

THE MACARONI JOURNAL

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JULY, 1952

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Thomas A. Cuneo, president of Ronco Foods, Memphis, Tenn., was elected president of the National Macaroni Manufacturers Association at the group's annual meeting in Montreal, Canada, June 25-27, 1952.

He succeeds C. Frederick Mueller of Jersey City, who served as president of the group for two years.

Cuneo helped form the food importing firm of Robillio and Cuneo Co. in 1920. The company entered the macaroni manufacturing business in 1929 and changed its name to Ronco Foods.

He has been a director of the macaroni association for the last several years and is also president of the National Food Distributors Association.

Cuneo saw service in both world wars, serving as a colonel in the Army Air Force in World War II.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

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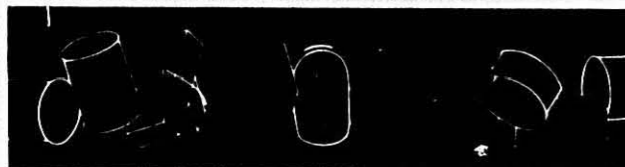
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July, 1952

THE MACARONI JOURNAL

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Plain Facts

The reputation of your top brand begins with the Semolina you use.

Amber's No. 1 Semolina is uniformly superior in color and quality . . . every shipment.

Increasing numbers of America's quality Macaroni Manufacturers rely upon this uniformity of Amber's No. 1 Semolina to help safeguard the reputation of their top brands.

Do you use Amber's No. 1 Semolina in your top quality macaroni products?



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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
MACARONI JOURNAL

Volume XXIV

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Number 3

Potato Famine Era

For more than a century, historians have been telling of the almost forgotten potato famine in Ireland which started an immigration to the United States that lasted for years, the effects of which are noted in many sections of the country. The famine in Ireland was one of the whimsies of nature. The current famine (?) is man-made.

The first half of 1952 will go down in history as a counterpart of the Irish calamity, an era of potato scarcity when the still popular spuds were available only in the black markets at almost prohibitive prices that reached as high as 14 to 15 cents a pound. The U. S. Potato Famine of 1952 was not natural, it was man-made, as previously stated.

Potatoes in the United States have been quite scarce and high-priced since the fall of 1951. There was a fear among growers last summer that the potato markets would become glutted. Many growers reduced their plantings to a fraction of that of previous years, causing a short crop with above-ceiling prices for consumers to buy . . . and when the Government ceiling on potatoes was removed in May, 1952, the price skyrocketed, forcing consumers to look for replacements.

Fortunately for the macaroni industry, the government agencies suggested to housewives that they turn to macaroni, spaghetti, egg noodles and other similar foods to replace the scarce and expensive potato. This caused a spurt in production of macaroni foods during the usually dull post-Lenten season in 1952.

The removal of the OPS ceilings last May brought to an end a decade of federal effort to outplan nature. From 1943 through 1950, potato growers planted ever-increasing acres to potatoes, assured of fat government subsidies, irrespective of retail prices.

Nature smiled on their plans, and potatoes were produced in much greater abundance than the planners had expected. The result was that, for years, the government had to buy the enormous surplus crop at ceiling prices, but prevented by the same law to offer their holdings in the consumer markets. There were times when the government offered the growers potatoes for cattle and hog feed as low as one cent a bag, with millions of unsold bushels allowed to rot or to be otherwise destroyed.

While the macaroni industry and other food producers profited reasonably from the current famine, it is generally agreed that nature can still be depended upon, as against socialization.

1952 Industry Conference

With the potato famine giving the macaroni market the needed spurt in production and better prices, the executives of the important macaroni food processing firms in the United States and Canada found both time and reason to attend the most recent international conference of the trade, held last month in Montreal, Canada.

Practically every important production sector on both sides of the border was represented by groups of manufacturers; in the general sessions and in the many discussions of the problems that concern manufacturers, large and small, whether in populous centers or on the open prairies.

With modern improved machinery generally in use, the production capacity of the industry now exceeds demand in both countries. Naturally, the matter of profitable distribution was given first place on the three-day program.

Practically everyone in attendance was interested (1) in the new machinery talked about by the builders of the most modern plant equipment; (2) in the reports on the 1952 durum crop progress, and in the new types of macaroni wheat that is better suited for semolina milling and macaroni making; (3) in egg quality, quantities and prices for noodle making; (4) in improved processing of durum wheat to best suit the industry's raw materials requirements; (5) in the most modern drying apparatus and methods; (6) in the most practical and economical protective packaging for the finished goods to insure safe delivery to consumers through the various channels of distribution, and (7) what is being done individually and cooperatively to win greater and steadier consumer acceptance of macaroni, spaghetti, egg noodles and other types of macaroni foods, through consumer education, recipe suggestions and other aids by the agencies of the organized industry.

While business was the principal theme of the 1952 convention, the social side was not overlooked, with the result that the manufacturers and allied representatives gained inspiration and understanding, and they and their ladies and other guests were entertained loyally by representatives of the macaroni industry on both sides of the international border.

The Montreal Meeting

The International Industry Convention in Montreal was most successful. Attendance was large, subject matters of general interest were discussed, and progressive, planned action was taken for industry promotion.

A continuing attack for a greater share of the food dollar was the earnest determination of the several hundred manufacturers and allied at the 48th annual convention of the National Macaroni Manufacturers Association, held in Mount Royal Hotel, Montreal, Canada, June 25-27, 1952. The conference was truly international in make-up, with representatives from the United States, Canada, France and Morocco, Africa, in attendance.

