

**THE
MACARONI
JOURNAL**

**Volume XXXII
Number 10**

February, 1951

FEBRUARY, 1951

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Salute to Minneapolis



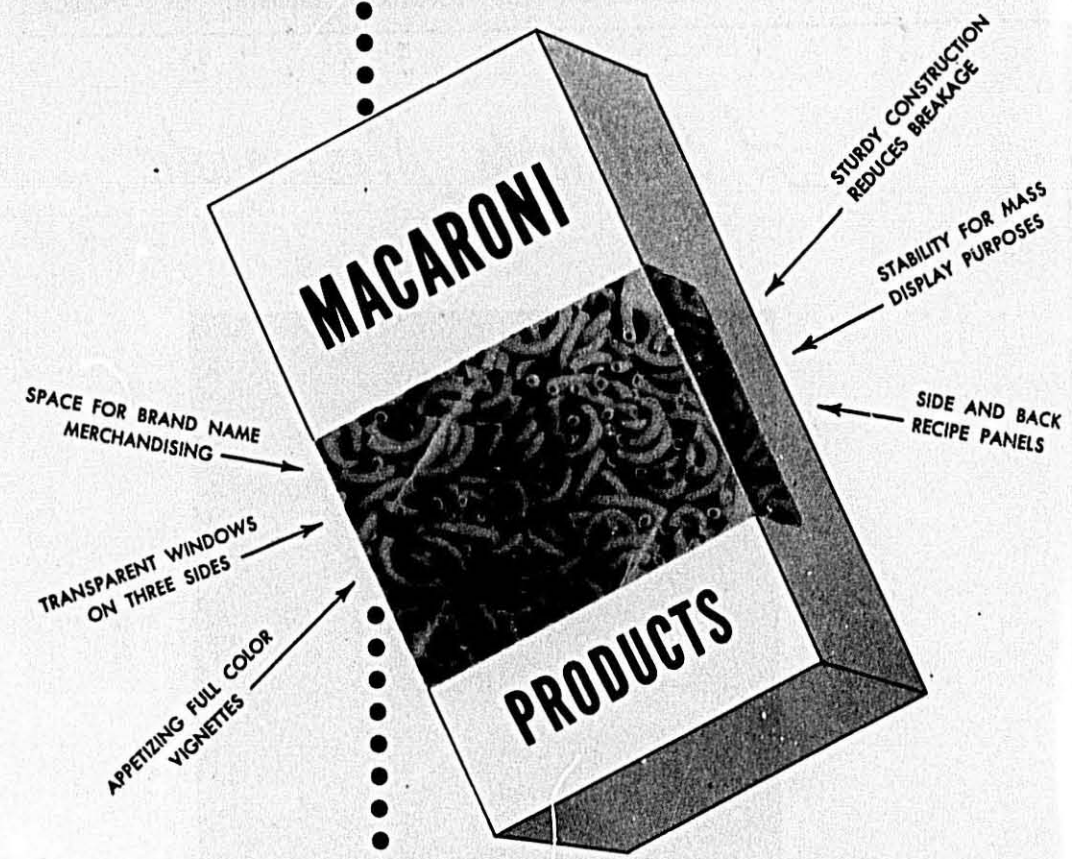
Flour mills of Minneapolis, world flour milling center. Minneapolis also leads all cities in the world in Semolina milling.

Macaroni Manufacturers Association
Chicago

Printed in U.S.A.

VOLUME XXXII
NUMBER 10

SOMETHING *New* IN PACKAGING
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When Amber Mill makes a promise, it's kept. Our customer friends know this, and perhaps that's one reason Amber Mill keeps its customers, too.

When you specify Amber's No. 1 Semolina and a specific shipping date, you can count on two things: Top quality No. 1 Semolina, always uniform to safeguard the quality and uniformity of your products; and delivery as promised to keep your plant on smooth schedule.

Why not let Amber Mill take over the responsibility of supplying you regularly with your No. 1 Semolina. You'll enjoy the association.

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FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. • General Offices, St. Paul 8, Minn.

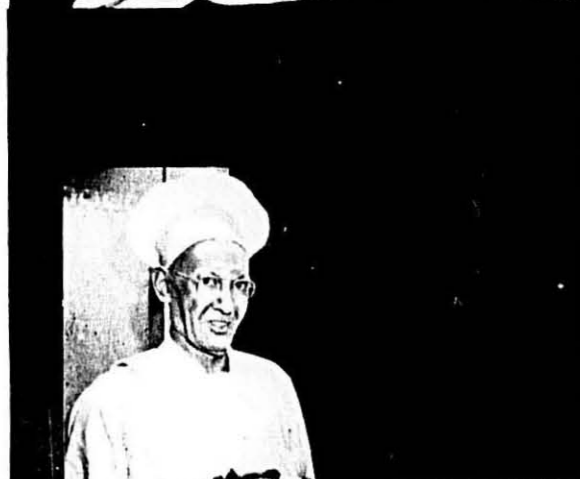


Since the day some 60 years ago when Enrico "Cap" Caproni first opened his doors for business, Caproni's Restaurant has been one of Cincinnati's most popular "institutions". Here is a view of the new Caproni's, modernized and redecorated in 1948.



A Tradition in Good Eating

SINCE 1886



Here Joe Palazzolo and Gabriele DiMaiolo, chef at Caproni's for 24 years, perform part of a daily ritual: they're tasting a Bolognese sauce. Perfection is the watchword . . . just as perfection is the constant aim of the millers of King Midas Semolina.

Milled with Skill that is
Traditional

KING MIDAS
Semolina

KING MIDAS FLOUR MILLS  MINNEAPOLIS 15, MINNESOTA

The MACARONI JOURNAL

Volume XXXII

February, 1951

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PULLING TOGETHER

For Peace

A New Year with new opportunities, plus all the left-over old ones and some new obligations, greeted every American on New Year's Day.

Once again we find ourselves in a state of war, this time with a small nation willing to become the front for two of the greatest communistic countries in the world. Again we are being stabbed in the back by a vicious foe that seeks the end of the civilized nations' way of life.

Once again we stand united, ready on the home front to pull together for Peace. As processors of a food industry highly essential to our defense program, the macaroni industry can be justly proud of the part we are able to play, no matter how small that part may seem, in keeping a dependable supply of good substantial food headed toward our military efforts abroad and a sufficient reserve for those on the home front.

Once more we must realize that the operations on the fighting front, on the high seas, under the surface or in the air, as well as the morale on the home grounds, depend on products, machines, explosives and everything else, supplied adequately and with dispatch.

Some members of the families of the food plant operators and workers in the macaroni-spaghetti-noodle factories of the U.S.A. have already left their homes and places of domestic employment to enter the military services. Doubtless others are soon to follow.

Duty to our country is imperative in such critical times—at all times. If the decision is ours to make, we must determine wisely in what capacity we best can serve . . . whether it be a military assignment, or by reason of experience, training and education our contribution to the war or semi-war effort can best be realized by remaining on our present job.

Whatever the outcome of these decisions, we need combine our efforts to insure the well-being of our nation, the members of our families at home and abroad, and the continuation of the democratic form of life that has seen the world progress to its highest peak in everything that is worth fighting and living for.

Together, let us continue pulling together for a united peaceful world!

For Prosperity

Again, at the beginning of a New Year, we find the leaders of the macaroni-spaghetti-noodle industry of the U.S.A. gathered this time in a mid-year meeting to study jointly conditions within the industry, comparing them with the all-out effort by the nation at large to carry out an undeclared war on the civilized countries of the world by a ruthless enemy of contentment and progress—communism.

At the industry conference this time, as in most conferences in the years since the industry was placed on an organized basis almost a half century ago, there seemed altogether too great a percentage of the industry still ready to let the willing Georges form the fighting front . . . to act co-operatively in the industry's all-out effort to aid the nation to protect their very existence as well as the peaceful and prosperous future of those willing to stand up and be counted.

Again we must be considerate. Not all who did not attend last month's conclave should be charged with neglect of duty to their country, and to their industry . . . but those who have consistently refused their co-operation through the years will have much explaining to do, even unto themselves.

Duty to one's trade or business comes next to obligation to our country and our family. Once more all should realize that if our nation is to be strong in its fight to preserve democracy in the greater part of the world, all individuals and units within the country must work together to make and to keep it strong.

A united and strong macaroni industry will not only help to keep a nation strong, but will serve to provide an unending supply of a good substantial food on all fronts, a contented working force in our factories and a healthy nation willing to make all necessary sacrifices towards that end.

As was expected, the Winter Meeting of the macaroni industry went unanimously on record as favoring full spirited support of the country's efforts, a continuing necessary campaign of products promotion that will provide the increased demand necessitated by the over-production by improved machines and methods, and of holding the good will of the durum growers whose good grain means so much for good semolina and the good health of the increasing number of Americans who have become increasing consumers of this fine wheat food.

Together, let more macaroni-noodle manufacturers work and pull together for a united, for a better industry, in war or in peace.

A SALUTE TO MINNEAPOLIS

Minneapolis . . . Hub of the Upper Midwest

"Were your mills and your falls in Europe, and properly described by Baedeker or by Ruskin, you would rush in crowds to see them and enthuse over them in superlatives. But as you cross the long, low, stone bridges, as fine as a Roman viaduct, how many marvel at the mighty mass of masonry, from the base of which wild torrents gush forth? How many of you marvel at the beauty of the mass of the rock-built cliffs, while against the dark water stand huge silhouettes of masonry as pictorial as anything in Europe?" So wrote the late Joseph Pennell, one of America's foremost etchers and art critics as he marveled at the colossal towers of Minneapolis' "Bread and Butter Sky-line."



James T. Williams, Sr. President, The Creamette Co.

And a substantial part of Minneapolis' breadstuffs industry is the manufacture of macaroni products, which contribute plentifully to that city's aggregate industrial production. Strategically located close to the Dakotas, from whence comes the most excellent durum wheat grown, and in the center of the durum milling industry, is Minneapolis' Creamette Company, which carries the fine reputation of Minneapolis-manufactured products across the nation from coast to coast and to many foreign markets. Specializing in the quick-cooking lighter type of macaroni, this local manufacturer has progressed in a direction almost opposite to that of the European methods of production. Here the finest of semolina . . . the smoothly milled hearts of amber durum wheat . . . are scientifically mixed into a dough, thoroughly kneaded in batteries of four-ton presses which extrude the product under tremendous pressure. Rather than being sun-dried under changeable weather conditions, these macaroni products are slowly cured by smooth, deliberate stages in a series of temperature-and-humidity-controlled automatic dryers, to preserve the delicate natural flavor of the durum wheat.

Also located in Minneapolis is a smaller plant, the Mill-Brook Macaroni Company, with an equally fine reputation for quality products which are widely distributed throughout the Twin Cities, Minnesota and nearby states. A force of about ten executives and employes operate this factory.

Current figures indicate that local manufacturing facilities produce millions of pounds of macaroni products annually in Minneapolis alone, contributing several millions of dollars to

Minneapolis' billion-and-a-half-dollar wholesale annual output volume.

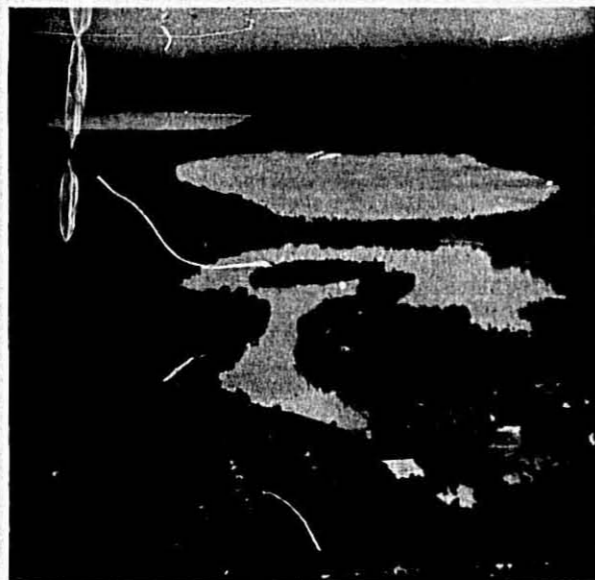
The upper midwest has always been a natural and primary market for the produce of its largest metropolis. This vast trading area was quick to accept the new thin-walled, quick cooking macaroni originated in Minneapolis and this American adaptation of a European dish has become increasingly popular with its presentation to many other American markets.

Indicative of the Minneapolis spirit of mutual helpfulness is the merchandising co-operation of the great flour milling companies, as exemplified by General Mills which annually promotes, through many advertising media, delicious macaroni dishes, such as Chicken Tetrazzini, Paprika Veal with Macaroni, and Spaghetti with Blue Cheese Sauce . . . which have not only received enthusiastic public acceptance but have introduced more and more Americans to this most versatile product that flavor-blends its individual taste with that of meats, vegetables, seafood, cheese and fruits to provide a multitude of appetizing new dishes for mealtime menus.

It is significant that a flour mill was one of the first structures to be erected on the banks of the Mississippi River in that little settlement later to become the City of Minneapolis. For 70 years the flour mills and millers of Minneapolis have been known throughout the world as prime producers of the chief ingredient of bread. Today Minneapolis' grain elevators are a tribute to the enormous part the milling industry plays in the life of the city. Minneapolis is the headquarters for the five largest wheat milling companies in the world.

Minneapolis has long been an important producer of agricultural ma-

(Continued on Page 37)



Airview of three of Minneapolis' eleven lakes. Lake-of-the-Lakes is in the foreground, Lake Calhoun in the center, and Lake Harriet in the background. These lakes are in the heart of the residential district.

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.

General Mills, Inc. DURUM DEPARTMENT CHICAGO 4, ILLINOIS



Consider Expected Controls At Winter Conference

Macaroni Products Producers Organized Industry Action and Products Promotion for First Half of 1951 at Miami Beach, Florida, Meeting



Spaghetti-satisfied guests at the Rossotti party, Flamingo Hotel. Left to right: Mrs. and C. Frederick Mueller, Peter and Mrs. La Rosa, and Mrs. and Benjamin R. Jacobs.

LEADING representatives of the macaroni noodle industry of America met at the Flamingo Hotel, January 22-25, 1951, to study business conditions confronting their trade and to agree on a plan of united, co-operative efforts to adjust production and distribution to changes that are being anticipated by businessmen in most lines.

The opinion generally prevailed that government controls are imminent. A special committee was appointed to serve as the crux of an industry committee which in all probability will be required when controls and restrictions become effective.

Philip Talbott of the grain section of the U. S. Department of Agriculture addressed the convention on the general trend in Washington and recommended the procedure the macaroni industry must or should follow to properly protect the macaroni-noodle trade under whatever changes develop.

The Florida conference opened with a meeting of the 1950-1951 board of directors to adopt budgets of the National Association, Macaroni Institute and the MACARONI JOURNAL and adopt policies for organized action for the first half of the new year.

Later in the afternoon of January 22, the directors conferred with representatives of the durum mills on the durum wheat situation and the 1951 crop. The work of the durum relations committee of the National Macaroni Manufacturers Association was lauded and funds allotted for enlarging the public relations program needed under the problems confronting the durum growers in North Dakota.

A change in the government method of reporting durum production appears to be necessary to the extent that it is suggested that durum be listed separately from bread wheats, red durum and feed wheats. Durum deserves a separate classification and action was recommended to attain that end.

The work of the National Macaroni Institute in 1950 and the plans for the first half of 1951 were fully reported on by Robert M. Green, public relations director, and the Sills Agency by President Theodore Sills. The plans were approved with an urge that supporting macaroni-noodle manufacturers do a better merchandising job of the many opportunities created by the industry promotions.

President C. Frederick Mueller of the National Association, in his message to the members and N.M.I. supporters, predicted a bright future for the macaroni business if the processors acted more unitedly in taking advantage of the national interest in macaroni foods. He extended an invitation to all non-members and non-supporters to become associated with the organized unit for general trade promotions.

Production, merchandising and dis-

tribution were the themes of the three-day conference by members of the industry. In all phases, actual manufacturers and allied tradesmen were the speakers, with general discussions from the floor. Reports and statements by many of the leaders of discussion appear elsewhere in this issue with late ones in March. The convention program called for morning sessions only, leaving the afternoons free for visiting and pleasure of the choice of the conventioners. The planned social functions included:

a—Yacht tours of Biscayne Bay areas each afternoon with Stanley J. Klein, president of Empire Box Corporation, as host.

b—A Spaghetti Buffet Supper on the Open Air Terrace of the Flamingo on Tuesday evening, January 23, with the Rossotti Lithograph Corp. as host, Vice President Charles C. Rossotti of-

(Continued on Page 40)



Two citizens and Hawaiian visitors at the Winter Meeting of the National Macaroni Manufacturers Association, Miami Beach, Fla., January 22-25, 1951. Standing, left to right, are Maurice L. Ryan, Quality Macaroni Co., St. Paul, C. L. Norris, The Creamette Co., Minneapolis, and William Steinko, King Midas Flour Mills, Minneapolis. Seated are Mrs. Edw. K. Masseo, Honolulu and San Francisco, and Miss Mikilani Fo, Hawaiian-born singer.

There's
of POTENTIAL for
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

The President's Message

C. Frederick Mueller

Winter Meeting, NMMA
January 22-25, 1951
Miami Beach

Miami Beach has, during the past three years, assumed a three way significance to many of us in the macaroni industry.

First, we have had an opportunity to give and receive helpful information during our formal business sessions. Second, our social contacts have provided abundant opportunities for better understanding with its bi-product mutual respect. Third, and of increasing importance, at least to those of us who are past forty, we have had opportunities, and now have an opportunity, to rehabilitate ourselves, during the dark winter months, under idyllic surroundings to better discharge our responsibilities during the year ahead. It gives us a chance to "spread and preen" for a few short days which, to my way of thinking, is good for our souls as well as for our future productivity.

Our program this year is an enlargement of that used at the successful marketing meeting held here last January. Those leading the discussions are our own people—folks familiar with our problems and with the know-how to solve them. It is my sincere hope that we may have full and frank discussions on all subjects. This is the place for us to say all that we have to say.

