lower or go out of business. It is the history of the macaroni industry that they may go broke, but they do not close up.

For thirty years I have listened to manufacturers say, "I'll teach the so-and-so. If he cuts 10c I'll go to 15c and make him like it." The only person that likes it is the buyer, but, believe it or not, there are many far-seeing buyers who will support the manufacturer who establishes a fair price, does not respond to pressure to shade it to anybody and maintains his brand franchise by using his margin to develop consumer demand.

No one manufacturer or group of manufacturers has ever, to my knowledge, increased volume permanently by cutting prices below cost. This industry is so constituted that well managed plants, regardless of size, can compete on an equal basis with each other.

Actually, when consumer promotion ceases, the fellow with a small plant investment and low overhead can lick the pants off the bigger boys with large responsibilities which cannot be reduced as production falls. When the margin between cost and selling price is big enough to permit promotion—all elements in the competitive field will tend to build consumer demand by methods other than further price cut-

ting. The result is that the total effort is much greater than when a small group of companies carry the load, the total consumption of macaroni tends to increase, and the larger elements get their proportional share of that increase.

Leaders have always had to show the way. If they do not do so, other leaders will appear. If the macaroni industry cannot supply leaders that will guide consumers to macaroni and noodles, leaders in other industries will coax them away. You have good materials, efficient machines, competent workmen. These three you have in abundance. Will you managers maintain the leadership which will produce the margins needed to win the race?

N.M.M.A. CONVENTION

(Continued from Page 12)

of some macaroni and noodle manufacturers to answer falling volume by price concessions, as utterly fallacious."

Claude H. Webster, western division manager, Kroger Company, Chicago, treated the distribution of macaroni products from the angle of the retailer. "Manufacturer-retailer cooperation will result in more satisfactory, more profitable relations in passing your products to the housewife, who usually knows what she wants and what should be expected from it."

Martin J. Harding, vice president of Harding Restaurants, Chicago, handled the problem of the restaurant chefs in preparing macaroni foods for satisfactory serving to diners. "A high grade, good quality spaghetti is a prime necessity. Suggestions of tested recipes best suited for feeding groups are always welcome. While the brand name may be lost, it's quality, as served, is what determines its repeated selection by those who know and appreciate good foods."

Advertising Agencies' Angle on Sales: The choice of the proper agency qualified by study and research into the quality of the product whose consumption they plan to promote and their merit as a food that Americans would relish is most important. The subject was discussed from two angles, one by A. G. Bishop, account executive of Rathrauf & Ryan, Chicago, and the other by Roy E. Hanson, director of sales, Milprint, Inc., Milwaukee.

Manufacturers' Roundup: Two practical, successful and well-known manufacturers, one from the Eastern Seaboard and the other from the Pacific Coast, reviewed the discussions by speakers from outside the macaroni industry and, combining their impressions with their actual experiences in the trade, recommended how most of them may be incorporated into association and company policies to get from the suggestions all that is good

and practical to better serve regular and prospective users of macaroni foods. They were Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass., and Guido P. Merlino, Mission Macaroni Co., Seattle.

What the Association Is Doing for You: Robert M. Green, secretary-treasurer and director of public relations for both the association and institute, and M. J. Donna, secretary emeritus and managing editor of THE MACARONI JOURNAL, reported on what has been done or attempted for the betterment of the association members and the industry at large. Benjamin R. Jacobs, who was to report on his work as director of research and Washington representative, was unable to be present, missing his first national convention in over thirty years.

Deserving tributes were paid Mr. Jacobs for long, continuous service to the association and industry, and to past president James T. Williams, Sr., First World War president of the association, in resolutions unanimously adopted and ordered put into scroll form for presentation at a later date. The social functions were many and varied, all fully enjoyed by all who attended the 1950 convention.

DURUM MILLERS

(Continued from Page 20)

or a total supply available of 57,000,000 bushels. This means that the mills skimmed off the top 40 per cent of the durum for you. If we have only 23,900,000 bushels available this year, nearly 90 per cent of the crop will have to be ground into semolina. Let us hope that the crop is bigger than the government estimate, and that it is of uniformly high quality; otherwise, the quality of the semolina you use next year may not be as good as that to which you are accustomed.