Even the social functions had an international flavor, with a breakfast sponsored by the M. and G. Braibanti Co. of Milan, Italy, and a reception and cocktails by the Robin Hood Mills of Canada joining several other host firms from the United States to entertain the conventioners.

Very early in the three-day session there was expressed approval of a proposal to increase by 50 per cent the monthly contributions in support of the fine promotional work being done by the National Macaroni Institute. Starting July 1, 1952, such contributions will be one-and-a-half cent on each sack of semolina, granular and durum flour converted into macaroni-noodle products. The resolution, first fully approved by the board of directors (the old board at its meeting on June 24 and the new board on June 26) received the unanimous support of association members at the June 27 session.

It is expected that the new basis of contributions will bring in from \$10,000 to \$12,000 additionally each year. This increased income will be earmarked for some specified promotional work in addition to the very satisfactory work now being done by the institute. Manufacturers who are not now supporting the institute are urged to study the program in its new light and to give their weight, their prestige and supporting dollars to the much-needed job of industry betterment through products promotion and consumer education.

The 1952 conference was called to order at 10:00 a.m., June 25 by president C. Frederick Mueller of the National Macaroni Manufacturers Association, who congratulated those in attendance and expressed his personal appreciation of the support given him during his two-year-term, announcing at the same time his wish to retire

from the presidency of the association at the close of the 48th convention over which it would be his pleasure to preside. He turned the meeting over to C. L. Norris, association adviser, who was to conduct the program for the first day's session.

President Mueller then presented his annual message, reporting on the leading activities during his term, and congratulating the National Association and the National Macaroni Institute on their progressive and forward plans for industry betterment and thanking the board of directors, the association members, the Sells agency and the association executive for their faithful cooperation.

Paul Bienvenu, president of Catelli Products Co. of Montreal and a director of the National Macaroni Manufacturers Association of America, welcomed the visitors from the United States and a delegation of macaroni and semolina men from France and Morocco. He hoped that the first convention in Canada in nearly a quarter of a century would be most successful and enjoyable, too.

President Mueller responded, saying it would be a pleasure for the United States manufacturers and allied to cooperate with their Canadian friends and that he hoped this would mean even more profitable relations for members of the industry on both sides of the border.

Andre Revon, head of the French delegation and one of the largest macaroni manufacturers of France, who is also an officer of the organized semolina and pasta industry of his country, then responded in French, which was translated into English by his son, Claude.

H. Adrian Gilbert was the first invited speaker to address the convention. He is the executive assistant to the Canadian Deputy Minister of Trade and Commerce, whose subject was, "The Free Economy of Canada." He was followed by George H. McIvor, chief commissioner of the Canadian Wheat Board. His subject was, "How the Canadian Wheat Board Operates."

This was followed by C. L. Norris of the Creamette Co. of Minneapolis, with a color picture story on "How Grain Is Marketed on the Minneapolis Grain Exchange."

During luncheon, the Mayor of Montreal, Hon. Camilian Houde, officially welcomed the macaroni men and ladies, saying that if all the people of Canada ate spaghetti in the quantity ate by his household, the consumption rate per capita of Montreal and the Dominion would far exceed that of any other city or nation in the world.

Thursday, June 26

After calling the convention to order for its second session on the morning of June 26, President C. Frederick Mueller turned the meeting over to Vice President Peter La Rosa, who conducted the program.

He first called upon Dilman M. K. Smith, Princeton, N. J., an executive of Opinion Research Corporation, who told "How To Get Marketing Facts for Management."

He was followed by R. Allan Hickman, director of market research, Dobeckmun Co., Cleveland, who discussed "Package Design to Meet Today's Competition," using slides to illustrate.