Since June, 1950, many things have been accomplished for you as individuals and for your industry by the staff of your association and your fellow manufacturers.

Secretary Bob Green has, virtually alone, expanded association service to a point which would do credit to a group many times larger and more wealthy than our own and one having the services of a large staff. Through his bulletins—"News and Views" and

"Facts and Figures"—he has made a great deal of information available to all of us and is anxious that you tell him exactly what type of information you want and how much of it you want.

Secretary Emeritus and Editor M. J. Donna has maintained his constantly high standards in editing and publishing THE MACARONI JOURNAL. From the appearance of recent editions, it appears as though "M. J." has two new problems, both in the form of demand. One is the increased demand for advertising space among suppliers and the other is the demand and competition among manufacturers for publicity space. The former has been brought about by a growing realization among suppliers that our Journal is an effective advertising medium and not just a good-will publication. The latter is surely an outgrowth of our industry publicity program and is additional evidence that the members of our National Macaroni Institute are coming of age publicity-wise.

Maurice Ryan has once again rendered invaluable service to our industry as chairman of the durum growers committee. He and M. J. Donna represented you at the 1950 Durum Show, while he alone attended many conferences on durum wheat conditions at



C. Frederick Mueller
President, NMMA

great personal cost in time and effort to himself.

Peter (Louisville) Viviano, as chairman of your Quartermaster relations committee, was alert and ironed out a misunderstanding in regard to the egg determination for egg noodles used by the Quartermaster depot in Chicago.

Frank Yantz, chairman of your traffic committee, represented the association before the motor classification committee and stands ready to represent the association on all matters involving rate structures and classifications, both rail and truck. Mr. Yantz has a practitioner's license and is well

equipped to handle association rate problems.

In regard to the accomplishments of our publicity program, it is significant to note that, despite severe competition in the food industry, macaroni production in '50 equalled the high level of '49 with reduced export shipments. The team of La Rosa-Sills and staff continues to beat out substantial amounts of effective publicity. Both will tell you of the many new program innovations started since June and of their plans for the future.

I have given you but a sketchy view of past accomplishments. These matters will be discussed in detail later during this meeting. The important thing is that our various committee men and staff have been ready to pitch in wherever and whenever they were needed. It is encouraging to know that we are thus equipped for the war economy which lies ahead. My sincere thanks to all of you who have contributed so much to the growth and strengthening of our association and industry.

To try to predict the future of any of us, or of our industry, during the year ahead, would be foolhardy to say the least. It should be sufficient to mention a few of the things which have happened during the past six months. The price of cartons and eggs have gone to astronomical highs. Semolina, labor, pipes, fittings and a myriad of other supplies have risen in price substantially. Industry action, under these circumstances, has been most orderly. Macaroni manufacturers, until recently, have absorbed these increases and when they did, of necessity, increase prices during December, they did so in accordance with the "fair standards" announced by the Economic Stabilization Agency on December 19, 1950.

At this time of the year, it is appropriate to fashion plans for the future. While more important executive decisions will likely have to be made during 1951, we are buttressed by the invaluable experience gained during and since the last war. Self-reliance, more than any one thing, stands out as the No. 1 ingredient for a successful business operation during 1951. All of us will have to use our own best judgment in making business decisions. We cannot afford to be unduly influenced by every new wind that blows.

The food industry, of which we are becoming an increasingly important part, has demonstrated its willingness and ability to make its products available in abundance at comparatively low profit margins.

The greatest contribution we can make, during these times, can be made by keeping our feet on the ground and planning our operations so that we, together with all industry, may emerge from whatever lies ahead in a sound healthy condition.

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

THE American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand added sales appeal by enriching with Sterwin vitamins . . . the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

- 1. ACCURACY**—Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.
- 2. ECONOMY**—No need for measuring—no danger of wasting precious enrichment ingredients.
- 3. EASE**—Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

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St. Louis, Kansas City (Mo.),
Minneapolis, Denver, Los
Angeles, San Francisco, Port-
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Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

U. S. Patent No. 2,444,215

Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—free flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

*Also available in double strength

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:
Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.
Distributor of the products formerly sold by Special Markets-Industrial Division of Wintrop-Sinara, Inc. and Vanillin Division of General Drug Co.

Convention Talks and Reports

Given at the 1951 Winter Meeting of the NMMA
January 23-25, Hotel Flamingo, Miami Beach, Fla.

REPORT ON ACTIVITIES OF THE DURUM WHEAT PRODUCTS DIVISION, WHEAT FLOUR INSTITUTE

From July 1, 1950—December 31, 1950

Paul M. Peterson, Chairman
Semolina Millers Group

The last report on activities of the durum wheat products division of the Wheat Flour Institute was given to you by Mrs. Snyder at the June convention in Chicago. Since that time, the Miller's National Federation very regretfully accepted the resignation of



Mr. Peterson

Mrs. Snyder as head of the Wheat Flour Institute after many years of distinguished service to the milling industry by Mrs. Snyder. Mr. Howard Lampman succeeded Mrs. Snyder as executive director of the Wheat Flour Institute with an enlarged scope of activity, and Miss Gwen Lam is in direct charge of durum products promotion under Mr. Lampman's direction.

The durum products division of the Wheat Flour Institute has been increasingly active in stimulating the consumption of macaroni products during the past six months since our last report, and I'm going to comment very briefly on the various phases of this activity.

1. Newspaper Publicity

(a) Bi-monthly newspaper releases are regularly sent to over 600 newspapers. Releases include cooking tips, menu planning helps, nutrition information, recipes and photographs. Re-

leases to metropolitan dailies are accompanied by 8x10 glossy photographs. Those sent to smaller dailies and weeklies are accompanied by mats.

(b) In line with rising food costs, the home economists are putting more and more stress on the economy of macaroni foods. In this connection, the institute has begun a policy of figuring costs for all recipes released. These prices are based on an average of the prices of eight large cities throughout the United States. The fact that a dish can be prepared for less than 7c or 9c per serving will, we believe, have immediate appeal to Mrs. Housewife. Food editors have given enthusiastic support to this additional information added to newspaper releases.

2. Radio and Television

Timed radio scripts are sent monthly to over 1,450 broadcasters. These scripts feature the economy, versatility and food value of macaroni foods. The institute has also filled several requests for photographs and recipes for macaroni foods to be used on television homemaking programs.

3. Durum Wheat Notes

The regular monthly bulletin featuring seasonal recipes for macaroni dishes along with cooking tips, nutrition information and meal planning helps is currently being circulated to about 32,000 home economists, teachers, public health leaders, et cetera.

4. School Lunch Program

Macaroni foods go so well with surplus commodities made available by the government to the 47,750 schools participating in the school lunch program that home economists at the Wheat Flour Institute have developed many large quantity recipes using these foods. Surplus foods include cheese, dried whole eggs and dried milk. These recipes are available on request from school lunch managers and supervisors. Many of these are distributed by Wheat Flour Institute regional home economists at special workshops for school lunch personnel. New quantity recipes are always featured in the January and September issues of *Durum Wheat Notes*.

5. Macaroni, Spaghetti and Noodles

About 22,100 copies of this recipe booklet have been distributed. It is currently being listed as a teaching aid in several educational publications as well as in the Wheat Flour Institute

publications, so requests continually come in from professional persons.

6. Special Requests

Requests for special photographs, recipes and other information about durum wheat products are continually received. In the past six months, material has been supplied to food editors of national consumer magazines, professional magazines, calendar and cook book editors, newspaper editors, extension personnel, et cetera. Altogether, 46 photographs have been sent out since June by special request.

7. Colored Photographs

Recently the Wheat Flour Institute has made colored photographs available to magazine editors and to editors of special colored newspaper supplements.

8. National Macaroni Week

(a) In connection with National Macaroni Week last October 15, special releases were sent to newspapers and radio broadcasters. Tear sheets sent to the institute by food editors showed excellent use of this material.

(b) The October issue of *Durum Wheat Notes* was devoted entirely to this event.

The durum products division of the Wheat Flour Institute is continually searching for the best and most effective methods of promoting the increased use of macaroni products in the American diet, and the durum mills who sponsor the institute want you all to feel free with your suggestions or constructive criticisms so that it may be most effective in serving the macaroni and durum milling industries.

DURUM

H. I. Bailey, Manager
Durum Division
General Mills, Inc.

The present durum picture has not changed much from our interpretations last fall. The crop was finally ripened and harvested better than we had any right to expect from the late start and the late harvest. This has led the government to increase its estimates of the size of the crop, but that increase in bushels has not occurred in the category of good milling durum. The following figures and estimates from the grain department will, I hope, give you a fair appraisal of the durum supply and price situation for the balance of this crop.

	July 1 Carry-over	New Crop	Total Supply	Seed Mill Grind	Feed Export and Other Uses	Disappearance
1948.....	10,309	45,478	55,787	21,683	16,353	38,036
1949.....	17,750	38,817	56,567	21,630	15,890	37,520
1950.....	19,717	36,064	55,781	22,000*	16,000*	38,000*
1951.....	17,781*					

*Estimated

000 omitted from above figures.

Assuming the government December 1 estimate of 36,064,000 bushels to be correct for the last crop, we would break it down quality-wise as follows:

Low protein (under 10 1/2% in the wheat).....	7,250,000 bu.
Frost damage (fit for feed only).....	4,000,000
Red Durum (fit for feed only).....	3,500,000
	14,750,000 bu.

Deducting the above from the total crop leaves a balance of 21,314,000 bushels from the last crop which mills could use. Included in this is a very large amount of wet durum and considerable light-weight durum (rusted) which the mills find very difficult to grind. This means that we produced considerably less good durum in 1950 than the mills will grind before the next crop is harvested.

ceilings were established today, the price at Minneapolis for No. 2 Amber Durum would be about \$2.63 per bushel plus markups for handling. Undoubtedly the farmers will succeed in marketing all of their wet durum before warm weather arrives in the spring. They are striving hard to do this. When that is accomplished, there will be no further load on the market

Car lot Receipts at Terminal Markets September 1 to December 1

	Duluth	Grand Forks	Minneapolis	Total	
1949.....	5,547,000	3,156,000	4,321,000	13,024,000	Bushels
1950.....	4,100,000	4,571,000	7,565,000	16,236,000	Bushels

Car lot receipts this year are running heavy for two reasons. First, much of the crop is very wet and will not qualify for loan storage on the farm. Second, farmers are anxious to market their wet grain before it spoils. The price of durum this fall and winter thus far has been held down by this load of wet grain that cannot be kept on the farms.

Looking forward, the price situation for durum remains strong. If price

and the price for milling durum will undoubtedly be attracted to the ceiling level should there be ceiling prices in effect at that time. Personally I feel this transition will take place much sooner than most people may think.

Minneapolis May futures price (1.22.51) is \$2.39 3/4, plus 22c premium, equals \$2.61 3/4 net price for cash durum. The possible ceiling is \$2.63, plus handling charges, plus new parity, whatever that may be.

EASY 3-SOME LENTEN PROMOTION

H. H. Raeder, Manager
Durum Dept., Eastern Division,
General Mills, Inc.

As Jack Wolfe puts it, I came to Florida the hard way—to look after Harry Bailey, see that he rests, goes to bed at 8:30 p.m., does not smoke or drink. Seriously, I am pleased—as I know you are—that he is able to be here after his recent hospitalization and I am happy to be here with him and with this group. It is my pleasure to substitute for him on this program and briefly cover the progress of an exciting merchandising program.

We are in the 26th year of General Mills' durum promotions in a consistent effort to increase the consumption of macaroni products. These promotions become progressively effective

as the macaroni industry steps up the tempo of their merchandising effort through the Macaroni Institute, public relations, Macaroni Week and a more pointed interest on the part of manufacturers.

There appears to be three divisions to the sales problem and they are ably approached in three general directions:

1. The durum wheat section of the Wheat Flour Institute, through the long-established channels of distribution, is doing a long-range, effective job with home economists, dietitians and schools in an educational effort to place macaroni in its rightful place in the diet.

2. Your publicity program, through the Macaroni Institute and the Sills organization, plus our nation-wide promotions, is creating an urge to buy macaroni products to create the attractive and economical dishes publicized.

3. The bottleneck of point of sale action is a subject of discussion at these meetings—it is a real problem but can be solved by greater use of the foregoing attributes plus your consumer registration of brand preferences.

Inasmuch as our current promotion was released some weeks ago, so that wide participation in individual advertising programs could be planned, we assume you as macaroni manufacturers have all been contacted. But may we briefly cover Easy-3-Some, culminating on a Betty Crocker Magazine-of-the-Air broadcast over 201 stations on ABC, February 22, Not 1—Not 2—But 3 tempting new dishes, including the new macaroni recipe requiring no-pre-cooking.

1. Cover Recipes

We would stress the fact that imprinted recipes are not dated, can be a continuing promotion. Present indications are that two million recipe inserts will be used.

The value of these Betty Crocker promotions is recognized by the adoption of the opportunity on the part of allied food manufacturers.

While National Fisheries and Libby are considering a tie-up, we have a full, additional participation by Wesson Oil on "Macaroni Saute." They are going to back General Mills' Easy-3-Some dish with a big newspaper, radio merchandising campaign. They are going to:

1. Run a half page, full color ad on "Macaroni Saute" in the March 4 eastern edition of *This Week*, circulation 8,175,000.

2. Run the same ad on March 11 in the *Chicago Sunday Tribune*, the *New York Sunday News*, the *Philadelphia Inquirer*—combined circulation 5,100,000.

3. Run the same ad on March 18 in the *New York Sunday Mirror*, circulation 2,088,000.

(A total newspaper circulation of 15,363,000.)

4. A million reprints of "Macaroni Saute" will be used as recipe hangers on shelf displays of Wesson Oil and macaroni by 201 Wesson Oil salesmen.

5. Wesson Oil will feature "Macaroni Saute" on the "Dr. Paul" program over 37 stations March 5 through March 23—3 weeks!

Let's look at the map to visualize this combined coverage by General Mills and Wesson Oil.

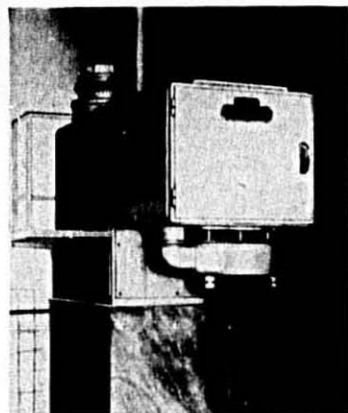
General Mills, on February 1, will release publicity on Easy-3-Some to 650 food editors across the nation. The Sills organization will do likewise with their contacts.

The outstanding work by Bob Green, your active public relations committee, and the Sills organization, is the new tempo of progress. We are happy to contribute in promoting a de-

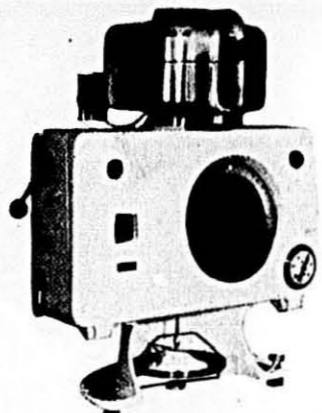
(Continued on Page 16)

BUHLER

SMALL CONTINUOUS-PRODUCTION PRESS • NEW HUMIDITY INDICATOR



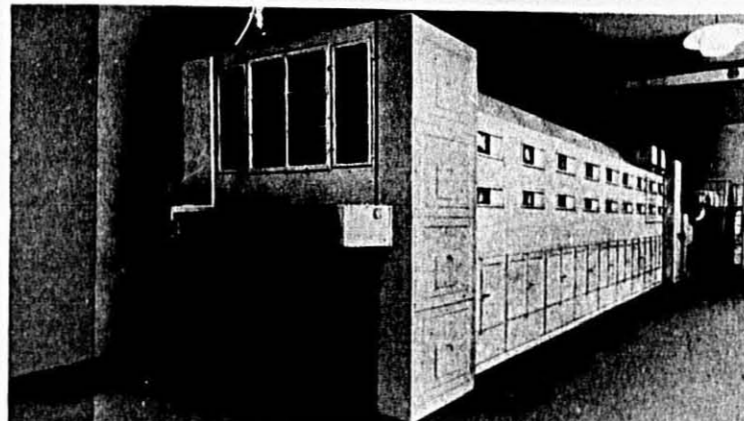
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



BUHLER Thermal Torsion Balance, B. 104. An ideal combination of accuracy and speed for continuous checking of product humidity. Gives readings of micrometer-accuracy in 3 to 6 minutes with greater operating convenience.