No one knows how much durum Commodity Credit will take over this year. There has been considerable country selling recently, and this selling may continue if prices remain at present levels. If prices decline, there is no incentive for a farmer to sell, as he can get the equivalent of \$2.40 per bushel, Minneapolis, including storage, by re-sealing and carrying the grain until next spring, whereas if he liquidates his loan he must pay interest and other accrued charges, and he loses the storage payments.

If he delivers his grain to Commodity Credit Corporation, it will be available to the mills, and to you, at higher prices. Commodity Credit Corporation has announced their sales price at 28c per bushel over local loan levels at the country elevator. The average loan is around \$1.95 per bushel. Adding freight to the terminal, and country and terminal handling

charges, brings this price to \$2.50 to \$2.52 per bushel, and that price will look low unless we get a good crop. I want to emphasize again that no one knows what the production will be. We do know that the acreage has been reduced. Therefore, even with ideal growing conditions, it is likely that the crop will be much smaller than last year. This is a rather pessimistic report, but that is how the situation looks today, June 20, 1950.

MACARONI WEEK

(Continued from Page 19)

these stickers should go on every letter, every package, every piece of mail that goes out of your plants and offices between now and Macaroni Week.

Bob Green will be happy to take your orders for both the posters and the stickers.

On the basis of the report I have made to you today, I think you can be assured that National Macaroni Week will be a success. However, we can't sit back and rest on that assumption. There's a lot of work ahead of us and a lot of work ahead of you if we are going to cash in on the advantages developed by Macaroni Week.

To achieve the greatest success, it means that everyone in the macaroni industry must get together and work together to make everyone conscious of Macaroni Week. Salesmen, wholesalers, brokers, retailers, chain stores and voluntary allied groups must pull together as a team if we're going to get the full advantage of Macaroni Week.

Macaroni manufacturers, through their salesmen and distributors, are going to have to get those posters up in the retail stores so that every housewife will be brought face to face with Macaroni Week in every grocery store she enters.

Your salesmen and distributors are going to have to sell those grocers on mass displays of your products so that the housewife, whose appetite for macaroni products is whetted by something she reads or hears about Macaroni Week, will be able to find those macaroni products in the stores.

We'll get the public thinking about Macaroni Week, talking about Macaroni Week. It's up to you fellows to help us with that job by talking Macaroni Week yourselves and selling macaroni week to everyone with whom you come in contact.

Other members of the food industry think enough of Macaroni Week to spend money promoting it. They'll profit from it, but the money they spend will help to build your sales.

Macaroni Week is going to be a big thing for the macaroni industry. It's going to boost your sales and it's going to help us in our overall objective of putting macaroni products on every table at least once a week.

KARTOON KORNER

by ART ROSS

PAUL WHITEMAN,
"KING OF JAZZ" FOR OVER 30 YEARS, IS MORE ACTIVE AND IN BETTER CONDITION THAN EVER. PAUL IS A SPAGHETTI FAN --- BUT THEN WHO ISN'T?

NIAGARA FALLS-
HONEYMOONERS ARE ORDERING MORE AND MORE MACARONI PRODUCTS! GIVE 'EM CREDIT FOR STARTING OUT RIGHT!

HERE'S THE BIGGEST ATTRACTION OF 'EM ALL!
SEE MORTY'S PICTURE IN HOLIDAY MAGAZINE

N.Y. - MORTY CURTIS, FAMED THEATRICAL AGENT, CELEBRATES HIS 10TH YEAR OF BOOKING STARS. MORT STARTED OUT AS A DELIVERY BOY. HE WORKED HIS WAY, DELIVERING NOODLES, THROUGH COLLEGE.

TONY BETTS - N.Y. MIRROR WRITER WRITES HIS COPY WHILE ENJOYING MACARONI DISHES AT NEW YORK'S FINE VILLANOVA RESTAURANT.

HIT TUNE!
FRANKIE CARLE'S FIRST VICTOR RECORD - "SPAGHETTI RAG" - IS A TOP SELLER!

ASK YOUR LOCAL STATION TO PLAY THIS TUNE.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
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National Macaroni Manufacturers Association

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Families with Children Consume 40.5% More Food

The research bureau of *Parents' Magazine* has just released facts and figures revealed in a new survey conducted in 1,558 households in 66 representative cities. It shows conclusively that families with children consume 40.5 per cent more food than families without children.