The Durum Wheat Institute

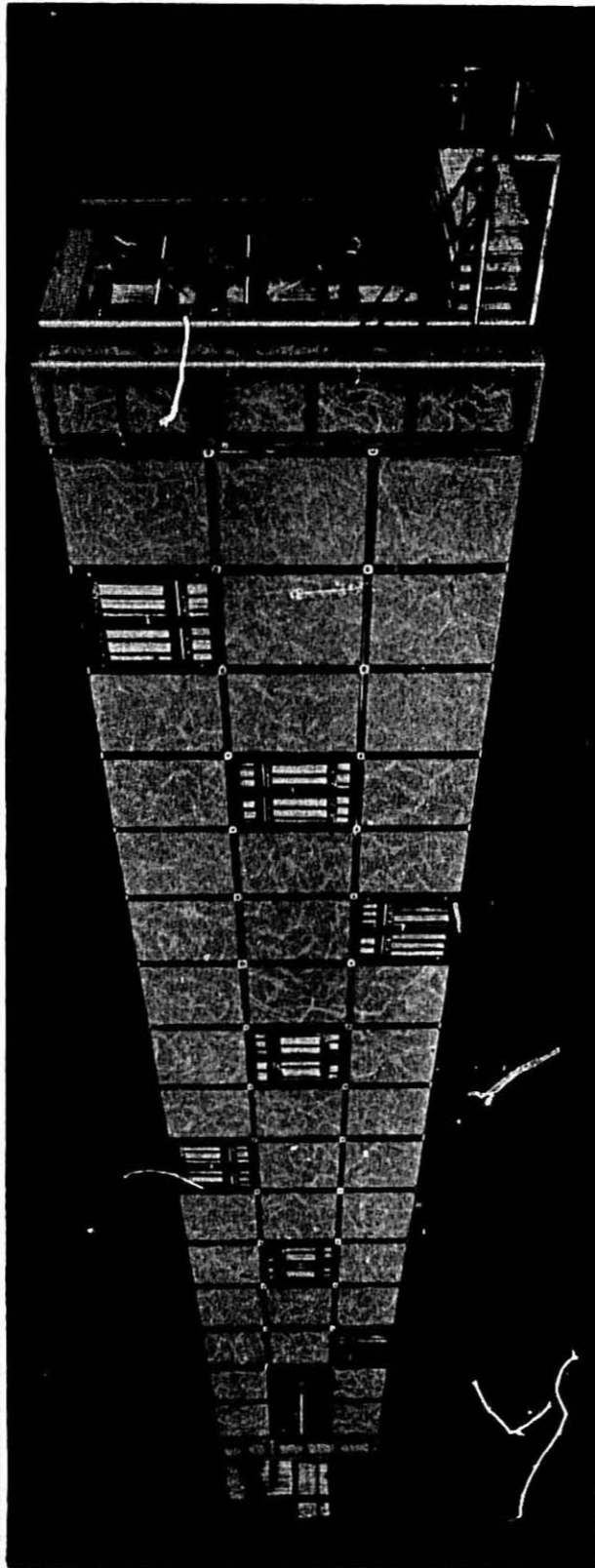
To acquaint the members with the fine work that is being quietly and consistently done by the Durum Wheat Institute, a division of the Flour Wheat Institute of Chicago, Association Adviser C. L. Norris, substituting for the rather modest durum men who sponsor the activity, reported convincingly on the fine work being done to make the consuming public more appreciative of the full value of durum products, through the schools, the medical profession and the home economists.

Taking for his subject, "A Look at Things To Come," Theodore R. Sells, head of Sells Inc., Chicago, New York and San Francisco, disclosed plans in the making for popularizing macaroni-noodle products among American consumers. He briefly reviewed the fine work done to date, the almost unbelievable number of lines of free publicity obtained in newspapers and magazines favorable to macaroni food for all classes of consumers, and stressed the plans for National Macaroni Week, October 16 to 25, 1952.

It was his hope that the manufacturers get behind this particular pro-

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

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

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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.

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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 of spreader-transport. Also, if you desire, you may have an automatic loader-dryer of any make to feed the finish units. All units can be adapted for use with it. **THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.**

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motion with even greater enthusiasm than in the past, plastering the entire retail outlet with posters and placing the shelf-talkers in all stores.

The annual election of directors of the National Association was held just before adjournment the second day, forming a board for the 1952-1953 term representatives of the 11 regions into which the country has been divided and of the important production areas. The new board met at luncheon to choose its officers.

The Final Session

Vice President Lloyd E. Skinner conducted the final session of the 1952 convention, on June 27. Some very timely and important general problems were discussed by authorate speakers.

Walter A. Dales of Radioscripts, Ltd., Montreal, spoke on the subject, "Out of the Mouths of Babies."

A panel discussion on the intriguing subject, "Why Do People Buy or Fail to Buy Macaroni?" included such authorities as Dorothy L. Walton of the Canadian Association of Consumers, Oakville, Canada; Jehane Benoit, food consultant, Montreal, and Kay Savage, food editor, *Detroit Free Press*. The conventioners commented spiritedly in the discussion with leading questions and informative interpretations from the producers' angle.

The subject of "Selling Yourself and Your Services" was very nicely handled by Briant Sando, publisher and sales counsel of Orange, Calif.

Paul S. Willis, president of the Grocery Manufacturers of America, New York City, spoke interestingly and convincingly on "Qualifications and Responsibilities of Present-Day Management."

Just before the final adjournment, the 1952-53 officers of the National Association were presented, headed by President Thomas A. Cuneo of Ronco Foods, Memphis, Tenn., long a director of the National Association.

The 1953 convention of the Macaroni-Noedle industry will be held in the Brantmore Hotel, Colorado Springs, Colo., in June.

Entertainingly Speaking

One of the best business programs ever presented was well balanced by social functions which were fully enjoyed by the manufacturers and their ladies.

Outstanding was the reception tendered the board of directors and leading delegates and their ladies by Paul Bienvenu, association director and chief executive of Catelli Food Products of Montreal and other Canadian cities, and his vivacious wife on June 24 at their country home in the Laurentian Mountains, fifty miles from Montreal proper.

Following the final meeting of the 1951-1952 board of directors in the

game room of the beautiful and spacious lodge, there followed a reception that will long live in the memory of the hundred or more guests. The host and hostess, assisted by officers of Catelli and their ladies, served cocktails and buffet lunch that placed all in a pleasant mood for a successful convention.

Mr. and Mrs. Paul Bienvenu were voted the most hospitable host and given the heartfelt thanks of all who were so pleasantly entertained.

Preceding the official opening of the convention the morning of June 25, the conventioners and their ladies were guests of M. & G. Braibanti Co. of Milano, Italy, represented in the United States by the Lahara Sales Corp., New York, and the Perrish Sales Co. of Los Angeles. Representing the host firm was Joseph Santi and wife of Milano, Italy.

C. F. Moulton, vice president of Lahara Sales Corp., assisted M. J. Donna, secretary emeritus of the National Association in distributing valuable door prizes imported from Italy to holders of lucky numbers at the registration breakfast.