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

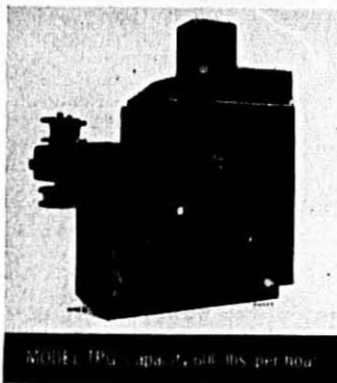
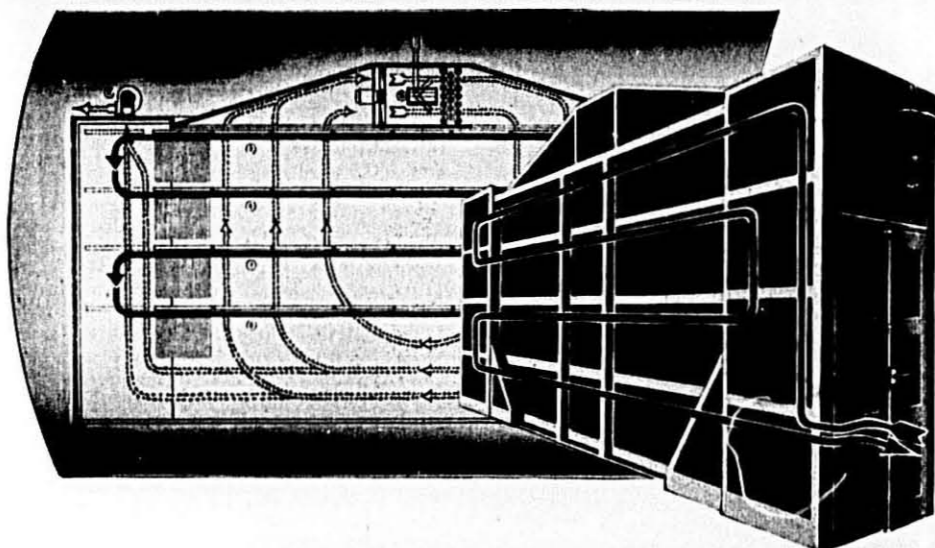
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



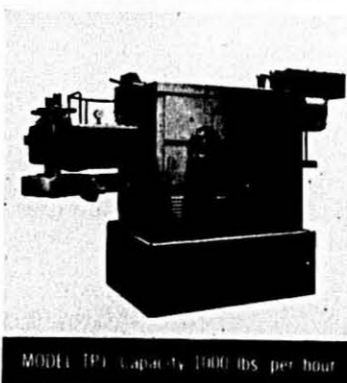
In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TP1 Capacity 1,000 lbs. per hour



MODEL TP2 Capacity 1,000 lbs. per hour

Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

The Buhler Thermal Torsion Balance gives visual humidity-percentage readings in 3 to 6 minutes. New—rapid—accurate—continuous checking. Extremely simple to use. Full details immediately on request.

* { Circulation of Goods
Circulation of Air



BUHLER BROTHERS, INC.

611 WEST 43rd STREET NEW YORK 18, NEW YORK

(Continued from Page 13)

mand for three packages—not just one—of your production. The response is good. If you have not planned to participate, think it over and we'll plan with you. This tremendous public coverage will interest Mrs. Housewife—the appeal and the economy of macaroni products will register. It remains only for you to climb on the bandwagon—breathe life and action into the promotion and profit saleswise.

NATIONAL MACARONI INSTITUTE PROGRESS REPORT—1950

Peter La Rosa, Chairman
Institute Committee

During the past year, the National Macaroni Institute achieved outstanding results in its efforts to call public attention to the macaroni products and to increase the prestige and importance of the macaroni industry.

Through the columns of daily and weekly newspapers, in the food sections of top consumer magazines and farm magazines, through radio and television, homemakers in every section of the country were reminded again and again of the advantages of macaroni, spaghetti and egg noodles as versatile and economical foods.

As a spokesman for the macaroni manufacturers, the Macaroni Institute kept the industry and its activities in the headlines of trade publications in the food field and in the farm and milling publications which reach the audience of farmers and millers who supply the macaroni industry with its raw materials.

Analysis of the clipping returns on the material supplied by Theodore R. Sills and Company to newspaper editors, food columnists, news syndicates and wire services shows that Macaroni Institute releases, recipes and pictures accounted for over five million lines of space in the nation's newspapers during 1950.

In the course of the year, the macaroni products were featured repeatedly in 30 of the top consumer magazines, as well as receiving outstanding coverage in the mass circulation "true story" and movie magazines. Similar favorable treatment was accorded the macaroni industry's products in those publications which reach the nation's farm homes.

Over 900 radio and television stations received Macaroni Institute releases, scripts and program material during 1950 and helped to spread the story of macaroni, spaghetti and egg noodles to every corner of the nation.

More than 100 publications in the food industry and related fields, plus farm and milling publications, regular-

ly featured Macaroni Institute news releases and pictures during 1950.

Special projects such as National Macaroni Week, the National Food Editors Conference, the Durum Wheat Show and the American Home Economics Association Convention helped to swell the volume of good will and publicity which accrued to the entire macaroni industry during 1950 through the efforts and activities of the National Macaroni Institute.

Evaluation of the results of the institute's work is hampered by the magnitude of the results achieved. The tremendous amount of newspaper, magazine and radio and television publicity given macaroni, spaghetti and egg noodles have immeasurably increased the importance of the macaroni products in the eyes of every homemaker in America. The headline treatment the industry received in the farm and trade press has added greatly to the prestige of every macaroni manufacturer in the nation.

A more detailed examination of the Macaroni Institute's work and the results obtained provides a basis for measuring the value of the program to



Mr. La Rosa

the macaroni manufacturers in every section of the country.

The five million lines of space which the nation's newspapers devoted to macaroni, spaghetti and egg noodles in 1950 represent a tremendous selling force which was on the job for the macaroni industry throughout the year in all parts of the country. Purchase of that much space in the newspapers at prevailing advertising rates would run into astronomical figures.

However, the value of that space could not be computed only on the basis of advertising rates. Macaroni Institute releases, recipes and photographs were used in the food pages and in the news columns of the newspapers and carried the added prestige of editorial approval, which means greater readership attention.

During 1950, Theodore R. Sills and Company distributed more than 300 releases and recipes to daily and weekly newspapers and to the news syndi-

cates. Supported by the reputation for reliability and honesty which the Sills organization has established in long years of friendly contact with editors everywhere, this material received amazingly favorable editorial acceptance.

Clipping records show that over 1,700 daily newspapers, plus thousands of weeklies, made use of the news and recipe material supplied them through the Macaroni Institute's publicity program. As an indication of the editorial regard for institute releases, more than 150 food editors requested a photograph or mat offered in connection with one release sent to 400 selected newspapers with circulations of 25,000 or more.

Every major news syndicate made repeated use of Macaroni Institute material during 1950. Joan O'Sullivan and Alice Denhoff, featured food columnists of King Features Syndicate, circulation, 4,000,000, featured the macaroni products on six different occasions in recipes and pictures. Cecily Brownstone, food editor of the Associated Press with a readership exceeding 8,000,000, highlighted the macaroni products in a special Lenten column and on other occasions during the year.

Gaynor Maddox, food columnist for NEA, which serves 800 newspapers with total daily circulation of 25,000,000, devoted his daily column on several occasions to the macaroni products. During National Macaroni Week, Maddox featured macaroni, spaghetti and egg noodles for six consecutive days.

Other outstanding syndicated food columnists who gave special attention to the Macaroni Institute's material during the course of the year include Erta Haley, Western Newspaper Union which services 4,000 newspapers; Gay Pauley of United Press, circulation 6,000,000; Edith Barber, General Features, 2,500,000 circulation; and Susan Lowe of Rural Gravure, a rotogravure supplement for 259 mid-western newspapers.

The nation's top consumer magazines also gave featured coverage to the macaroni products during 1950. Particularly outstanding was the amount of space given to macaroni, spaghetti and egg noodles in the women's service magazines.

Good Housekeeping's food pages, cooking guide for millions of homemakers, gave special attention to the macaroni products in the February, June, September and October issues. *Woman's Home Companion*, with a circulation of more than 4,000,000, featured macaroni products in color in the June issue, plus other recipes for macaroni, spaghetti and egg noodles on several occasions during 1950.

This Week Magazine, 10,000,000 circulation, and *Parade Magazine*, 5,150,000 circulation, were two other mass circulation media which featured

the macaroni products in their food pages last year.

Better Homes and Gardens, September issue, carried a four-color picture spread featuring spaghetti for its 3,350,000 circulation and highlighted noodles in the October issue in a story which covered several pages and included six photographs.

Other magazines which gave special attention to macaroni, spaghetti and egg noodles in 1950 include *American Family*, *American Home*, *Family Circle*, *Forecast*, *Gourmet*, *Household Magazine*, *Look*, *Mademoiselle*, *Charm*, *Parent's*, *Practical Home Economics*, *Redbook*, *Seventeen*, *Sunset*, *Today's Woman*, *Western Family*, *What's New In Home Economics*, *Southern Agriculturist*, *Farm Journal* and *Holland's Magazine*.

Romance, movie and confession-type magazines with circulations running into the millions also featured the macaroni products in their food pages during 1950.

The huge radio and television audience was reached during the year with material especially prepared by the Sills organization. Each month a radio release featuring recipes for macaroni, spaghetti and egg noodles was sent to a selected list of more than 900 radio and television stations covering the entire nation. Reply cards from the individual stations show that the material was widely used on women's programs and by food commentators in every section of the country.

Hundreds of additional radio and television stations used macaroni, spaghetti and egg noodle material supplied them by radio syndicates serviced by the Sills organization.

The entire food industry, particularly the retail grocers who sell the macaroni products to the consumers, was kept informed of Macaroni Institute affairs and the activities of the macaroni manufacturers through a regular schedule of news releases. Similar releases went to those publications which reach the farmers of the durum growing areas and the milling industry.

Among the trade publications which made regular use of the institute news releases during the year were *Northwestern Miller*, *Red and White News*, *Northwestern Pacific Coast Review*, *Chain Store Age*, *National Grocers Bulletin*, *Northwestern Farm News*, *National Food Distribution Journal*, *Equity Union Exchange*, *Pacific Coast Review*, *Grocers Spotlight*, *Iowa Food Dealer*, *Southwestern Miller*, *Michigan Food News*, *Food Industries*, *Quick Frozen Foods*, *Bakers Digest*, *Food Field Reporter*, *Retail Food Merchandiser*, *Advertising Age*, *Food Trade News*, *Progressive Farmer*, *Independent Grocer*, *Food Industries*, *Commercial Bulletin*, *American Miller* and *Grocers Digest*.

Additional publicity for the macaroni products was achieved through co-operative efforts with other publicists. Friendly relationships between the Sills organization and such groups as the National Fisheries Council, the American Meat Institute, the Ripe Olive Institute, the Cranberry Association and others resulted in newspaper, magazine and radio publicity for macaroni, spaghetti and egg noodles in connection with the products manufactured by the members of such organizations. Other releases featuring the macaroni products came from advertising agencies and individual company publicists through contacts established by the Sills firm. The Sills company aided in preparing the releases and recipes, but the entire cost of distributing the material was borne by the co-operative publicists.

The first National Macaroni Week was the highlight of the promotion work undertaken by the Macaroni Institute in 1950. More than six months of intensive preparation went into Macaroni Week and the huge volume of advertising, merchandising and publicity support for the macaroni products which resulted during the October 5 to 14 period attest to the success of the project.

Macaroni Week newspaper publicity totaled approximately 1,500,000 lines during the 10-day period. Every major newspaper syndicate, including NEA, Associate Press, United Press, King Features, Bell, *Chicago Tribune*, Western Newspaper Union, General Features and others carried stories, recipes and photographs for Macaroni Week.

General newspaper releases, recipes and photographs prepared by the Sills organization and distributed to newspapers throughout the country were used by hundreds of newspapers. Thousands of weekly and semi-weekly newspapers received special material on Macaroni Week from syndicates which were provided with special releases by the Sills company.

As an indication of the attention paid Macaroni Week by the nation's newspapers, the *Dallas Times-Herald* featured macaroni products on 15 pages of a special food section on October 5. Another newspaper, the *Long Island Press*, carried stories, pictures and recipes for macaroni products on seven of the 10 days of Macaroni Week.

Similar results were obtained in other newspapers throughout the country and it can safely be assumed that every homemaker in the country was made aware of macaroni products during Macaroni Week through the food columns of her newspaper.

The top consumer magazines also gave special attention to macaroni, spaghetti and egg noodles in their September and October issues. Among the top magazines which featured the macaroni products for Macaroni Week were *Woman's Home Companion*, *Bet-*

ter Homes and Gardens, *Ladies' Home Journal*, *Parent's*, *Good Housekeeping*, *Sunset*, *Chatelaine* and *Holland's*. The mass circulation movie, romance and confession magazines also favored the macaroni products with special stories in the September and October issues.

Radio and television also helped to bring the story of Macaroni Week to the nation. Over 1,000 radio and television stations received special recipes and scripts telling homemakers in every section of the nation of the advantages of the macaroni products.

Among the top radio and television programs which called attention to Macaroni Week were Bob Crosby's Club Fifteen, Walter O'Keefe's Double or Nothing, Queen for a Day, Morey Amsterdam, Arthur Godfrey, John Kiernan, Ed and Pageone Fitzgerald, The McGanns, Josephine McCarthy and Jerry Lester.

The trade press kept the entire industry informed of the progress of Macaroni Week plans and helped to encourage retailers to take full advantage of the advertising, merchandising and publicity support which made the promotion an outstanding event in the history of the American food industry.

Through the efforts of the Macaroni Institute and the Sills organization, other food manufacturers invested thousands of dollars in advertising, highlighting their own products with macaroni, spaghetti or egg noodles during Macaroni Week. Four-color advertisements featuring the macaroni products appeared in such publications as *Woman's Home Companion*, *Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Life*, *This Week*, *Parade* and other publications. Women's service magazine advertisements alone were valued in the neighborhood of \$150,000. In addition, many advertisers featured the macaroni products in black and white ads in newspapers from coast to coast. The Westgate-Sun Harbor Company, for instance, carried 100-line ads in newspapers in every major city where their products are distributed during Macaroni Week featuring a macaroni-tuna fish recipe.

Many other advertisers with regularly scheduled radio and television programs gave special attention to Macaroni Week in their programs. Macaroni manufacturers, themselves, called attention to the week in their newspaper and radio and television advertising.

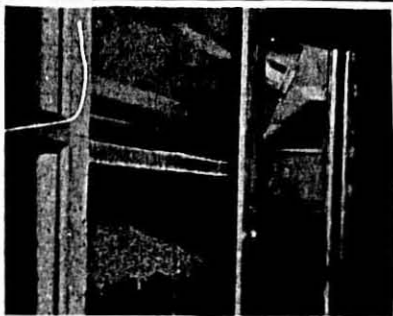
Among the companies outside of the macaroni industry which advertised the macaroni products were Campbell Soup Company, Carnation Milk, The Borden Company, Hunt's, Del Monte MacIlhenny and many others. Several manufacturers of other foods also distributed store merchandising aids featuring their own products in con-

(Continued on Page 19)

Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra large

doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

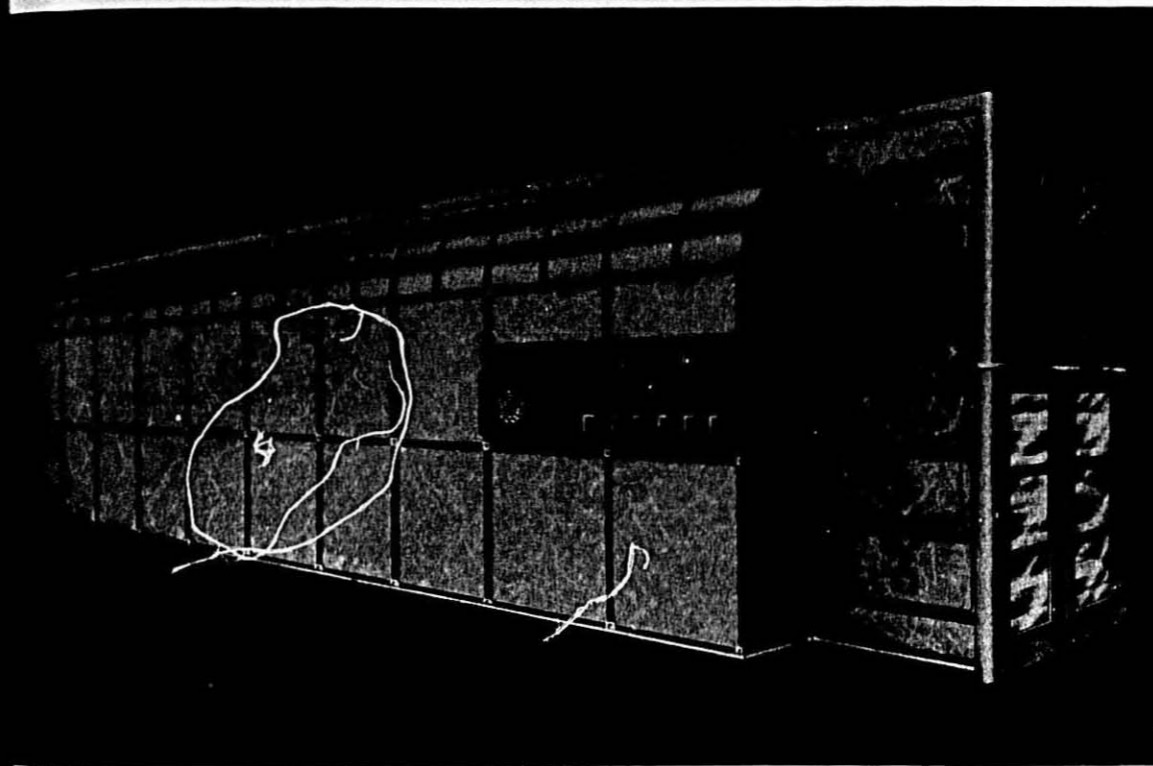
Clermont Machine Company Inc.

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

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.