The basic data in the report was supplied by the U. S. Department of Agriculture which conducted a survey in the spring of 1948 on the purchased food consumed by urban families. Data on food used by rural families was not collected because rural families consume relatively large quantities of home-produced foods.

Typical of the greater-expenditures by households with children than those without children is that concerning macaroni products.

Average expenditures for purchased food used in week:

By households without children .. 7c
 By households with children 12c
 Difference in expenditure 5c
 Per Cent Difference (based on expenditures of households without children).....71.4

CLASSIFIED

FOR SALE—Consolidated Washer for Long or Short Macaroni Dies . . . A-1 Condition. Guaranteed for 1 year. Price \$750. Box 81, Macaroni Journal, Braidwood, Ill.

WANT TO BUY—Consolidated Automatic Shortcut Macaroni Press. Box 81, c/o Macaroni Journal, Braidwood, Ill.

"If I were to try to read, much less answer, all the attacks made on me, this shop might as well be closed for any other purpose. I do the very best I know how—the very best I can, and I mean to keep on doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference."
 —ABRAHAM LINCOLN.

Remember—

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



Worthy of Recommending

Macaroni Manufacturers on the lookout for macaroni, spaghetti or noodle dishes to recommend will find favorable consumer acceptance to the following dish by a renowned home economist:

Diced cooked ham is delicious teamed with cooked elbow macaroni, cream sauce and grated yellow cheese. Put the mixture into a casserole, top with buttered crumbs and brown the topping in a moderate oven.

Don't give your mind to your work without giving your heart to your work.

KEEPING FAITH WITH NATURE

ROCHE LEADERSHIP

NOW...MILLED WHITE RICE CAN MEET MODERN NUTRITIONAL DEMANDS

Nutritionists, Government authorities and cereal processors the world over will, we believe, welcome this Hoffmann-La Roche news. For until peoples of the great rice-eating nations can enjoy a state of health free from beriberi and other effects of malnutrition, world trade and international security will be deprived of a most essential guarantee. A nation cannot be BOTH productive and happy without good health. Now it can be both even if its people's principal staple food is milled white rice.

Enrichment of wheat flour, macaroni products and corn meals was a relatively simple problem which Roche chemists and technical experts helped to solve. However, the popular practice of washing or rinsing rice before cooking renders the usual type of enriching premix useless since the vitamin content dissolves in the water and is lost. As a leader in world production of vitamins, Hoffmann-La Roche looked for a means of hurdling this difficulty, found it, and its patented processes have been made available to the rice milling industry.

Going further, and to demonstrate conclusively that addition of lacking vitamins and minerals to a staple food cereal was a practicable and easy means of correcting dietary deficiencies, Hoffmann-La Roche joined with four other participants in making possible the greatest nutritional experiment* of all time. Involving 100,000 Philippine people, this experiment has furnished proof with which flour millers, bakers and other cereal processors can overcome the "doubting Thomases" of "enrichment."

Ask to see, and if you eat rice insist upon being served, the new "nutritionally improved" milled white rice carrying thiamine, niacin and iron at the same minimum per pound levels as enriched white wheat flour and corn products.

*The experiment is under the joint auspices of the Williams-Waterman Fund, Republic of the Philippines Department of Health, United States Public Health Service Rehabilitation Program, National Rice and Corn Corporation of the Philippines and Hoffmann-La Roche Inc. Preliminary reports published thus far have appeared in the Journal of Nutrition of August 1947, Journal of the Philippine Medical Association, November 1947, and the Rice Journal of April, 1950.

ENRICHMENT 'ROCHE' VITAMINS
 VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY



LADIES LOOK TWICE!

Whether it's jewelry or macaroni products, a woman isn't likely to buy after one quick glance. She'll take a careful *second* look—a look at the *quality*.

For that close, critical second look, your products need attractive *color*. And then, to satisfy the customer *after* she has bought them, they need first-rate flavor and cooking quality.

To make sure of the utmost in color, flavor, and cooking quality year in and year out, rely on Pillsbury's Durum Products. They are the result of unexcelled skill and experience in milling durum wheat—plus the most advanced wheat-selection and product-testing facilities.

PILLSBURY'S DURUM PRODUCTS

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