Robin Hood Mills of Canada, division of the International Milling Co., Minneapolis, sponsored a reception and cocktails at noon on June 25, preceding a luncheon honoring Montreal's Mayor Camilian Houde.

During the afternoon, the guests enjoyed a tour by busses of the many beautiful places in Montreal. The tour was sponsored by General Mills, Inc., Minneapolis.

In the evening, the delegates and ladies were entertained at the traditional spaghetti buffet supper in Sheraton Hall by the perennial host, Rossotti Lithograph Co., North Bergen, N. Y. Missed by his many friends was Charles C. Rossotti, who was suddenly called to Paris, France, to escort home his wife, Betty, from one of her many business trips to the continent. His brother, Alfred, president of the host firm, ably substituted as master of ceremonies during and following the excellent repast of Italian delicacies.

The early birds' breakfast the morning of the second day was sponsored, as has become the custom, by the united Durum Millers of the United States. Acting as master of ceremonies was C. M. Johnson, manager, semolina division of the Commander-Larabee Milling Co. Valuable door prizes were awarded to six holders of lucky numbers. Three to ladies and three to men.

After the conclusion of the business session on the second day, all the guests were taken by busses to the Catelli Food Products Co. plant, where many saw for the first time the modern method of macaroni making. At the completion of the tour, the guests were

treated to refreshments by the officers and staff of the host company.

No social affair was scheduled for the night of June 26, the planners feeling that the guests and delegates would prefer a free evening for dining out and seeing the night life of Canada's metropolis.

The third day of the convention opened auspiciously with a group breakfast, with the National Association as host.

Following final adjournment of the convention at noon on Friday, June 27, there was a most interesting boat trip on the beautiful St. Lawrence River, the National Association again acting as host.

The annual reception and cocktail party that preceded the closing dinner party the evening of June 27 was especially noted by the presence of Dr. O. Buhler of Switzerland, who had come to America to attend the 1952 convention. In active charge of the delightful party was Mr. O. R. Schmalzer, vice president and head United States and Canadian representative.

The 1952 convention was brought to a fitting close by the National Association's dinner party in Sheraton Hall. A fine dinner was served, the new 1952-1953 officers presented and a delightful floor show climaxed with dancing till midnight.

Liquid, Frozen and Dried Egg Production May 1952

Liquid egg production during May totaled 71,053,000 pounds, compared with 87,484,000 pounds during May last year and the 1946-50 average of 119,513,000 pounds, the Bureau of Agricultural Economics reports. The quantity used for immediate consumption was 27 per cent larger than last year. Quantities frozen and dried were 16 and 48 per cent smaller respectively than last year.

Dried egg production during May totaled 2,037,000 pounds, compared with 3,602,000 pounds in May last year and the average of 13,047,000 pounds. Production consisted of 248,000 pounds dried whole, 546,000 pounds of dried albumen and 1,243,000 of dried yolk. Production during May last year consisted of 2,474,000 pounds of dried whole egg, 383,000 pounds of dried albumen and 745,000 pounds of dried yolk.

The quantity of frozen egg produced during May totaled 62,810,000 pounds, compared with 74,774,000 pounds during May last year and 74,712,000 pounds the 1946-50 average. Frozen egg stocks increased by 34 million pounds during May, compared with an increase of 53 million pounds during May last year and the average increase of 43 million pounds.

end macaroni color worries



General Mills solves your color problem . . . at the mill . . .

by a 3-way check:

1. Scientific Durum Wheat selection with pre-milling color control of wheat mixes.
2. Color control in milling.
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You're sure of quality and products of uniform color because General Mills' Products Control Laboratory makes sure!

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



The President's Message

By C. Frederick Mueller
Jersey City, N. J.



President Mueller

What are the thoughts of a retiring president? And by retiring I don't mean that I'm bashful!

A fellow who has spent two years as president of an organization such as the National Macaroni Manufacturers Association comes to feel extraordinarily close to the industry's problems. He learns to place the welfare of the industry first . . . keeping his own company ever in mind, of course. Every one of us is dependent upon the industry and our association. As the industry goes, so will each of us go.

Every year the industry grows stronger. Yet, there are an ever increasing number of problems besetting and vexing us. Let's look at some of these and try to look forward to the future.

The macaroni industry has made tremendous strides. Our per capita consumption is steadily rising. The American public is being educated and sold on greater use of our products. This promotional program assures our industry of its larger place in the sun.

A dark cloud, however, is the fact that competitive industries are coming up fast. After years in the doldrums, the rice people are spending millions of dollars per year to sell the American public on rice. Witness General Foods' New Minute Rice. There is no questioning the fact that the per capita consumption of rice will increase.

Per capita consumption of potatoes has been steadily decreasing. One of these days the potato growers will wake up and start a heavy promotion of their product, and then the competition will be that much tougher for all of us.

Fortunately, macaroni is what we have come to call a "companion-piece" to many other foods. Therefore, we will always have other food producers helping us to push our products. This certainly helps to broaden our markets.

As far as our industry is concerned, we've been going through some interesting changes.

In 1939, there were approximately 356 macaroni manufacturers in the

business. Today, there are only 175 to 180.

This means that some of the smaller manufacturers have been falling by the wayside. I should say the inefficient of the smaller manufacturers.

Today, the industry is in pretty good shape. The smaller manufacturers in our fold are doing a good, aggressive job. Their methods are more efficient. We all recognize that some of the best plants in the business are now owned by smaller manufacturers.