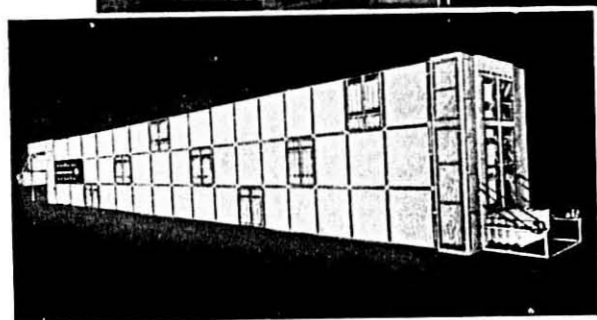
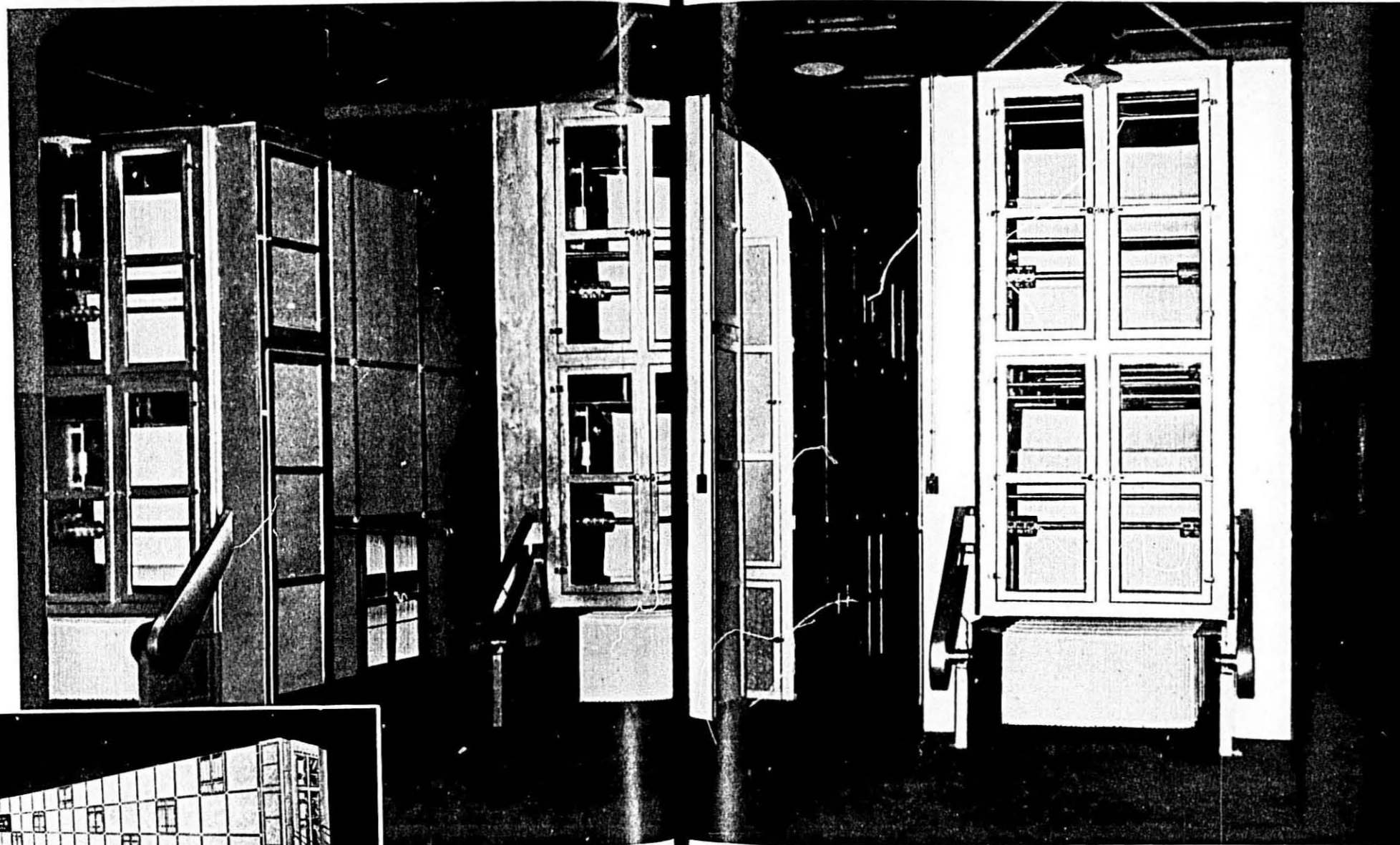
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



Front view of Long units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

When the word "DISTINCTION" is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Cler-

mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special word for them when they speak of them. And this new year of 1951 is a good time to see Clermont's measure of

strength and strengthened in every respect. During 1950 Clermont added to their distinguished line of dryers—the complete automatic long dryer consisting of three units.

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features

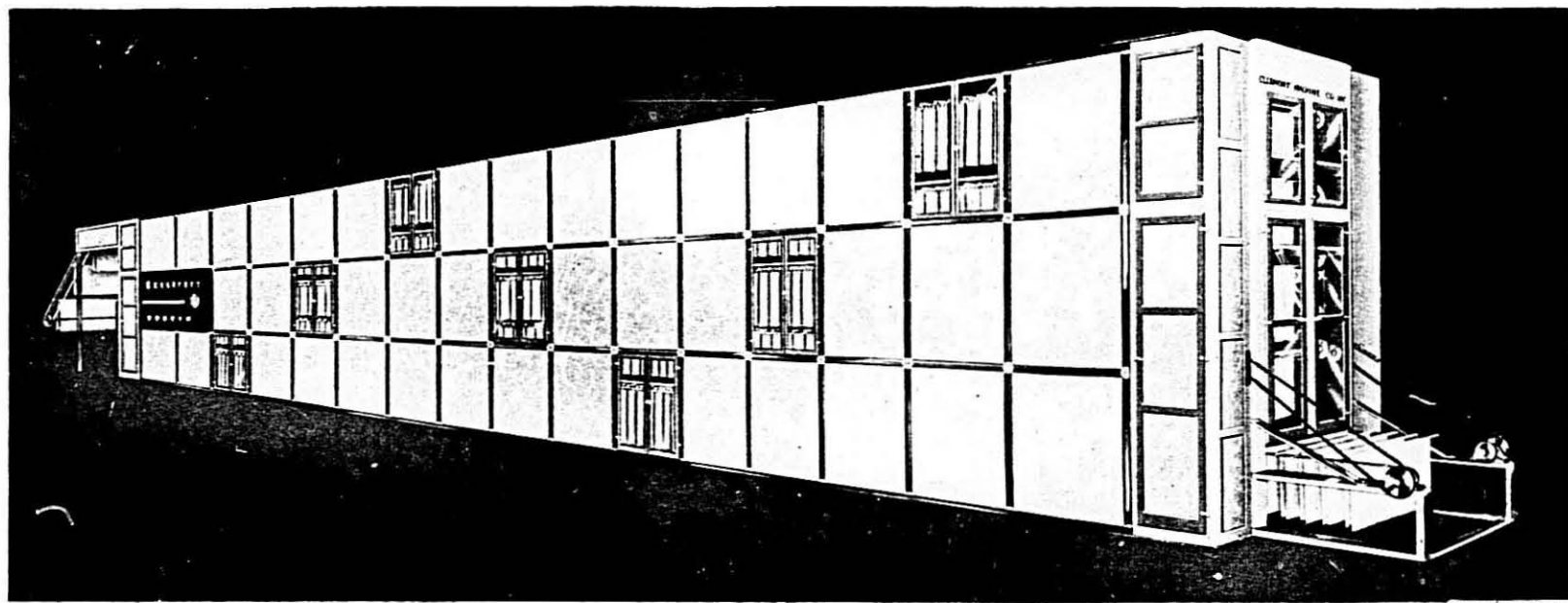
of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

Clermont Machine Company

266-276 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



Patent Pending
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, reeling 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 resistant 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. I 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

100 WALL ABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL. EVERETT 2-7730

January, 1951

THE MACARONI JOURNAL

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Continued from Page 17

operative publicists also helped to work a success. Groups of companies which used their own facilities to disseminate information on their own products in cooperation with the macaroni products in the Macaroni Institute, the National Dairy Council, Evaporated Milk Association, Canned Milk Association, Mustard, Tabasco, Sauce, and other products.

Another outstanding event sponsored by the Macaroni Institute was the program at the National Food Fair Conference at the Waldorf Astoria Hotel, October 13. With an audience of 150 food editors from the top newspapers of the country in attendance, the Institute demonstrated modern methods of manufacturing macaroni products on a highly modern press.

Each editor was made a member of the Macaroni of the Month Club and will receive each month a gift package of macaroni products. The gift packages will be donated by individual macaroni manufacturers drawn by lot from more than 20 macaroni firms who volunteered to supply the monthly gift to the editors.

Subsequent to the presentation at the Waldorf, most of the editors who attended the meeting wrote to the Institute to express their appreciation for the instructive program at the Food Editors Conference. The first gift package, accompanied by recipes prepared by the Sills organization, was sent out late in December and scores of editors have informed the Institute of the plan to make use of the recipes and to have included with the gift. While the club continues, the gift packages will serve as a monthly reminder to food editors of the macaroni products with resultant benefits in their city which will help the entire industry.

July, the Institute sponsored a luncheon at the Fashion Convention of the Home Economics Association. More than 3,000 home economists in all over the nation attended the convention and examined photographs of other material displayed in the Institute's booth. The association in its high school and college teaching, newspaper and magazine food editors, food technicians and publicists and is regarded as one of the most influential groups in the nation in forming national eating habits.

The Institute booth was staffed by home economists from the women's department of the Sills company who were well qualified to answer questions and provide information on the macaroni products for the assistance of experts who visited the booth.

As a step toward creating good will between the North Dakota farmers who grow the bulk of the durum wheat in this country and the macaroni manufacturers, the Institute again took part in the Durum Wheat Show in Langdon. Representatives of the Institute attended the show and the Sills company prepared and distributed publicity releases on the activities of the show.

In summing up the results of the Institute's activities for 1950, it can be pointed out that the macaroni products have enjoyed unprecedented attention in the nation's press, consumer magazines, trade publications, farm papers and newspapers, and radio and television.

By keeping the macaroni products in the forefront of public attention, the entire macaroni industry has had the benefit of a forced selling program which has helped greatly to maintain production and sales at high levels when competitive foods have faced steadily decreasing demand for their products.

For 1951, the Institute looks forward to even greater activity which will expand sale of macaroni, spaghetti and rice noodles over 1950.

Each editor was made a member of the Macaroni of the Month Club and will receive each month a gift package of macaroni products. The gift packages will be donated by individual macaroni manufacturers drawn by lot from more than 20 macaroni firms who volunteered to supply the monthly gift to the editors.

THE MACARONI JOURNAL

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2. What happens to store display material when it reaches the store?

3. To what extent private label merchandise is being featured in key display positions?

4. What are the major factors that influence dealers to give a product special display?

I am going to take up in my discussion only the second question. What happens to store display material when it reaches the store? The *Progressive Grocer* has published a study of this and I am sure that it can be obtained by writing to the magazine.

This survey covered 584 two stores being 50 per cent of the business in Grand Rapids. There were forty-two independently owned stores, the local chain stores and fifteen national chain stores.

Now, to get down to the meat of the question: What happens to display material when it reaches the store? The research indicates that a most liberal estimate of the display material used by independents and local chains is in the neighborhood of 30 per cent. The other 70 per cent finds its way to the ash can.

What are the reasons for 70 per cent of the display material being wasted? Here are some of them: Dealers receive more than they can possibly use.

Some stores cannot use material that others can.

Dealers do not always fit in with dealer's plans.

Lack of stock to handle displays.

Material difficult to use.

Material interferes with movement of merchandise.

Material doesn't do a good selling job.

Now in spite of the fact that 70 per cent of display material is wasted, dealers do make good use of display material when it is right for their stores and in line with their plans. For example, the research showed that 97% of the stores use cards with card.

87% cards without card

76% sign strips

58% window posters

45% over the wire banners

27% recipe coupon books

Progressive Grocer says: A special comment is necessary in regard to window posters. I think one point of sale material, a large part of the posters were dealers' own or dealers' material, instead of the manufacturers' and some of the larger local multiples and independents resorted to recipe books and coupon books on bulletin boards, headed generally in the checkout area.

I think it would be well to take up the different types of display material and point out some of the subtle points. First, there are some of the

display material

display material

display material

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things that were noticed in good posters—variety of uses featured, health appeal, product identification, adequate pricing spot, and a "buy-now" angle such as the word "special." One of the best-used posters gave directions for use and display suggestions and it was found that this resulted in more usage.

Easel back display cards consisted mainly of good photographs showing suggested product uses and product identification. Two sizes were especially liked—a 15½ by 11 inch and 23½ by 27¼ inch. The smaller size had a practical gadget for attaching to walls, et cetera, and could be used in a number of different spots. Display cards were numerous, but the Tea Bureau display card, size 14 by 15 inches, drew these comments:

Good contrasting colors.

Strong attention value through big type.

A good sales plug.

Interesting shape.

This size is acceptable for windows, counters and product displays.

Another piece, size 12 by 9¾ inches, known as a tuck-in, is a splendid piece for a case display and can easily be put into place. When it is set up, it won't interfere with customer access to merchandise as the display sells down. This featured the same buy-now angle, an adequate pricing spot and directions for use. This piece came packed to the dealer in the same case with the merchandise.

There were other good display cards—one by Toll House Cookies, size 14 by 12 inches with a bottom tuck 10 by 7 inches, featuring a dealer-made look and the reasons for buying. The bottom tuck had display suggestions and directions for use.

This survey showed that dealers liked the shelf strips, particularly when a number of items in a line are shelved together because they help customers find certain items. Some of these shelf strips carried slogans and others merely product identification. Big type and bold colors were used on the shelf strips because in some cases the light is not as bright at the shelving as in the more open parts of the store and because the aisles often become congested with traffic. Many dealers will use shelf strips that hang down a little below the molding, but in general do not want them over two inches deep.

Dealers emphasize that they want display material of moderate size for use in products displays and their preferences indicate that a piece 12 by 14 inches is about the maximum. Pieces somewhat smaller are even more acceptable. Dealers prefer stiff material like cardboard for pieces to be used on product displays. Paper wrap-arounds and streamers are easily damaged and torn. Cardboard is stronger and easier to use on displays.

No matter how good the display material is, there is terrific competition in

getting it used. It is obviously important for the manufacturers to sell the trade on making use of the material they have to offer. One of the ways that this can be done is through trade paper advertising which permits manufacturers to reach dealers far enough in advance of any major delivery and to acquaint dealers with their plans and purposes and sell them on making adequate, effective use of it.

In closing, I would like to state that manufacturers' brands dominate displays in both chain and independent stores. Manufacturers brands received poorest support in the A&P stores, where 74 per cent of the displays were manufacturers' brands and 26 per cent were private label. In Kroger Stores, 79 per cent were manufacturers' brands and 21 per cent private label. In the 15 independent and local chains, 96.5 per cent featured manufacturers' brands.

ADVERTISING AGENCY SERVICES

P. F. Vagnino, President
American Beauty Macaroni Co.

What services do advertising agencies now provide to merchandise their clients' advertising?

Broad-sides—These are usually designed for mailing to dealers, jobbers, brokers, et cetera. They contain reproductions of the key ads for specific campaigns. Naturally, accompanying such reproductions is adequate information to the reader as to what the client is going to do in regard to the number of newspapers used, the number of radio stations, and any plans for outdoor or point-of-purchase advertising. These broadsides are particularly important when they are being used to solicit co-operative advertising from the customer. In the latter case, the broadside would contain reproductions of co-operative ads prepared by client for use by the customer and probably a coupon or some such return mail device by which the customer can order his required mats.

Preprints—When practical, and particularly in the case of advertisers for consumer goods, this becomes very important to the client's customers. A preprint of an up-coming ad is sent to all customers with full explanation imprinted on the proof as to where it's going, when it's going to appear and "to watch for it." Particularly in cases where the client's customer is a jobber or broker, these preprints are sent out in quantity for use in point-of-purchase advertising.

Reprints—A reprint of an ad is usually justified more logically by an industrial account where the number of customers, or potential number, is limited. These are usually accompanied by a cover letter from the sales man-

ager or other executive of the company, explaining where the ad appeared, when, and why. They are most advantageously used in merchandising the company and its product to potential customers.

Sales Presentation—At the start of any specific campaign, a meeting should be held between sales force and advertising agency and advertising department (when the latter is maintained) to actually sell the proposed campaign to client sales representatives. Out of these meetings usually comes more than the obvious benefits of having your salesmen aware of the advertising. A close relationship between advertising efforts and sales efforts always results and this in turn cannot help but result in better advertising. The salesmen have their problems—advertising can not be directed to assist in some of those problems if the latter are not known. To say the least, an enthusiasm is engendered on the part of the sales force for the advertising. This must of itself help increase that sales force's effectiveness.

Salesmen's Portfolio—This is prepared and used in many ways. In many cases this agency supplies a salesmen's portfolio each month, containing proofs of ads running that month along with information as to in what newspapers those ads will appear. When radio or outdoor advertising is involved, evidence of those two media and what is being done therein should be in this portfolio. In other cases we prepare for clients, salesmen's portfolios containing a full year's advertising—either the year past, showing what has been done to help sell the product (information on which the salesman is expected to use in selling his customers)—or the year coming up, when it's practical to prepare all or most of the ads for future use. In the latter case, the salesman is expected to make the same use of the information.

Field Service—When an agency retains, as does ours, a field merchandiser—it's particularly helpful to the client. His job is to actually get out in the field with the salesman and/or sales supervisor, co-ordinating their efforts with current or future advertising plans. It's his job to help and train your salesmen to go after the media being used by you for co-operation in publicity, as well as tie-in advertising by retail outlets. Particularly it is helpful in introducing you to new or "hard-to-crack" customers. He represents a new face, a new authority, which in turn represents a new tool for your salesmen. The all-important thing, of course, is that the advertising which he represents is made more important to your salesmen and to your customers.

Counter Displays—Particularly in the manufacture of drug items and

(Continued on Page 24)

Consolidated Macaroni Machine Corp.

FOUNDED IN 1899

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

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES

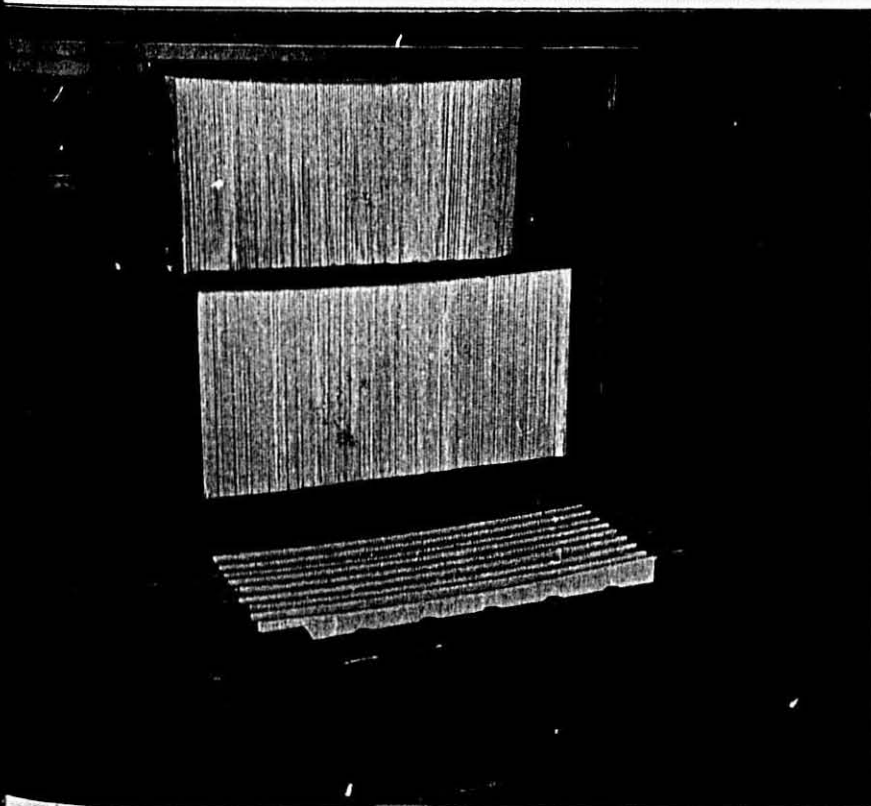
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

Hygienic — Compact — Labor Saving

Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



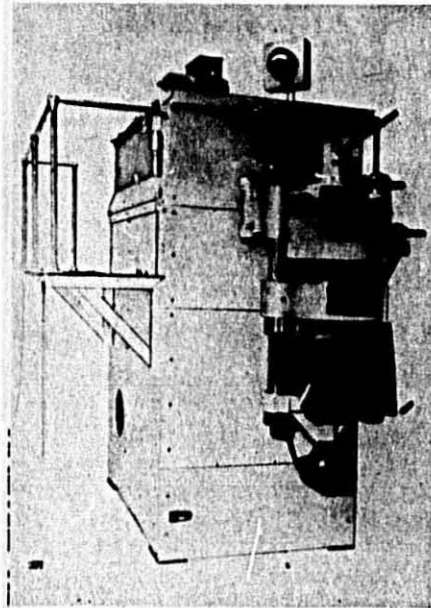
Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

Operation fully automatic.

TIME PROVEN AUTOMATIC PRESSES



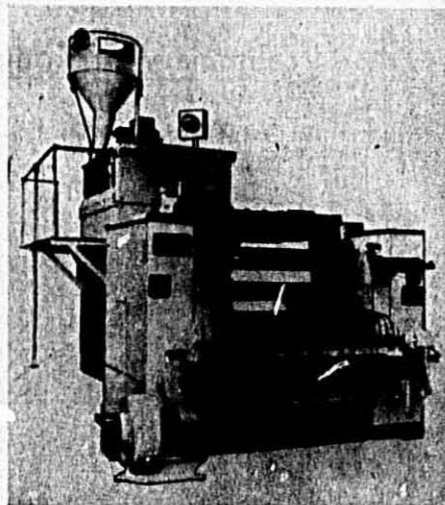
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular. Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

DURABLE—ECONOMICAL—BEST FOR QUALITY



Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.
Patented Model SAFS— 600 Lbs. Prod.

Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment

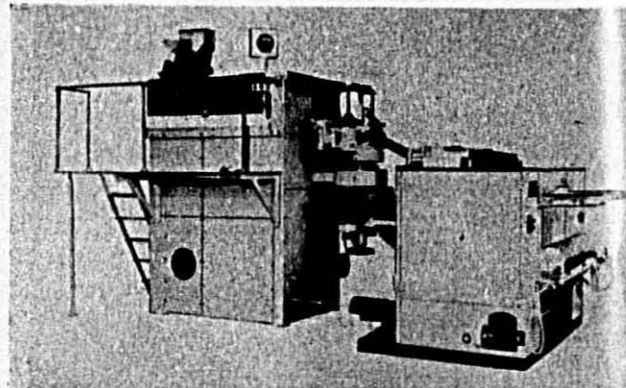
Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production
Patented Model SAFSC—600 Lbs. Production

THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES



Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

The 365-Day Positive Dryers OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

WHY?

*Time
Proven*

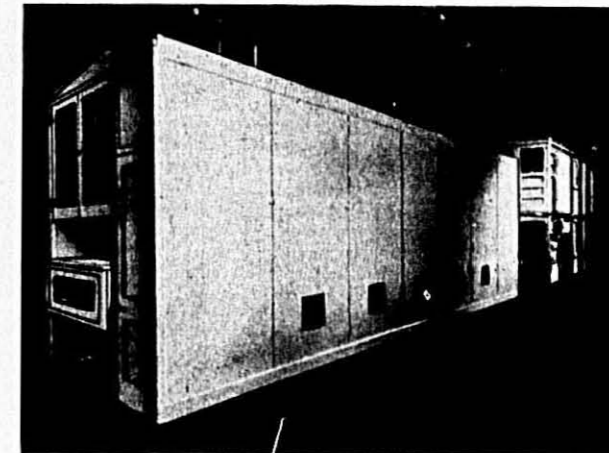
*Hygienic
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature, and that alternately aerates and sweats the paste.

THE ONLY DRYERS THAT ARE:

1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and economical because you receive uniform and positive results every day.



BE MODERN

STAY MODERN

with

CONSOLIDATED

- Patented Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows
- Patented Model CASC—3P—Drying Capacity 600 Lbs. up to Elbows
- Patented Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni
- Patented Model CASC—4P—Drying Capacity 600 Lbs. up to Rigatoni
- Patented Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles
- Patented Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity
- Patented Special short cut dryers to 2000 Lbs. Capacity

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

(Continued from Page 20)

some food items, counter displays are extremely important. Not only should the agency work to develop such displays, but they should work to secure new sources of supply for such displays. Counter displays can't help but merchandise the product, because the product is—in effect—removed from competitive items and is individually raised to the eye-level of the consumer.

Premiums—Today premiums are used for much more than increasing the effectiveness of the advertising in which the premium offer appears. They do that; but they are being more frequently used to stimulate customers at the point-of-purchase. The product, as a result, is merchandised at the point where competitive products must be dealt with. Premiums are also being used in advertising and at point-of-purchase for opening up new distribution.

Personalities—When a client uses a medium such as radio or television and personalities are being featured, then by all means those personalities—pictures and names—should be used in client's other visual advertising such as newspaper and magazine. When possible, and most important, these personalities should be merchandised at point-of-purchase, thereby lending impact to the advertising itself and also attracting immediate attention to the product.

Sales Contests—As another facet of merchandising, I believe the development, by the agency for the client, of unique sales contests can be considered. Particularly during these times or the times into which we are going, when sales in many fields will be easy, it is particularly important to direct your salesmen's efforts into new channels. Your product, in turn, is automatically merchandised to those new channels by your salesmen. Contests are one of the few things that can inspire such sales effort.

Dealer Ads—When practical, usually more so for a client with few distributors—or certainly one marketing a relatively small area—is this type of merchandising effective. I refer to the ads that include names and locations of the client's dealers and/or distributors. This advertising is tremendously merchandisable in turn to those distributors and dealers and is being used most effectively for manufacturers of hard goods items, feed dealers and other farm advertisers.

Sales Kits—This would include mats, suggested newspaper layouts, photographs, et cetera, which make it easy for the dealer to plan and prepare effective local advertising of your product. Kits should also include samples of any prepared printed material that can be made available upon request. It should also include publicity prepared at the advertiser's level for

circulation by the dealer or in many cases, precirculated by the advertiser to the newspaper in the dealer's area but with instructions that dealer follow up said release. Pressure, in such cases, on the newspaper and radio station at the local level is most effective.

Store Sales—This is on-the-spot help by the advertising agency and/or its representatives in helping to merchandise the client's product at the point-of-purchase. It's particularly and most usually practiced as an assist in store openings—in the case of food advertisers at super-markets, et cetera.

What additional services could they provide which manufacturers would be justified in requesting?

Market Research—No agency will lay claim to full responsibility for market research, but it can certainly assist. Relating sales to advertising costs and distribution costs represents only partially an advertising problem, but as it does pertain to that problem, the advertising agency can help. Certainly from the mechanical aspect the agency can help by developing surveys, by actually putting men in the field to find the answers to certain questions regarding a specific market. Asked for or not, it is important to the agency because market research can many times provide the basis for advertising and merchandising plans.

Public Relations—Most agencies have a source of supply, as it were, to this service and regard the use of public relations devices as most important. Particularly as regards industrial advertisers, the advertising agency could and would—when asked—prepare advertising that is indeed public relations. As regards advertisers whose product or type of advertising doesn't lend itself to public relations advertising, as such, the agency in co-operation with public relations firms can do much to stimulate free publicity in press and radio.

Publicity—This borders on public relations but it is being suggested as a separate item particularly as regards food advertisers. Most newspapers and radio stations maintain food sections and home economic broadcasts, respectively. Much can be done with time and effort to assure the advertiser of adequate representation in such sections.

Packaging—Too often the advertising agency is eliminated from any discussion of packaging. We believe agencies should be consulted even though admitting that there are experts in the packaging field whose counsel the advertiser certainly must regard. The agency, though, who works with the advertiser's packaged product every day must certainly be in a position to make recommendations that might justifiably influence the end product.

WAGON JOBBERS

Thomas A. Cuneo, President
National Food Distributors
Association

What part does the wagon jobber play in the present-day distribution? How effective are they and what services can they provide manufacturers that regular jobbers cannot?

It is difficult to say what services wagon jobbers, or better known as truck distributors, can render that regular jobbers cannot, as far as our products are concerned. It depends entirely on the jobbers or the distributors, and the type of jobbers to which we are referring.

You know that the regular wholesale grocery jobber carries so many



Mr. Cuneo

items that, as a rule, he cannot devote much time or effort to any particular product. Also as a general rule, their salesmen have so many items to sell and many of these items with considerably more volume than our products. Consequently, he cannot devote too much time to sales of our products.

However, specialty food jobbers who handle only specialty food items and concentrate on a limited number of items can do a better job for us, as he can devote more time to individual items.

In my opinion, the most important part that the wagon jobber plays in today's distribution of foods is that he sells, delivers, displays, and in most instances prices the products all in one operation at the retail stores.

The distributor services the retail grocery with fresh food products, particularly perishable and semi-perishable products, more frequently. In this way, they help the grocer turn his stock more often.

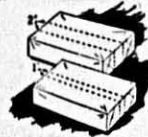
He is in a position to gain the confidence of his customers, and as a general rule, he maintains this confidence with frequent visits to the stores.

He not only sells but he follows through until the merchandise is out of the retail outlets. He rotates stock

(Continued on Page 26)

Some simple ways to make your Cellophane supply go further

Saving inches of Cellophane can add up to substantial packaging economy. If you're using Cellophane, here are a few suggestions that might help you stretch film supplies, and cut packaging costs, too.



MEASURE THE MACHINE CUTOFF—excessive overlap is a common source of waste. Reducing the cutoff one inch on a 9" x 6" x 1" package, means that 263 additional packages can be wrapped from a 33-pound roll.

CHECK WIDTH OF ROLL USED, especially if you've made even a minor change in your product or package. As a result of adopting end seals on a bread package, for example, roll width can be cut as much as one inch. On a 15" roll of film, this would save one roll for every 15 used.



CONSIDER MODIFYING SHAPE OF PACKAGE to save film. For instance, a 4" x 10" x 2" tray holds as much candy as an 8" x 10" x 1" tray, but reduces the wrapper size up to 25%.

INVESTIGATE HANDLING OF STUB ROLLS. Usable film is sometimes carelessly discarded—after a production break, for instance. Employee education on this and other points can help eliminate waste, and save film that would have made many more packages.



Proper Cellophane Storage and Handling Eliminate Waste

- ✓ Be sure storage room is clean, \pm with a moderate temperature.
- ✓ Keep film in original protective containers.
- ✓ Stand cylindrical containers on end.
- ✓ Stack shipping cartons in low piles to avoid pressure at bottom.
- ✓ Store sheets not over 12 bundles high.
- ✓ Clean packaging machine regularly.
- ✓ Keep sealing plates at proper temperature.
- ✓ Check tucker arm adjustment.
- ✓ Use side plates, if necessary, to keep Cellophane from "side-slipping."
- ✓ Be sure film is properly conditioned to wrapping-room temperature before being run.
- ✓ Remove Cellophane rolls at end of each day and rewrap.
- ✓ Avoid damage to edges by never standing uncased rolls on end.

You, of course, are the best judge of how to effect economies and save film in your packaging operation. To assist you in every way possible, your Du Pont representative will be glad to study your particular operation, and recommend economy steps that might be taken. E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

DuPont
Cellophane

Shows what it protects—protects what it shows



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

(Continued from Page 24)

to see that the old merchandise moves out first. If merchandise becomes unsalable, he removes it from the stores; consequently, no loss to the merchant. He is in a position to get tie-in advertising and do promotion work. He can arrange and does co-operative advertising. He puts up point-of-sale advertising. He arranges displays and keeps items on display at the point of sale.

The truck distributor is a very important link in food distribution. It is no secret that the distributor has been responsible for countless food products becoming nationally known through the efforts of the store-door services. He has been responsible in lowering the cost of food distribution to the manufacturers. He introduces new items on his market which are less costly to his principals.

SELLING THROUGH BROKERS

Peter Ross Viviano
V. Viviano & Bros. Macaroni
Manufacturing Co.

To secure the most from the food brokers who represent you, it is necessary to have a knowledge of the functions of brokers and the services they render.

A food broker is an independent



Peter Ross Viviano

agent who negotiates sales of food products for, and on account of the seller as principal, and whose compensation is a commission paid by the seller.

The average food broker has been described as an independent business man, located in a city, but doing business well beyond its limits. He employs four full-time salesmen and accounts for more than one and three

quarter million dollars worth of business a year. He represents the food manufacturer in much the same manner as a district sales manager.

Similar care should be taken in the selection of a food broker as in employing a full-time salesman. Too many manufacturers employ brokers who have solicited their account, with the minimum of investigation.

The National Food Brokers Association, with offices in Washington, D. C., issues a directory of its members which lists the qualifications of its members in relation to various food products, and the association suggests that this list be carefully consulted before selecting your representatives.

It has been found that those brokers who confine their representation to specialty items are very suitable to our type of products. Very often those brokers who represent many large nationally distributed products will not have the time to properly represent other accounts.

After a broker has been selected, a factory representative should visit with him to fully acquaint his entire organization with your products, method of selling, et cetera. It is amazing the limited knowledge many brokers have of the product and company which they represent even after a number of years of association. This is largely the fault of the manufacturer. Your success with brokerage representatives will depend on information you impart and the enthusiasm you maintain.

It is well to have a factory representative, an executive if possible, visit your brokers periodically and contact all accounts and prospects. This creates good will and lets the broker know you are interested in his territory.

All letters sent to brokers should be personal and should be forwarded air mail to receive better attention. An occasional phone call to discuss problems and to offer suggestions is always helpful. It is important to keep a steady communication with your brokers to receive their best co-operation.

Your brokers are more familiar, as a rule, with their territories than you are, and it is very wise to follow carefully their suggestions and act upon them immediately if necessary. At the same time, a firm policy should be followed so that, as often happens, a particular broker does not dictate your selling policies and ask for concessions which often are unreasonable and, at the same time, unnecessary.

Although generally speaking, your selling policy should be uniform throughout, you must bear in mind that actually each broker is a separate selling organization with its own ways of doing business, and to this extent, it is wise to be somewhat flexible in your dealings with your brokers.

Furnish your brokers with every selling aid available as you would your

own salesmen, and if you have specialty salesmen available, it would be advantageous to have them work with your brokers at intervals, especially when a new product is being marketed or a special promotion is instituted.

There has been very little general information published regarding the food brokers and for this reason, many manufacturers are not sufficiently familiar with their operations, what they expect from a manufacturer, and which selling aids are most effective and will be used by a broker.

Recently the *Saturday Evening Post*, however, in connection with the National Food Brokers Association, published a Joint Marketing Study which every food manufacturer should examine carefully, even though he does not use brokers or contemplate doing so.

This report lists the results of a questionnaire sent to a representative list of food brokers and contains a wealth of information with reference to brokerage organizations, who they sell to, the type of promotion which they believe the most effective, et cetera.

Those sections which will be particularly interesting to every manufacturer deal with price policies, discounts, type of advertising which is believed to be the most effective in reaching the family; the section dealing with what happens to the point-of-sale material that is sent out by manufacturers may help you considerably in preparing your promotions.

It would be surprising to many, for example, to learn that couponing and one cent sales are rated, by this survey, as fifth and sixth, respectively, in the order of importance as factors in introducing a new food product.

There has been a tendency, during the past few years, as a result of a more plentiful supply of foods and keener competition in the food industry, for brokers to offer more services than before. The most important is the expansion of their retail selling organization to provide better coverage for display work, et cetera.

In conclusion, a few simple rules to follow in choosing and working with your brokers:

1. Select a new broker carefully. Find out what other accounts he represents. Secure and check on his references.
2. Provide for periodic visits with your brokers.
3. Advise your brokers promptly of any changes which may effect their territory.
4. Acquaint them fully with your company and products and selling policies.
5. Provide your brokers with every selling aid which you have and consider their suggestions in this respect.
6. To maintain interest, keep in constant communication with your

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Enriched Macaroni Products mean Better Living...



FOR THE AMERICAN PEOPLE

The human values of the Enrichment Program have been established in findings of fact: in terms of higher health levels, and improved mental and physical vigor.

Surveys Confirm Results of Enrichment Program

The comparative findings of the notable Newfoundland Nutrition Surveys and the authoritative data from the New York State Nutrition Survey reaffirm with scientific accuracy what had been known previously—that nutritional deficiencies of thiamine, riboflavin, and niacin have been notably reduced by Enrichment.

If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear-cut indications provide tangible evidence. They afford a challenge to every manufacturer of Macaroni and Noodle Products. You have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

Merck Enrichment Products

Many Macaroni and Noodle manufacturers, to benefit their customers, have standardized on Merck Enrichment Products.