The increasing freight rates act to help the smaller manufacturer, also. His competitive business is better because he is more localized and can better compete with the big fellows.

The smaller manufacturer is becoming more promotional-minded, also. All of this contributes to a stronger industry.

Many have been afraid of the effect of high taxes on the industry. It is pretty well established now that corporate taxes are as high as they'll go. The present excess profits tax expires in 1953, if Congress fails to renew. This will be a hot issue in 1953 and the whole tax issue will be under attack next year, in my opinion.

So, those of the industry who have survived thus far will likely get stronger and do a better job.

The really big problem facing the industry will be increasing wages. Most manufacturers are facing this problem. Unless our profit situation is better, unless our prices naturally float upward with increased wages, the marginal manufacturers will be in serious trouble. It is necessary to the growth of the industry that we make a good profit and pour some of that profit back into product promotion.

If any one trend stands out today, it is that the margin of advantage between large and small manufacturers is decreasing. That is a good thing for the industry.

How about our future sales?

Will our per capita sales continue to increase?

Our future looks pretty good, providing we don't rest on our oars.

Our public relations program must

be continued and enlarged. Our individual promotional efforts must be increased. And our advertising at the local level must be expanded.

Local newspaper, radio and TV advertising is the backbone of this business. It keeps the merchandise moving off the retailer's shelves. We must never become complacent and relax our efforts advertisingwise.

As far as future sales are concerned our population figures alone will create an increase in business.

It is estimated that by 1961—nine years hence—population will increase about 14%. The U. S. Bureau of Agricultural Economics sees the possibility that the per capita consumption of food in 1961 will be 3% to 4% higher than it was in 1951. This means that the total demand for all food products will be 17% or 18% above the present level.

Now if this is true, and disregarding for the moment the effectiveness of our very sound publicity program, this means that the normal increase in sales will go from 1,100,000,000 pounds in 1951 to 1,320,000,000 in 1961.

Carrying this further, we can expect a steady per capita increase in macaroni consumption as a result of our effective educational program.

It is not unlikely that by that magic year—1961—our sales will be crowding a billion and a half pounds; that I really mean crowding!

Let us start thinking about plant capacity. And let us especially start thinking about raw materials.

When we hit that figure of a billion and a half pounds, the millers will be richer. The package manufacturers will be rich, all the suppliers will be rich. But, we won't unless we learn to sell at a good margin.

One serious problem will be the shortage of durum acreage. We will need much more acreage if the industry is to grow. The increased acreage will be necessary long before 1961, or I miss my guess.

Even now the flax and barley people

(Continue on Page 36)

THROUGH THE YEARS . . .

the name KING MIDAS has always been associated with "highest quality." Regardless of circumstances or conditions, KING MIDAS is determined to maintain this reputation.

This steadfast devotion to these principles is why KING MIDAS, now as always, leads in quality.

Actual King Midas Semolina is used in this advertisement



Pv

KING MIDAS FLOUR MILLS
MINNEAPOLIS, MINNESOTA

NFDA'S 25th Anniversary

The National Food Distributors Association, formerly known as "Wagon Jobbers," will celebrate the 25th anniversary of its organization at its yearly convention at the Sherman Hotel, Chicago, August 11-14, 1952. On that date, Secretary Emmett Martin will also celebrate completion of 25 years of helpful service as the association's only secretary, as well as the managing editor of the *Food Distributors' Journal*, which he helped to launch.

The 25 years have been outstanding in accomplishment by this service body, which has grown by leaps and bounds over these years. Many macaroni-noodle manufacturers whose brands are distributed through this organization are planning to attend and others will exhibit their products at the double silver anniversary.

Shellmar Acquires Southeastern Plant

Shellmar Products Corp., Mount Vernon, Ohio, a leading producer of flexible packaging materials, has assumed ownership of 99 per cent of the Standard Printing Co., Columbus, Ga., in a share-for-share exchange of common stock.

As a result of the transaction, Shellmar will have production facilities at a location well situated to serve the growing industrial population of the southeastern states. Standard Printing's activities have been principally devoted to printing sheets and rolls of cellophane. Under Shellmar direction, a wider and more diversified line of packaging materials will be available to users in that area.

Present plans are that the Standard plant will be operated under its present management as a Shellmar subsidiary.

Institute Booklet Tells Durum Product Promotion

Macaroni manufacturers get the story of the Wheat Flour Institute's extensive promotion on durum products in a nutshell.

Both current product promotion and future program for durum foods are described in a handy eight-page news letter called "Durum News."

This attractive booklet in newspaper format points out many significant facts and plans important to macaroni manufacturers. The fact, for instance, that the durum millers' program has the advantage of the \$300,000-a-year institute organization to conduct its work in education, home economics, editorial service and restaurant fields. "Durum News" adds that durum mills are sharing in the benefits of a new, modern test kitchen at the institute, a larger field staff and greater manpow-

er in all departments.

Since restaurants are a rich macaroni market, a campaign to capture a larger share of the restaurant dollar is underway at the institute, and promotion plans are outlined in "Durum News."

Articles in "Durum News" describe the new testing kitchen. Forty of the photographs taken in the kitchen and used in press releases during the past year are reproduced, and give an impressive picture of work in the durum institute.

The extent to which durum foods make headlines in the American press has also been noted with approval by macaroni millers. More than 10,000 institute releases on durum products are mailed yearly to such effective sales stimulators as the food pages of large city newspapers, smaller dailies and weeklies, consumer and farm magazines, house organs and feature syndicates. Durum scripts from the institute blanket the nation's radio and TV stations.

"Durum News" carries two pages of reproduction of clippings from newspapers and magazines which illustrate national coverage achieved. The clips, or tear sheets, are sent in voluntarily by food editors, expressing their approval and appreciation of institute service.

The institute's monthly bulletin, "Durum Wheat Notes," has climbed to a circulation of more than 400,000 a year. Containing seasonal recipes, nutrition information and cookery, it is sent, on request, to homemaking teachers, food editors, nutritionists, extension leaders and others in the home economics field.

Of growing importance, "Durum News" emphasizes, is the increasing amount of durum material finding its way into the classroom and molding the attitudes of youth on the importance of wheat foods in the diet. In 1951, more than 4,000 copies of the booklet "Macaroni, Spaghetti and Noodles" were distributed upon request.

Macaroni manufacturers desiring additional copies of "Durum News" may obtain them by writing the Wheat Flour Institute, Chicago 6, Illinois.

Gair Wins Package Award

At the 1952 carton competition, sponsored by the Folding Paper Box Association of America, first place in the classification "Food" was awarded to the family of cartons for the Alloro line of macaroni and spaghetti made by Quaker Maid Co., Inc., a manufacturing subsidiary of The Great Atlantic & Pacific Tea Co. These cartons were made by Robert Gair Co., Inc., New York, manufacturers of folding cartons, paperboard and shipping con-

ainers.

Purpose of the carton was to establish appeal to the Italian trade. This was done by making a drastic change from the usual blue macaroni package and printing the cartons in the Italian national colors—red, green and yellow—on white board.

Upright cartons in this family of twelve styles have transparent windows through which the varying shapes of the contents—shells, macaroni and so on—can be seen.

The Gair Co. received three, for first place and five honorable mentions in this competition.

Fable of the Old Black Hen Who Knew How to Go After New Business

Said the little red rooster, "Gosh all hemlock! Things are tough. Seems that worms are getting scarce, and I cannot find enough. What's become of all those fat ones is a mystery to me.

There were thousands through that rainy spell—but now where can they be?"

The old black hen who heard him didn't grumble or complain.

She had gone through lots of dry spells—she had lived through floods of rain.

So she flew up on the grindstone, and she gave her claws a whet.

As she said, "I've never seen the time when there were no worms to get."

She picked a new and undug spot; the earth was hard and firm.

The little rooster jeered, "New ground; that's no place for a worm."

The old black hen just spread her feet; she dug both fast and free.

"I must go to the worms," she said, "The worms won't come to me."

The rooster vainly spent his day, through habit, by the ways

Where fat worms passed in squads back in the rainy days.

When nightfall found him supperless, he growled in accounts rough,

"I'm hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen and said, "It's worse with you, For you're not only hungry, but you must be tired, too.

I rested while I watched for worms; so I feel fairly perk.

But how are you? Without worms, too, and after all that work?"

The old black hen hopped to her perch, dropped her eyes in sleep.

And murmured in a drowsy tone, "Young man, hear this and weep; I'm full of worms and happy, for I've dined both long and well.

The worms were there, as always, but I had to dig like hell!"

(Copies of the above "go-getter" doggerel are being distributed by a macaroni maker who enjoys excellent business... Editor.)

July, 1952

THE MACARONI JOURNAL

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Dott. Ingg. M., G.