These products include two forms, specifically designed for ease and economy—(1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

Merck Enrichment Products were designed for macaroni application by the same Merck organization that pioneered in the research and large-scale production of thiamine, riboflavin, niacin, and other important vitamins.

Merck KNOWS Vitamins



New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill. • Elktion, Va. • Danville, Pa. • Los Angeles, Calif.
In Canada: MERCK & CO. Limited. Montreal • Toronto • Valleyfield

(Continued from Page 26)

brokers by letter, telephone and telegraph; avoid as much as possible the use of form letters.

The average broker represents 23 accounts; you are competing for attention with his other accounts and you should be, therefore, guided accordingly.

SALESMEN'S EXPENSES

Sam Arena
V. Arena Macaroni Co.
Norristown, Pa.

Hotel and Meals

Salesmen should be allowed to stay in clean and comfortable quarters, as good as they have at home, which includes room with bath if they are in the habit of taking a bath daily. This room is not to be anything like the bridal suite and is to be rented with an eye to the cost, as if they were paying their own expenses. For instance, they should be instructed not to register without first asking about the schedule of rates per day—with bath, with shower and with lavatory but no bath, in order to make a selection within reason.

It is wise to tell the salesmen before they are hired that you expect them to be as good at purchasing hotel rooms as they are at selling your products.

It is inadvisable to set a maximum hotel and meal allowance because you will almost always be charged the maximum.

It is advisable to get out yourself, periodically, into hotel rooms like you expect your salesmen to stay in to check rates to be able to tell the salesmen, factually, before and after you employ them if necessary, what their average charges should be.

Right now the average in both cities and towns, outside of metropolitan areas, is:

Hotel Room	\$4.25 with tip (bath or shower)
Meals	3.75 with tip
	\$8.00 with tips

This may be considered low for most of us but certainly not for a salesman who very likely is paying a low rental for his modest home and almost always has economical meals at home.

Auto Expense

Cost per mile traveled by each salesman should be known by keeping an expense and mileage record. The expenses should include, among the usual items, depreciation insurance and cost of repairs.

The most practical automobiles—and best liked by the salesmen—are Ford, Chevrolet, or Plymouth two-door se-

dans with their big trunks for merchandise to sell off car or to use as samples and for advertising material. Back seat cushions should be left at home in storage and the bare seat used for ready and handy boxes of store advertising material and interchangeable samples.

One-half ton panel trucks with mobile bill boards of advertising on them are practical if you expect your salesmen to have an assortment of 50 or more cases on board (picked up from the jobbers) to sell 20 to 25 cases per day for cash to assure delivery and a prominent display.

Cost per mile for two-door sedans runs from 4½¢ to 6¢. City driving, of course, is the highest.

Miles traveled daily should be shown on the expense statement and where the traveling was done from and to; also, the speedometer reading should be required at the first and end of each month.

Receipts should be expected for all supplies and no purchases or repairs allowed over \$5 without authority from the office, which can be secured quickly by telephone, if necessary.

Governors should be installed to the state maximum speed.

Personal use should be permitted in a ten-mile radius from home with an understanding the salesman will be expected to pay for any damage not covered by company insurance.

An allowance of \$5 to \$10 per month should be paid to salesmen for the use of their own garage. If they do not have one they should be expected to find a suitable one before being hired, because often these days you may be forced to pay \$20 a month to house your car. The salesmen will do a more thorough job of looking for a garage before he is hired than afterward.

An allowance per mile traveled is never quite so satisfactory to all concerned. Either the salesman thinks the allowance is not enough or the company thinks it is too much. Also, because drawing the line between business and personal mileage is too often questionable to have a happy feeling.

Inspection service, periodically, by a competent and authorized garage, is important. It saves repair and costly breakdown. This should be done every 5,000 miles with the salesmen having lists to show the garage what is to be inspected and done at 5,000 miles, at 10,000, at 15,000, et cetera. The old adage applies here: "An ounce of prevention is worth a pound of cure."

This inspection advice and approximate cost which should appear on the salesmen's lists is obtainable from the automobile manufacturers or from a reputable dealer of the manufacturer.

The traditional 1,000 mile grease and oil change is the bugaboo of the oil industry. Ask the management of any good garage or just refer to the

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Price Increase Announced

Notice to Journal Advertisers and Subscribers

In presenting the 1950 report to the Board of Directors of the National Macaroni Manufacturer's Association at Miami Beach, Florida, January 22, 1951, Managing Editor M. J. Donna called attention to the ever-increasing cost of editing, printing and distributing THE MACARONI JOURNAL, the Association's Official Organ and the recognized spokesman of the U. S. Macaroni-Noodle Industry.

He reported also that there had been no increase in the subscription rates since the magazine was first sponsored by the National Association in May 1919 and that its current advertising rate schedule did not reflect the increased costs, that they were entirely out of line with rates charged by comparable trade papers in other food fields.

The Directors unanimously agreed to adopt the recommended new schedule of rates effective May 1, 1951. Announcement of them will be made direct to present advertisers individually and published in Standard Rate and Data Service at an early date for the information of new advertisers and subscribers.

MOBILIZE FOR DEFENSE



MILPRINT REVELATION

keeps your products moving...

to kitchen tables

With Milprint Revelation, you know that your macaroni and spaghetti products will continue to have the most in self-selling display... all-round BUY APPEAL.

First, Revelation provides the VISIBILITY you want. Big transparent window shows your products at their best. Then, Revelation offers billboard display for hard-hitting brand identification. And, what's more, Revelation uses up to 60% less cellophane.

For full information, call your Milprint man today!

SEE MILPRINT FOR MILITARY PACKAGING

Milprint's tremendous production facilities and versatile operations are being widely used by many branches of the services for Military Packaging. The strategic location of 14 plants and the technical "know-how" of the Milprint organization are at your disposal. Write, wire or call Milprint regarding your Military Packaging problems.

Use Milprint "Follow Thru" Service

Promotional pieces like the one shown here — plus point-of-sale displays, car cards, booklets, etc. — all available from one good source, Milprint!



Milprint INC.
PACKAGING MATERIALS

GENERAL OFFICES
MILWAUKEE, WIS.
SALES OFFICES IN
PRINCIPAL CITIES

(Continued from Page 28)

manufacturer's manual and you will know it is a waste of money and time to change oil and grease so frequently with automobiles that are constantly on the go.

THE SUPPLY SITUATION AND OUTLOOK FOR DU PONT CELLOPHANE

R. MacDonald
Merchandising Specialist
Du Pont Film Division

As 1951 begins, a demand for Du Pont Cellophane continues to exceed our rate of production. Accordingly, we are continuing our program of allocation, started last April, whereby our entire production is distributed to our customers based on a pattern of past usage.

The reasons for the Cellophane shortage and the steps Du Pont has taken to alleviate it are shown in an advertisement which we have run in the various food trade papers on our schedule.

In the case of the new producer, Olin Industries, it is our understanding that their plant will come into production in the midyear of 1951. More detailed comments on the quantities available at various succeeding months from this source should, of course, originate with Olin.

From a total industry output standpoint, it is our opinion that Cellophane will be in tight supply until July, 1951, and ease somewhat in succeeding months although to what degree we do not know.

Largely as a result of the government business accepted to date, we have found it necessary to make cuts in our allocations for the months of December and February. These have been announced to the trade. Should government requirements increase in months ahead, it will necessarily affect the amount available for civilian usage.

Whether our plants can run at capacity will depend, of course, on our ability to secure sufficient supplies of necessary raw materials. In recent weeks the supply of some of these raw materials has become very tight and this situation continues at the present time.

Representatives of Du Pont are always ready to review the present cellophane packages of their customers with the idea of showing them how they can make their current cellophane supply go further. Reducing the size of the cellophane sheets by only a fraction of an inch means the saving of hundreds of pounds of this critical material in this period of scarcity.

REPORT ON U. S. QMC PROCUREMENT OF MACARONI PRODUCTS

Peter J. Viviano, Chairman
QMC Relations Committee

The activities of the United States QMC, as it affects the macaroni industry, may be divided into four sections:

- I. Preparation of Specifications
- II. Procurement
- III. Inspection
- IV. Consumption by Military Personnel

This report deals briefly with each section of these activities.

I. Specifications

During World War II and the years thereafter until 1950, the Army had their own specifications for macaroni products, but during 1950 an attempt was made to bring all procurement by government agencies under Federal Specification N-M-51a for Macaroni,



Peter J. Viviano

Spaghetti and Vermicelli, dated June 6 1941, and Federal Specification for Noodles N-N-591, dated November 10 1931.

These specifications were modified as to macaroni by "Changes Number 1," dated August 14, 1950. These changes required the use of semolina described the specified packing for domestic and overseas shipments and covered labeling and marking. "Changes Number 1" of the same date pertaining to noodles described the noodles, required the use of "No. 1 semolina or the flour made by grinding No. 1 semolina" and specified the packing and labeling.

The federal specifications for macaroni and noodles are now being revised and when revised, will be the specifications for QMC and all other government procurement agencies.

II. Procurement

Early in 1950, all procurement was advertised by bids. In the last half of

the year some bids were negotiated. Beginning with January 1, 1951, all bids are to be negotiated. QMC requests that more macaroni and noodle manufacturers show willingness to supply military requirements.

The principal difficulty during 1950 has been maintaining a stock of packing supplies on the chance of being able to get advertised bids. The practice of buying by negotiation should make it safer to carry a stock of packing supplies.

As of January 2, 1951, QMC was negotiating for:

3,500,000 lbs. of macaroni
670,000 lbs. of spaghetti
400,000 lbs. of noodles

Prices have been extremely low, due to the intense competition and there is nothing in the picture that indicates that competition will be any less in 1951.

We estimate that from 20 to 30 million pounds will be purchased in 1951. Incidentally, the Army buyer thinks this estimate is low, but we have predicated it on the number of men in the armed forces and the ration to be discussed under Section IV.

III. Inspection

The QM inspection division was more active in 1950 than at any time in our experience. They insist that the specifications be rigidly maintained but we have had considerable trouble with interpretation of the specifications by inexperienced inspectors.

The greatest controversy has waged over noodle inspection. Several cars were refused as being deficient in egg solids in spite of the fact that the manufacturer's records definitely proved that the required amount of eggs were used. This controversy was brought to a head when your chairman, with the assistance of Glenn G. Hoskins, arranged a conference with Army officers and civilian heads of various departments involved. Then the recommendations of Mr. James J. Winston caused changes in laboratory methods which resulted in a letter from Colonel Earl G. Kingdon to James J. Winston, dated December 8, 1950, stating in part:

"After completing all the tests which we had talked to you about regarding your improved method of determining egg solids in egg noodles, we have come to the conclusion that your method is sound and is the method which should be used.

"* * * "We thank you very much for your co-operation, assistance and advice in settling this controversial matter and feel quite certain that the results will be of benefit to everyone concerned."

The standard specification requires that all macaroni products contain 12½% protein on a moisture-free basis. As soon as we determined that the protein would be low this year, we

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BILL STERN TELLS ANOTHER SPORTS STORY

The One-Time Winner!



They've been running the Kentucky Derby ever since 1875, and year after year, many of the greatest race horses in history have won turf immortality in this most famous of all horse races. But without doubt, the strangest winner in Kentucky Derby history was a horse named Broker's Tip, owned by the late Col. E. R. Bradley, the only man in history to own four Derby winners.

Broker's Tip won the 1933 Derby in the wildest and most riotous finish ever seen in this famed Run of the Roses. For as he pounded down the homestretch to victory by a nose, his jockey and the boy atop Head Play were at each other's throats, locking legs, tugging at saddles, and slashing at each other with their whips. As soon as the race was over, Head Play's jockey hurried to claim the first and only foul ever lodged in the history of the Derby. But withal, Broker's Tip remained the official winner of the 1933 Kentucky Derby race.

However, the strangest part of the story of that race horse was that Broker's Tip had never won a race before, nor ever won a race after this victory. He won only *one* race in his entire career—the biggest of them all—the Kentucky Derby!

In the turf world, just one win—the Kentucky Derby—is all that's needed for success and racing immortality. In the macaroni business, however, you've got to turn out winning macaroni goods every day to keep in the forefront of the never-ending race for customers. That's why it will pay you to rely on precision-milled Commander-Larabee Durum products. These finer semolinas and flours are milled to high standards of tolerance and manufacturing quality and you can count on these same manufacturing characteristics from every bag, regardless of crop season. Thus, customer-winning quality can be achieved with every mix, without costly changes in formula or timing. Use a Commander-Larabee Durum product in your own plant—you'll see the difference.



PERFORMANCE COUNTS...

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

(Continued from Page 30)
started action which resulted in QMC lowering the protein requirements to 11 1/2%.

We have received fine co-operation from both the civilian and military personnel at the Chicago Quartermaster Depot and we anticipate that this co-operation will be continued during 1951.

IV. Consumption

Macaroni, spaghetti and noodles will have a prominent place in the Army rations for 1951.

The Army classifies rations as:
A-Ration served in permanent camps either domestic or overseas.

B-Ration served where field kitchens are used and where no perishables can be refrigerated.

C-Operational-Ration for combat troops. No macaroni products used.

In the year 1951, the Army will use macaroni, spaghetti and noodles frequently. QMC experimental cookery department gave us this information on January 2.

The A-Ration is used in permanent camps and the B-Ration in field camps. When permanent camps are established overseas, the A-Ration goes into effect. The A-Ration is used almost entirely in the United States. The C, or Operational Ration, contains no macaroni or noodle products because the food must be concentrated and of a nature that can be consumed without cooking.

You will note that the total A-Ration is 5.93 pounds per man. This is just about the same as the average per capita civilian consumption. The B-Rations is based on a ten-day cycle and during that ten days, spaghetti with meat sauce appears once on the ration and noodle soup, packed in No. 10 cans appears once. One No. 10 can serves 100 men. The can holds about 4 1/4 pounds of the soup mix and the noodles in the soup mix weigh about 3.325 pounds. In making the calculations in the table listed above, we assumed that the B-Ration would be repeated 30 times during the year. Actually, if the same 10-day cycle is maintained, it would be repeated 36 1/2 times.

We recommend that the National Association contact the division of QMC which makes up the Army ration, with the object of increasing the military per capita consumption.

It is anticipated that we will have an army of 5,000,000 men by the end of the year. On the basis of 6 pounds per man and assuming that the food must be purchased ahead of time, we have estimated that military procurement will be at least 30,000,000 pounds for the year. It is highly probable that the civilians in combat areas will boost this total considerably. We can surely expect 30,000,000 pounds and there is a very good possibility that Army pro-

curement will run to 50,000,000 pounds in 1951. Your committee will keep in close contact with the Quartermaster divi-

sion in Chicago and in Washington during the coming year. Your requests for either information or assistance will be welcomed.

A-RATION		Quantity Per 100 Men	Times Per Year	Quantity 100 Men Per Year
Macaroni with Cheese	10 lbs.	12	12	120 lbs.
Macaroni with Cheese & Tomatoes	8 "	3	3	24 "
Macaroni with Corn & Bacon	10 "	3	3	30 "
Macaroni with Cheese & Eggs	4 "	3	3	12 "
Macaroni Club Salad	5 "	2	2	10 "
Macaroni Salad	5 "	1	1	5 "
Total Macaroni per 100 men per year				201 "
Spaghetti Creole Soup	1 1/4 lbs.	9	9	13.5 lbs.
Spaghetti Meal-varying Recipes	10 "	21	21	210.0 "
Total Spaghetti per 100 men per year				223.5 "
Noodles Soup	1.5 lbs.	7	7	10.5 lbs.
Noodles Baked Chicken	5 "	6	6	30.0 "
Noodles Fried	10 "	5	5	50.0 "
Noodles Buttered	10 "	6	6	60.0 "
Noodles Minestrone Soup	1.5 "	12	12	18.0 "
Total Noodles per 100 men per year				168.5 "
Total All Products in A-Ration				593 lbs. per 100 men

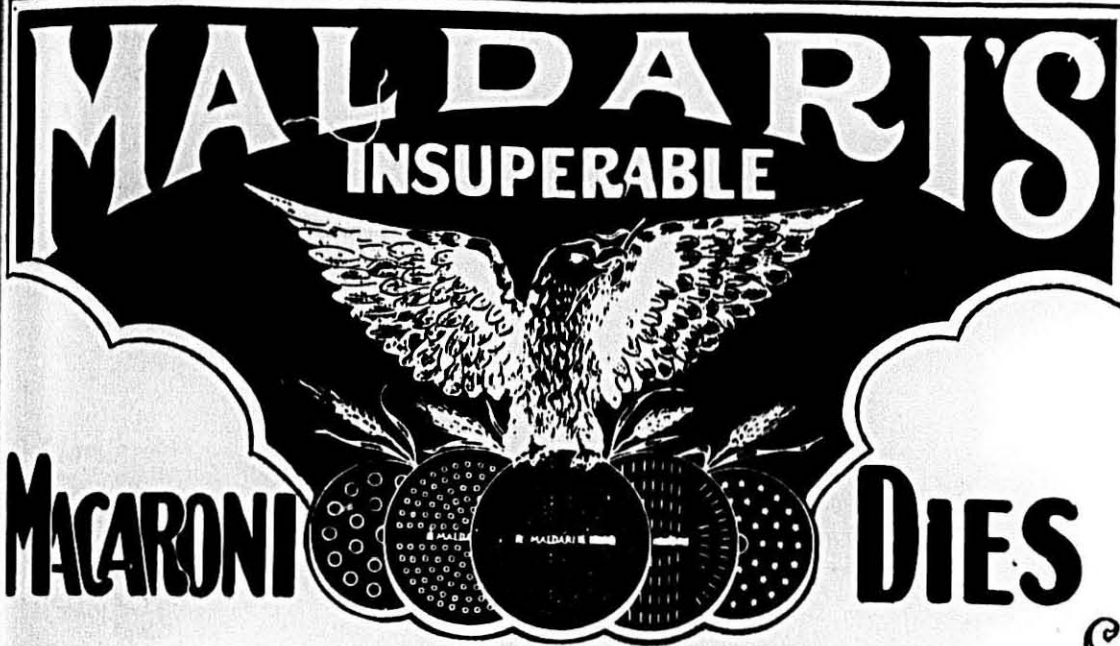
B-RATION		Quantity Per 100 Men	Times Per Year	Quantity 100 Men Per Year
Spaghetti Meat Sauce	10 lbs.	30	30	300 lbs.
Noodles Soup-Dry Mix	3 1/2 lbs.	30	30	105 lbs.