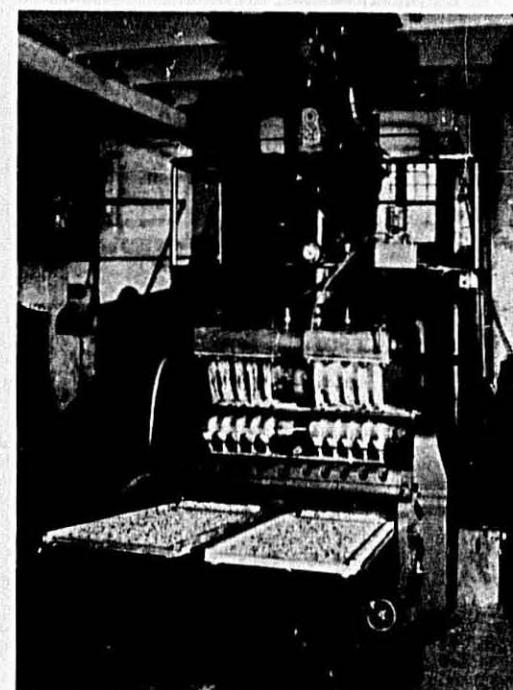
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A. Goodman & Sons	Long Island City	Mr. and Mrs. Erich Cohn Mr. and Mrs. Robert I. Cowen Mr. Melvin H. Golbert Mr. Horace P. Gioia Mr. and Mrs. Louis S. Vagnino Mr. C. Frederick Mueller Mr. and Mrs. Paul Bienvenu Mr. and Mrs. Romeo Desjardins Mr. and Mrs. Rene Samson Mr. and Mrs. Dale Bourcier Mr. Jos. Charbonneau Mr. Frank H. Reagle Mr. Luigi Abbenante Miss Madeleine Constant Mr. and Mrs. Thos. Viviano Mr. Joseph Di Giovanni Mr. Horace A. Gioia Mr. and Mrs. Paskey Dedomenico Mr. and Mrs. T. De Domenico Mr. and Mrs. Vincent De Domenico Mr. and Mrs. A. I. Grass Mr. and Mrs. Sid Grass Mr. and Mrs. N. Levey Mr. L. A. Bergseth Mrs. L. A. Bergseth and daughter Mr. Raymond J. Guerris Mr. James F. Blair Mr. Vincent J. Cuneo Mr. and Mrs. C. W. Wolfe and daughter
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I. J. Grass Noodle Co.	Chicago, Ill.	
Kellogg Company	Lockport, Ill.	
Keystone Macaroni Mfg. La Premiata Macaroni Corp.	Lebanon, Pa. Connellsville, Pa.	
Megs	Harrisburg, Pa.	
Mission Macaroni Co.	Seattle, Wash.	
National Food Products, Inc.	New Orleans, La.	
Paramount Macaroni Mfg. Co.	Brooklyn, N. Y.	
Piscitello Macaroni Co. Prince Macaroni Mfg. Co. Procino Rossi Ravarino Freschi, Inc. Refined Macaroni Co. Rivoire & Carret	Rochester, N. Y. Lowell, Mass. Auburn, N. Y. St. Louis, Mo. Brooklyn, N. Y. Paris, France	
Rivoire & Carret Robert William Foods Ronco Food Ronzoni Macaroni Co., Inc.	Casablanca, Morocco Los Angeles, Cal. Memphis, Tenn. Long Island City	
Skinner Mfg. Co.	Omaha, Nebr.	
Superior Macaroni Co. The Creamette Co.	Los Angeles, Cal. Minneapolis, Minn.	
Toronto Macaroni	Toronto, Ont.	
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V. Viviano & Bros. Viviano Brothers	St. Louis, Mo. Detroit, Mich.	
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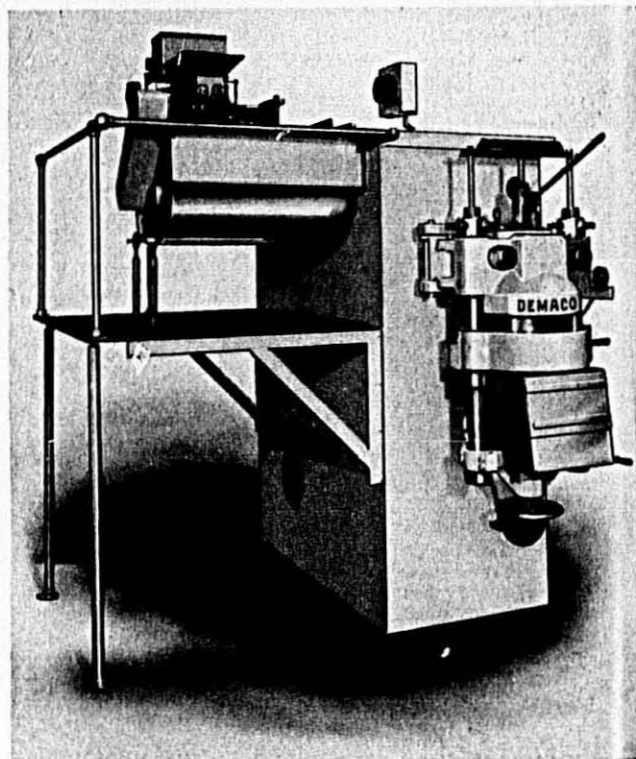
Braibanti-Lehara	New York, N. Y. New York, N. Y. New York, N. Y. Los Angeles, Cal. Los Angeles, Cal. Fort Lee, N. J. Fort Lee, N. J. Toronto, Ont. Fort Lee, N. J. Chicago, Ill. Minneapolis, Minn. Plainfield, N. J. Minneapolis, Minn. Brooklyn, N. Y. Chicago, Ill. New York City New York, N. Y. Minneapolis, Minn. Minneapolis, Minn. Buffalo, N. Y. New York, N. Y. Brooklyn, N. Y. Brooklyn, N. Y. Brooklyn, N. Y. New York, N. Y. New York, N. Y. New Richmond, Wis. New York, N. Y. Paris, France Paris, France Minneapolis, Minn. New York, N. Y. Rochester, N. Y. Chicago, Ill. Minneapolis, Minn. Libertyville, Ill. Libertyville, Ill. New York, N. Y. Minneapolis, Minn. Minneapolis, Minn. Chicago, Ill. Minneapolis, Minn. Minneapolis, Minn. New York, N. Y. New York, N. Y. Montreal, Can. Rahway, N. J. Rahway, N. J. Rahway, N. J. Milwaukee, Wis. Braidwood, Ill. Palatine, Ill. New York, N. Y. Chicago, Ill. Toronto, Ont. Montreal, Que. Minneapolis, Minn. Minneapolis, Minn. Brooklyn, N. Y. Philadelphia, Pa. Chicago, Ill. N. Bergen, N. J. N. Bergen, N. J. N. Bergen, N. J. New York, N. Y. New York, N. Y. New York, N. Y. New York City Chicago, Ill. Philadelphia, Pa.	C. F. Moulton Mr. R. Beyer Mr. S. Herlinger Al Perrish Joe Santi Frank Kaiser Arthur Kohn C. R. Moor R. Schmalzer George E. Hackbush Paul M. Petersen Louis A. Viviano P. U. Wheatly John Amato Milton H. Gormann Howard E. McAvoy Chas. C. Chinski C. M. Johnson Cliff Kutz Harry M. Wiltse Ulysses De Stefano N. Bontempi William G. Canepa Ignatius De Francis Joseph De Francis Donato Maldari Ralph A. Maldari Ray R. Wentzel Arthur Simonetti Andre Revon Claude Revon Harry I. Bailey Joseph M. Demarco M. J. Grimaldi S. E. McCarthy Lee Merry G. G. Hoskins W. G. Hoskins Joseph Winston Arthur W. Quiggle Wm. F. Ewe Geo. L. Faber W. M. Steinke Lester S. Swanson David Wilson Frank Lazzaro Mr. James Barlow F. O. Church E. P. Ferrari E. J. Packard Jim Hopkins M. J. Donna Robert Green James J. Winston Evans J. Thomas George E. Swarbreck C. S. Boone R. C. Benson H. J. Patterson Frank L. Fodera Samuel Regalbutto E. A. Siebert Alfred F. Rossotti Thomas F. Sanicola John M. Tobia Hugo Mandolini Louis Petta Sylvester A. Ryan Emilie Berckmann Ted Sills James R. Affleck
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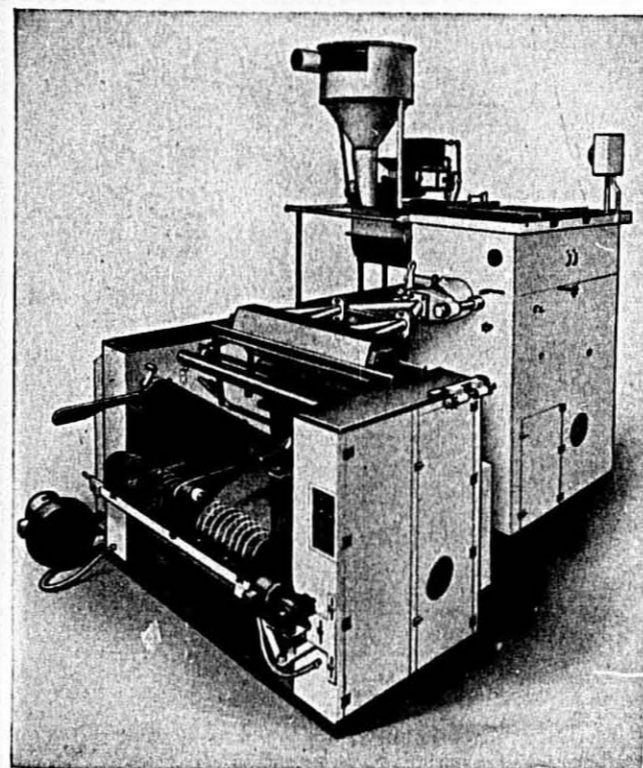
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Here are a few of the discussions presented at the Montreal Convention. Other talks will appear in future issues —