Summary of Durum Acreage, Yield and Production, in 1950

By the Crop Reporting Board, Bureau of Agricultural Economics, U. S. Department of Agriculture.

Durum Wheat:
Production of durum wheat is estimated at 36,064,000 bushels, 7 per cent less than last year's crop of 38,817,000 bushels and 2 per cent below the 10-year average production of 36,753,000 bushels. Production was less than last year in Minnesota and North Dakota. The acreage harvested, 2,729,000 acres, was 23 per cent smaller than in 1949 but 8 per cent larger than the average of 2,535,000 acres. The yield, at 13.2 bushels per acre, is sharply higher than the 11.0 bushels obtained last year but still below the 10-year average of 14.8 bushels. Yields were higher than last year in North and South Dakota but lower in Minnesota. The quality of the crop is quite variable with a wide range in test weights. Black stem rust was a serious threat in a large part of the durum area and some damage resulted. However, based upon final yield returns, the extent of damage from this cause was somewhat less than appeared imminent in the main durum growing counties just prior to actual harvest operations. Rust damage occurred largely on late seeded acreage in some fringe areas. Harvesting started considerably later than usual and extended through October in northern areas. Factors contributing to this were the unusually late planting, the generally slow growth and development of the crop as a result of the cool summer temperatures, a rainy spell during harvest and the effects of stem rust in some areas which retarded ripening. The seeded acreage of durum wheat is estimated at 2,814,000 acres, down 24 per cent from last year and the smallest since 1946. North Dakota produced nearly 87 per cent of the nation's durum crop this year.

State	1939-48 Average			1949			1950		
	Thousand acres	Bushels	Thousand bushels	Average	1949	1950	Average	1949	1950
Minn.	56	95	86	17.0	15.0	12.0	926	1,425	1,032
N. Dak.	2,171	3,092	2,319	15.0	11.0	13.5	31,813	34,012	31,306
S. Dak.	309	338	324	13.3	10.0	11.5	4,014	3,380	3,726
3 States	2,535	3,525	2,729	14.8	11.0	13.2	36,753	38,817	36,064



IMMEDIATE ATTENTION!!

To Plant Supt.:
Critical material shortages, coupled with rising costs, make preventive maintenance on dies essential!
Set up rotation program without delay and send Maldari Dies for reconditioning regularly.
Don't kill those dies!! Baby them along!!!

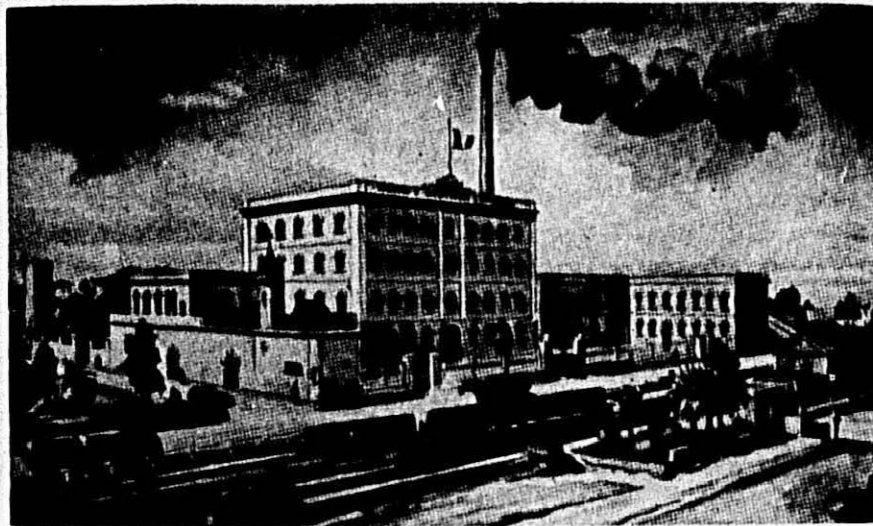
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IMPIANTI D'ITALIA (Macaroni Plants in Italy) Serie D'Oro (Courtesy Molini d'Italia)



Molini E Pastifici Lefemine
Grumo Appula (Bari)

Death of Mrs. H. Constant

Mrs. H. Constant, wife of one of Canada's best known macaroni manufacturers, passed away on January 10, 1951, after a long illness. She was the mother of Miss Madeline Constant, chief executive, and Lucien Constant, sales manager, of Constant Food Products, St. Boniface, Manitoba, Canada, who regularly attend the conventions of the National Macaroni Manufacturers Association of which the firm has long been a member.

She is survived by her husband, founder of the firm, the above-mentioned son and daughter, and several other children. The funeral was from the late home to the Basilica Catholic church on January 13, with burial in Basilica cemetery.

Wage and Price Controls

Under date of January 26, 1951, prices on many articles, including foods, were frozen as of the government order of January 25, 1951. On foods under parity, prices will be at figures not to exceed parity prices.

Wages, salaries and other compensations were frozen at the scale effective January 25, but the order was merely a "stop-gap," as other regulations were promised which would relax or "unfreeze" the "freeze" order.

Subsequent to January 25, some new regulations have been announced. Under date of January 30, 1951, General Regulation No. 2 was adopted

which commenced the unfreezing process and provided that increase in wages, salaries or other compensation agreed to in writing or determined and communicated to the employes on or before January 25, 1951, but which by the terms of such agreement or determination are to become applicable only to work performed later than fifteen (15) calendar days after January 25,

1951, require the prior approval or authorization of the Wage Stabilization Board.

Other amendments and clarifications are to be expected, and businessmen should study all as they are issued. It would seem wise, and it has been recommended, that businessmen preserve all their records concerning prices and wages.

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1951	1950	1949	1948
January	870,532	91,006	799,208	1,142,502
February		829,878	799,358	1,097,116
March		913,107	913,777	1,189,077
April		570,119	589,313	1,038,829
May		574,887	549,168	1,024,831
June		678,792	759,610	889,200
July		654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1950 to Jan. 26, 1951.....5,930,353
 July 1, 1949 to Jan. 27, 1950.....5,665,124

BIANCHI'S Machine Shop

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and Supplies

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Dobeckmun PRICING POLICY

Only a fair and sound pricing policy can sustain for a long period the prosperous business of both seller and buyer.

This fundamental principle has motivated Dobeckmun's thinking since the company's inception in 1927.

Although our labor, raw materials and other manufacturing costs have risen like those in every other industry, our prices have increased relatively little when compared to general price indexes.

Maintenance of this business philosophy has been made possible by two planned developments:

Greatly Expanded Volume: now over four times the 1941 level.

Increased Capital Investment per Worker: plant and equipment investment per worker has more than doubled since 1941, from \$2700 to \$5800. This has resulted in greatly increased individual productivity, substantially reducing our operating costs.

In the last few years, realistic price adjustments have been put into effect, to relate prices to efficient production. While changes both up and down resulted, this policy has meant relatively lower prices for larger orders and for standardized orders which permit the utmost efficiency.

During the inflationary surges of materials and labor costs in 1950, and especially since Korea, our price planning has enabled us to limit increases only to those caused by rises in raw material costs and a fractional part of labor adjustments.

We pledge a continuance of these policies:

To produce the finest quality possible.

To share savings from more efficient production with our customers.

To restrain price increases to the minimum required for profitable operation.



The Dobeckmun Company
CLEVELAND 1, OHIO • BERKELEY 2, CALIF.

Awards and Fellowships —Du Pont

The award of 78 postgraduate and post-doctoral fellowships to 47 universities, and grants-in-aid to 10 universities to "stockpile" knowledge through the advancement of fundamental research, was announced on January 3 by the Du Pont Company.

An authorization of \$390,400 was provided by the company for these awards. They are for the 1951-52 academic year.

Granting of the fellowships is a continuation of the company's plan originated in 1918 to encourage research in chemistry. It has since been expanded to include other fields. It provides support for pre-doctoral and post-doctoral training of students in these branches of science in institutions of higher learning.

It is expected that the program will help maintain the flow of technically trained men and women into teaching and research work at universities and into technical positions in industry.

National Packaging Exposition

The 20th National Packaging Exposition, sponsored by the American Management Association, Inc., will be held at the Atlantic City Auditorium,

April 17-20, 1951, and the annual conference on packaging, packing and shipping will be held concurrently. Both events are open to non-members of AMA as usual.

Death of E. H. Eustice

Word is received of the death at Cleveland, Ohio, on December 26, of Earl H. Eustice, Cleveland manager for J. L. Ferguson Co., Joliet, Ill. Mr. Eustice had been in poor health for more than a year. He had wide business contacts in the food, canning, beverage and milling industries. Mr. Eustice had been with the builders of Packomatic packaging machinery for 20 years, the past 10 as manager of the Cleveland office. He is survived by Mrs. Eustice and two daughters. His home was at 2087 Rossmoor Road, Cleveland Heights, Ohio.

Pancake Day

February 6 was celebrated as "pancake day." Its promotion this year was sponsored by a group of pancake flour manufacturers who hope to make that day as famous as Valentine's Day that always falls on the fourteenth of the same month.

The first known pancake day was celebrated in England over 500 years ago on the eve of Ash Wednesday as an old religious custom. The day be-

fore the opening of Lent was selected because it was customary for the people of that day to use up all fats before Lent, when its meatless days began.

Files Re-elected Feder- ation Head

Howard W. Files, vice president, Pillsbury Mills, Inc., was recently re-nominated for the presidency of the Millers National Federation. He was elected for his first term in May 1950.

He has been most active in the federation's activities as chairman of bakery relations committee and a member of the long-range planning committee. He has spent his entire business life with Pillsbury. He is well acquainted with the macaroni trade, having served as manager of the mill's durum department before stepping up to higher positions in the company.

New Research Director ... Winston

After nearly 31 years of continuous service to the members of the National Macaroni Manufacturers Association as the official director of research, during which time he carried on many important and far-reaching activities in macaroni-noodle products study and improvements, Benjamin R. Jacobs expresses the wish that the association re-

lease him from the duties involved and to name a successor. The board of directors of NMMMA heeded his suggestions and named his fellow chemist in the Jacobs-Winston Cereal Laboratories, James J. Winston, to serve as director of research on practically the same arrangements under which Dr. Jacobs had operated.

Dr. Jacobs was retained to serve as counsel and as contact man in Washington affairs, where his wide acquaintance with officials and governmental procedure will be of great value to the association members. Though residing in Orlando, Fla., for the winter, he maintains an office in the nation's capital, Suite 500, Walker Building, Washington 5, D. C.

James J. Winston, the new director of research, can be reached at the office of the Jacobs-Winston Laboratories, 156 Chambers Street, New York 7, N. Y.

Liquid, Frozen and Dried Egg Production December 1950

Production of liquid egg during December was relatively small, the Bureau of Agricultural Economics reports. Production totaled 2,393,000 pounds, compared with 39,934,000 pounds during December, 1949, and the 1944-48 average of 8,178,000

pounds. With smaller egg production and relative high prices for eggs, both egg drying and freezing operations were on a much smaller scale than a year earlier.

Dried egg production during December totaled 549,000 pounds, compared with 8,737,000 pounds in December, 1949. Production consisted of 409,000 pounds of dried whole egg and 140,000 pounds of dried albumen. Total production of dried egg for the year 1950 was estimated at 91,482,000 pounds, compared with 75,962,000 pounds in 1949.

The quantity of frozen egg produced during December totaled 1,406,000 pounds, 85 per cent less than the previous year's record high production for the month of 9,308,000 pounds. Frozen egg stocks decreased 27 million pounds during December, compared with a decrease of 17 million pounds in December a year earlier and the average December decrease of 27 million pounds.

Production of frozen eggs during 1950 was estimated at 354,148,000 pounds, compared with 318,227,000 pounds in 1949.

Colburn S. Foulds Dies

Colburn Symmes Foulds, 69, of 47 North Central Ave., Hartsdale, New York, active in the food products industry until his retirement two years

ago, died January 6, 1951, in his home following a lengthy illness.

Mr. Foulds, a resident of the Hartsdale, Scarsdale, and Bronxville area for about 20 years, was president and director successively of the Foulds-Milling Co., macaroni manufacturing concern in Cincinnati, Ohio, which his father has founded; of Grocery Store Products, Inc., New York, and of the Eastern Semolina Mills. As such, he was long associated with the activities of the National Macaroni Manufacturers Association.

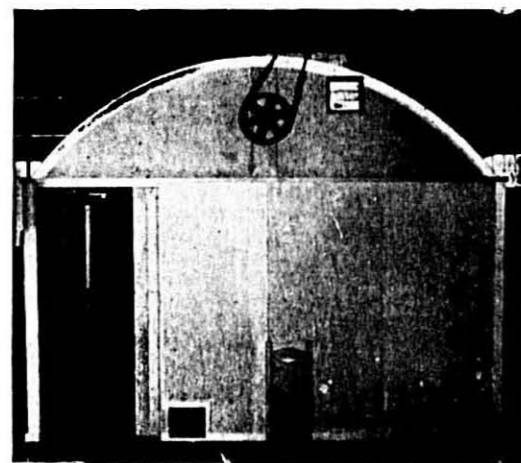
Born April 24, 1881, in Cincinnati, he was a son of the late Frank W. and Mary Colburn Foulds. He was an alumnus of Kenyon Academy, Gambier, Ohio.

Surviving are his wife, Mrs. Mary Blair Foulds; a son, Blair Foulds of Lawrence Farms South, Chappaqua; a sister, Mrs. R. E. O'Brien of Washington, also a grandson and a granddaughter, George and Penelope Foulds, both of Chappaqua.

SALUTE MINNEAPOLIS

(Continued from Page 6)

chinery. Construction equipment, pumps, refrigeration and air conditioning equipment and outboard motors are among many other machines manufactured in the city. In the fabricated



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The services of Champion engineers are available to you for consultation at any time for practically any type of flour handling unit that you might require.

Let us explain our new sanitary type unit with removable panels for ease of cleaning.

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metal products industry, products range from furnaces and snowplows to screw machine products and ornamental iron work. A variety of electrical machinery and appliances is made in Minneapolis. Motors, generators, power plants, transformers, battery chargers and controllers are among the



Campus of the University of Minnesota from the air. Mississippi River in the foreground.

products made in Minneapolis' factories. Other electrical devices produced in large quantities include hearing aids, thermostats, heat and humidity controls and electric irons. Minneapolis is one of the largest printing and publishing centers in the United States. Approximately 350 printing and publishing establishments turn out printed material ranging from calling and greeting cards to slick magazines and books.

Often called the "Lingerie Capital of the World," Minneapolis is an important apparel manufacturing center. Special lines included in the clothing field include overcoats, dresses, suits, hosiery and sportswear for men, women and children. Apparel manufacturers have banded together in an association, Minnesota Apparel Industries, which promotes the industry's activities and features the familiar trademark, "Minnesota Inspired."

To service these thriving industries, a vast network of railroads, airlines, motor truck lines and bus lines link Minneapolis with the nation. It is the railroad center of the upper midwest. Ten trunk line railroads, four of which are transcontinental, radiate from the city in all directions. Five bus companies and 120 motor freight carriers operate regular service to any point in the United States. Six airlines provide daily service to far-away points.

Northwest Airlines' service to the Orient has made Minneapolis one of the great inland world ports of the nation. Because of Minneapolis' mid-

continent position, it promises to become important when over-the-pole flights to Europe are instituted. The city's airport, Wold-Chamberlain Field,

ranks seventh largest in United States air traffic volume. Minneapolis is the head of Mississippi River navigation. Regular barge service is maintained to and from New Orleans during the navigation season.

Culturally, Minneapolis offers unparalleled advantages. Such institutions as the Minneapolis Institute of Art, the Swedish-American Museum, Walker Art Center, Minneapolis Symphony Orchestra and many others have served to help make the upper midwest "come of age" culturally. Development of the University of Minnesota in the past two decades has placed it among the leading educational institutions in the nation, not only in size, but also in educational standing and national prestige. Minnesota's schools and colleges have long ranked high in health services; namely medicine, dentistry and pharmacy. The University of Minnesota is fortunate in having the Mayo Foundation for Graduate Medical Study and Research affiliated with its medical school. Employing chiefly the training facilities at Rochester, home of the world-famed Mayos, this foundation is said to be the largest clinical group of medical students in the world.

In addition to the fine public school system embracing 93 schools and employing a staff of 2,400 educators, Minneapolis is well known for its splendid business, trade, vocational, music and



Beautiful Minnehaha Falls in Minneapolis, immortalized in Longfellow's poem, "Song of Hiawatha." Minnehaha Park, where the falls are located, is one of the 143 parks in the city.

Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many years.

A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

Features

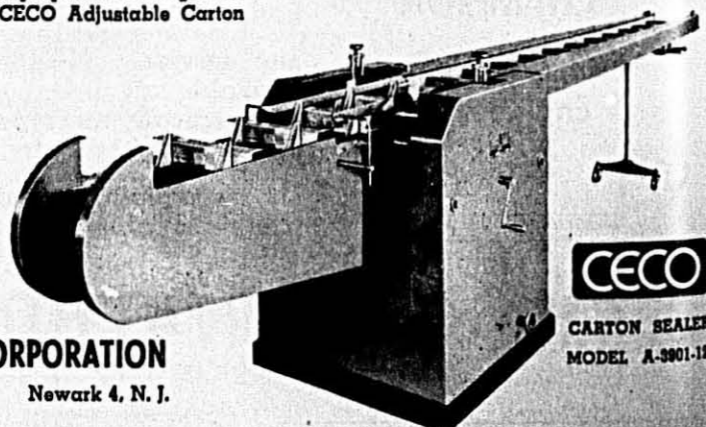
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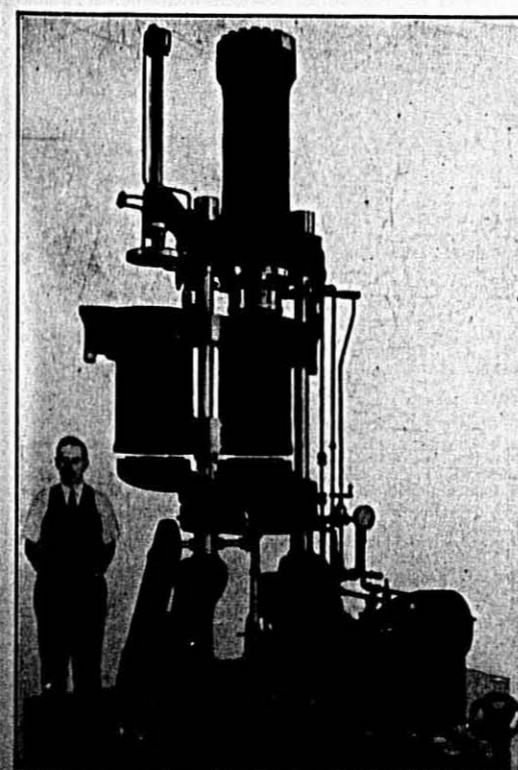
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other private educational institutions.

Situated on the 45th parallel, Minneapolis offers strikingly different seasonal entertainment for home folks and visitors alike. The Minneapolis Aquennial, known up and down across the nation as "the world's greatest summer festival," provides more colorful pageantry than any other event in the nation. Conversely, Minneapolis as a winter sports center provides a multitude of facilities . . . skiing, ice boating, sleighing, as well as skating or hockey on its rinks or on many of the 22 lakes and lakelets within its boundaries.

Possibly because 86 per cent of its population are native-born whites, predominantly of Scandinavian and Germanic nationality, Minneapolis residents have a real appreciation of fine cooking and of the innumerable dishes of American and Continental origin.

Possibly, too, that's why versatile macaroni, spaghetti and egg noodles have been prepared in such a variety of dishes that macaroni products now occupy a secure position in any housewife's pantry of food staples!

WINTER CONFERENCE

(Continued from Page 8)

ficiating at the spaghetti and sauce caldrons.

A surprise in the way of entertainment was in the person of a charming singer, Miss Micki Fo of Honolulu, presented by John Amato of Clermont Machine Co. as his guest. She was the "find" of the famous Arthur Godfrey, celebrated radio entertainer. She came to the continent as the winner of a personality contest. She sang Hawaiian songs and rendered several instrumental numbers on Hawaiian musical contraptions.

c—A party at the Miami Kennel Club sponsored by the Consolidated Macaroni Machine Corporation with President Conrad Ambrette in charge.

The program for the evening of dog racing carried a fine editorial on the macaroni industry and a feature attraction—a special race for a special additional prize of a beautiful blanket for the winner. The blanket bore the

inscription, "Consolidated Machines," and the grouped initials, "N.M.M.A.," and was presented by C. Frederick Mueller of the National Association, supported by the host, Conrad Ambrette of Consolidated Macaroni Machine Corporation—an industry "Quinnella" that really paid off in public relations for macaroni products.

d—The annual Winter Dinner Party, sponsored by the National Macaroni Manufacturers Association, brought the Winter meeting to a fitting close. The shore dinner was served on the terrace to about 150 guests. Dancing followed. Miss Micki Fo, the Hawaiian nightingale, again sang her way into the hearts of the guests.

The date and place of the annual convention were announced. This will be held at the Edgewater Beach Hotel, Chicago, June 27-29, 1951.

The 1952 Winter meeting will probably be held in the New York City area in January, with Montreal, Canada, as the probable site of the 1952 annual convention.

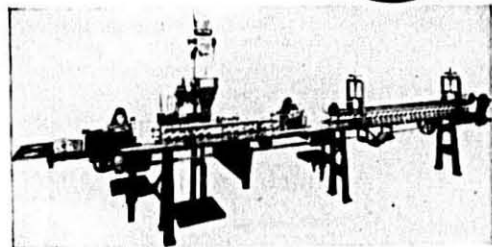
Winter Meeting Registrants, January, 1951

Firms	Representatives	Cities
American Beauty Macaroni Co.	Peter F. Vagnino	Kansas City
V. Arena & Sons, Inc.	Sam Arena	Norristown
Constant Macaroni Foods	Lucien Constant	St. Boniface, Manitoba
The Creamette Co.	C. L. Norris	Minneapolis
D'Amico Macaroni Co.	Wm. D'Amico, Steger, III	
Delmonico Foods, Inc.	Joseph Viviano	Louisville
Golden Grain Macaroni Co.	Vincent DeDomenico	San Francisco
V. La Rosa & Sons, Inc.	Peter La Rosa	Brooklyn

La Premiata Macaroni Corp., Jesse C. Stewart, Connellsville
 Megs Macaroni Co., C. W. Wolfe, Harrisburg
 Minnesota Macaroni Co., Walter F. Villanue, St. Paul
 C. F. Mueller Co., C. Frederick Mueller, Jersey City
 Prociro & Rossi Corp., Alfred Rossi, Auburn
 Prince Mfg. Co., Joseph Pellegrino, Lowell, Mass.
 Prince Mfg. Co., Rolt, E. Sheeran, Boston
 Prince Mfg. Co., P. Giovinetti, Lowell, Mass.
 Quality Macaroni Co., Maurice L. Ryan, St. Paul
 Quaker Oats Co., V. C. Hathaway, Chicago
 Ravarino & Freschi, Inc., Al Ravarino, St. Louis
 Ronco Foods, Thos. A. Cuneo, Memphis
 Skinner Mfg. Co., Lloyd E. Skimmer, Omaha
 Viviano Bros. Macaroni Co., John A. Viviano, Detroit
 V. Viviano & Bros. Macaroni Mfg. Co., Peter Ross Viviano, St. Louis
 Weiss Noodle Co., Al. Weiss, Cleveland

Amber Milling Co., J. M. Waber, St. Paul
 Bulter Bros. Inc., O. R. Schmalzer, New York
 Campanella Flour, John Campanella, Jersey City
 Capital Flour Mills, P. M. Petersen, Minneapolis
 Capital Flour Mills, Louis A. Viviano, Plainfield, N. J.
 Clermont Machine Co., John Amato, Brooklyn
 Commander Larabee Milling Co., C. M. Johnson, Minneapolis
 Concord Electric Co., Fred Marcellino, Brooklyn
 Consolidated Macaroni Machine Corp., C. Ambrette, Brooklyn
 Crockston Milling Co., U. S. DeStefano, New York
 DuPont Company, R. M. MacDonald, New York
 Edson & Pratt, Inc., H. E. Edson, Chicago
 Empire Box Corp., Stanley J. Klein, Garfield
 Empire Box Corp., T. W. Ross, Garfield
 General Mills, Inc., Harry I. Bailey, Minneapolis
 General Mills, Inc., Harry H. Raeder, Buffalo
 Hoskins Service, Glenn G. Hoskins, Chicago
 Industrial Surveys, Inc., Don W. Connell, New York
 Jacobs-Winston Lab., B. R. Jacobs, Washington
 Jacobs-Winston Lab., James J. Winston, New York
 King Midas Flour Mills, Wm. Steinke, Minneapolis
 King Midas Flour Mills, David Wilson, New York
 H. H. King Flour Mills, Arthur W. Quiggle, Minneapolis
 N. D. Mill & Elevator, R. M. Stangler, Crookston, Minn.
 N. D. Mill & Elevator, E. J. Thomas, Chicago
 Pillsbury Mills, Inc., Frank L. Fodera, Brooklyn
 Pillsbury Mills, Inc., Thomas A. Holland, Atlanta, Ga.
 Pillsbury Mills, Inc., H. J. Patterson, Minneapolis
 Regalbuto Flours, Samuel Regalbuto, Philadelphia
 Rossotti Lithograph Co., Chas. C. Rossotti, North Bergen
 Rossotti Lithograph Co., Paul Schilling, North Bergen
 St. Regis Paper Co., Kenneth D. Lozier, New York
 Sills, Inc., Ted Sills, Chicago
 U. S. Dept. of Agriculture, Philip Talbot, Washington, D. C.
 Robert M. Green, Secretary-Treasurer, Palatine
 M. J. Donna, Secretary-Emeritus, Braidwood

From **4** ounces TO **5** pounds



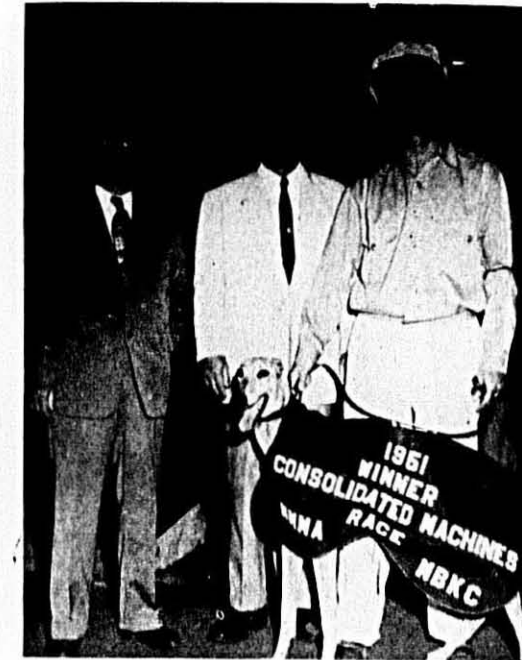
... that's the range of carton sizes this low cost machine is capable of weighing, filling and sealing!

THIS combination of SA top-and-bottom semi-automatic carton sealer and SH Net Weigher is "tops" for low cost flexible production—only two operators needed. Just the thing for up to 12,000 packages per day output—ideal also for short runs of private brands or sample lines. WRITE for BULLETIN.

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→ "Dog-on" fine fellows . . . Dixiecat, winner of the Macaroni Derby, feature race at the Miami Beach Kennel Club, Miami Beach, Fla., the evening of January 24, 1951, sponsored by the National Macaroni Manufacturers Association, and the dog's groom, right . . . C. Frederick Mueller, NMMA president (center) who presented the beautiful gold and blue blanket bearing the inscription "Consolidated Machines—NMMA," donated by Conrad Ambrette, left, president of Consolidated Macaroni Machines Corp., Brooklyn, N. Y., host of the social affair.



← "Chef" Rossotti, serving heaping portions of Spaghetti-a-la-Rossotti to NMMA President C. Frederick Mueller and wife at the Rosotti spaghetti buffet supper, Flamingo Hotel, Miami Beach, Fla., January 23, 1951.

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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
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WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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Hydraulic Baling Presses for Baling all Classes of Materials
 Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

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The MACARONI JOURNAL

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**Urges Companies Join
 Trade Associations to
 Aid Defense Effort**

Industries should join into trade as-
 sociations to give united support to de-
 fense efforts, H. L. Tigges, president
 of the American Society of Tool
 Engineers and vice president of Baker
 Brothers, told the National Associa-
 tion of Engineering Companies in a
 talk before their mobilization meeting
 in Detroit.

Speaking in an unofficial capacity,
 Mr. Tigges, who has just been named
 machine tool consultant to the National
 Production Authority said: "The kind
 of co-operation needed between gov-
 ernment agencies and members of dif-
 ferent industrial groups can best be
 served through the setting up of com-
 prehensive and strong trade associa-
 tions."

"Washington, for instance, needs in-
 formation. Trade associations and
 technical societies are usually the best

sources of information about the in-
 dustries they represent—information
 that is essential in integrating any in-
 dustry into the over-all effort, or for
 disclosing weak points in the American
 industrial front so that these may be
 strengthened."

Mr. Triggs cited the progress made
 by the machine tool industry to il-
 lustrate what can be done by trade as-
 sociations in planning for an all-out
 emergency:

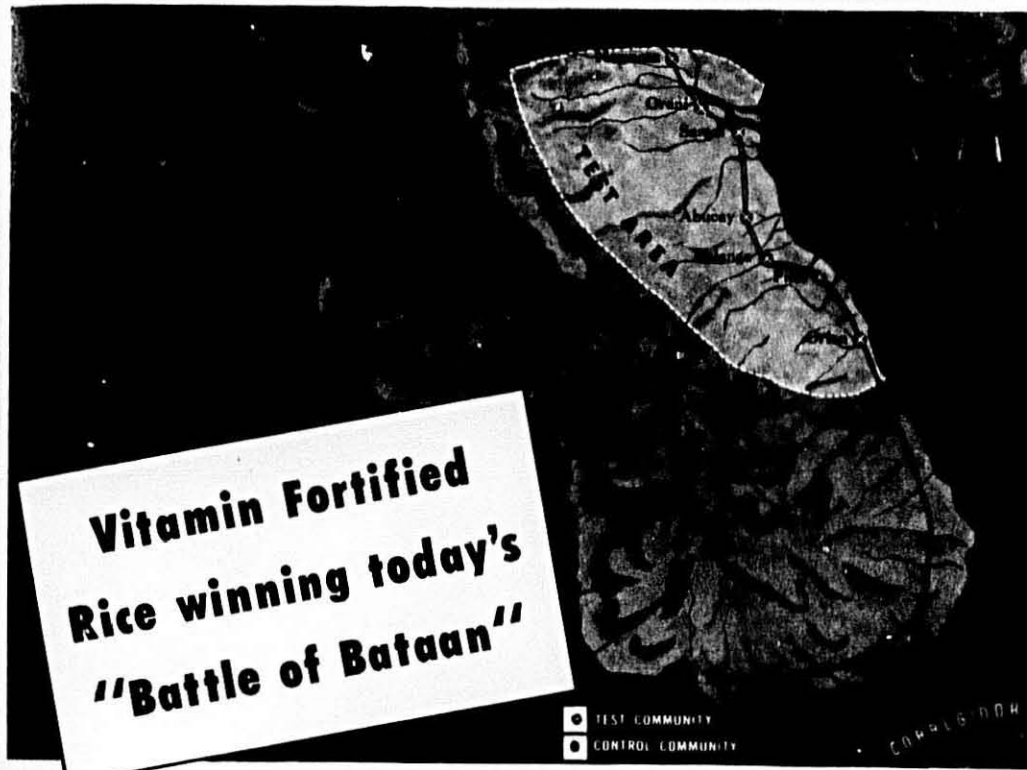
"Plans for the machine tool industry
 are complete and in the hands of the
 NPA ready for instant use." The in-
 dustry, he said, has determined its
 capacities for production, arranged in
 advance for financing to step up out-
 put, and planned for the most effective
 distribution of its efforts. The plans
 also include allocation of the industry's
 output by percentages; the reassign-
 ment of idle machine tools; and the ef-
 fective distribution of used machines
 now in dealers' hands.

955,436,000 Pounds in 1950

Macaroni production in 1950 re-
 mained nearly at the 1949 level, ac-
 cording to a recent bulletin from the
 office of Robert M. Green, secretary-
 treasurer of the National Macaroni
 Manufacturers Association. He says that,
 according to the Glenn G. Hoskins
 weekly index, "Macaroni produc-
 tion in 1950 finished at about the same
 level as 1949, which was reported by
 the government at 955,436,000 pounds.
 This is about 40 per cent higher than
 the five prewar years, 1937-1941 in-
 clusive."

Mr. Hoskins predicts an index of
 about 150 per cent for 1951. By hold-
 ing our own in a fiercely competitive
 food market in 1950, we gained in
 domestic consumption. Exports for the
 first ten months of 1950 were just
 short of 8,000,000 pounds, compared
 with better than 23,200,000 pounds ex-
 ported in 1949. Government purchases
 of macaroni products have been sub-
 stantial during 1950 and will increase
 in 1951.

In a release from the Chicago
 Quartermaster Depot, dated December
 28, 1950, the announcement is made
 that "decentralized army offices will
 continue to handle procurement under
 negotiation. The system of advertising
 for bids will continue to be used in the
 purchase of many items, particularly
 stand consumer goods."



**RESULTS OF TREMENDOUS
 NUTRITIONAL EXPERIMENT USING VITAMIN ENRICHMENT**

★ Symptoms of 2nd most fatal disease reduced **70%**

★ Beriberi deaths steadily falling

In an experiment in the Philippines now involving
 over 90,000 persons, conducted with the approval of
 the Philippine government and medical associations,
 and in which Hoffmann-La Roche is proudly coop-
 erating, remarkable health benefits from rice enrich-
 ment have been demonstrated. This is reported by
 Juan Salcedo, Jr., M.D., M.A., Director of Nutrition,
 Institute of Nutrition, Manila, P.I.

With rice the principal food, and beriberi the No. 2
 cause of death, this new "Battle of Bataan" was planned
 and waged to determine whether enrichment of
 rice would reduce the incidence of beriberi. Bataan
 Province was selected because of its high beriberi
 mortality and because rice traffic could be readily
 controlled there. (Early investigation showed en-
 riched rice completely satisfactory in taste, color,
 odor, palatability and digestibility.)

"There are indications from raw data available from
 the present clinical beriberi survey that the beriberi
 incidence has been reduced by 70%."

Beriberi mortality rates have also steadily dropped
 in the "enriched rice" area without significant change
 in the control area.

★ Infantile beriberi virtually eliminated

This dramatic and specific evidence of the bene-
 fits of vitamin enrichment should have a vital effect
 in improving the health of peoples all over the world.

WHAT THIS MEANS TO YOU

While this experiment concerned white rice, it proves
 the benefits to public health through enriching white
 bread and rolls, family white flour, and other pro-
 cessed cereals. Any miller of wheat, rice, or corn—any
 baker—any macaroni and noodle manufacturer, who
 is not now regularly enriching his products may well
 ask himself if he can any longer afford to withhold
 such extensive health benefits from his share of the
 consuming markets.

Quotation from latest of published interim medical reports.
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