Our International Convention

THE FREE ECONOMY OF CANADA

By H. A. Gilbert, Executive Assistant to the Deputy Minister, Department of Trade and Commerce

May 1, at the outset, tell you that the title of my talk was not of my choosing. It would have been more consistent with that which is right and proper that an economist should be on this platform rather than myself. I am not an economist. But as, shall I say, a layman, I have interest as do most Canadians, in the economy of our country with whatever adjective one would choose to apply to it. I rest assured that whoever was responsible for choosing this subject had no intention of restricting me to a rigid dictionary meaning for the word "free," but rather will allow me scope to interpret it in a comparative sense as one would such words as big, small, cold, hot, et cetera.

One frequently uses the expression, "free as the birds." Yet, when one stops to think, how free are the birds? Though possibly they are not aware of it, they are subject to laws of nature which are more strict, impelling and restrictive than any man-made laws or circumstances. Much in the same way, our economy is subject to the laws of the country and to man-made circumstances and thus is restricted, or *not* free, insofar as is required by our democratic way of life. I am sure we would not have it otherwise. Freedom carried to excess can become license with all its abuses.

There are laws, that place restriction on the economy of the country, which are designed for the sole purpose of preventing abuses of freedom — thereby protecting the Canadian citizen from unscrupulous practices. There is restriction on the degree of freedom of the Canadian economy in the effect of acts of Parliament, such as the Meat and Canned Foods Act, the Dairy Products Act, Food and Drugs Act, and the like, whose intent is obviously beneficial and designed to maintain high standards of quality and pureness. But the economy of this country is basically free, and that is the keystone of government policy. In Canada, unlike many parts of the world today, a man enjoys freedom of choice of the occupation he will follow and where he will follow it. There is no direction by government where he will work and what he will do.

Capital has the same freedom. Money can be invested at the will of the investor. He can choose to put his money into a steel mill or a soap factory, a flour mill or a macaroni factory or anything that suits his opinion of what is a good and profitable investment.

Of course there have been times of emergency when the government has been forced to impose controls on our economy. For instance, in the last war we had our price and wage controls and rationing of food and other commodities made scarce by war. But, motivated by the basic principles of a free economy, the government lifted these controls just as soon as the emergency was over and the necessity for control no longer existed. Unfortunately, another emergency period has moved in on us and emergency methods to meet pressing problems have had to be used. Once again the government has been forced to consider imposition of controls to combat conditions arising from external developments. In its approach to this type of problem, the government has not based its policy on abstract economic principles nor set a fixed line that must be followed without deviation. Just as human beings cannot live to themselves

but must fit their lives in with the ways of their fellow men, so it is with nations today. Isolationism is neither popular nor possible. But this spirit of international cooperation brings with it responsibilities and problems that have grown in their scope and bear more heavily on the internal economy of all countries.

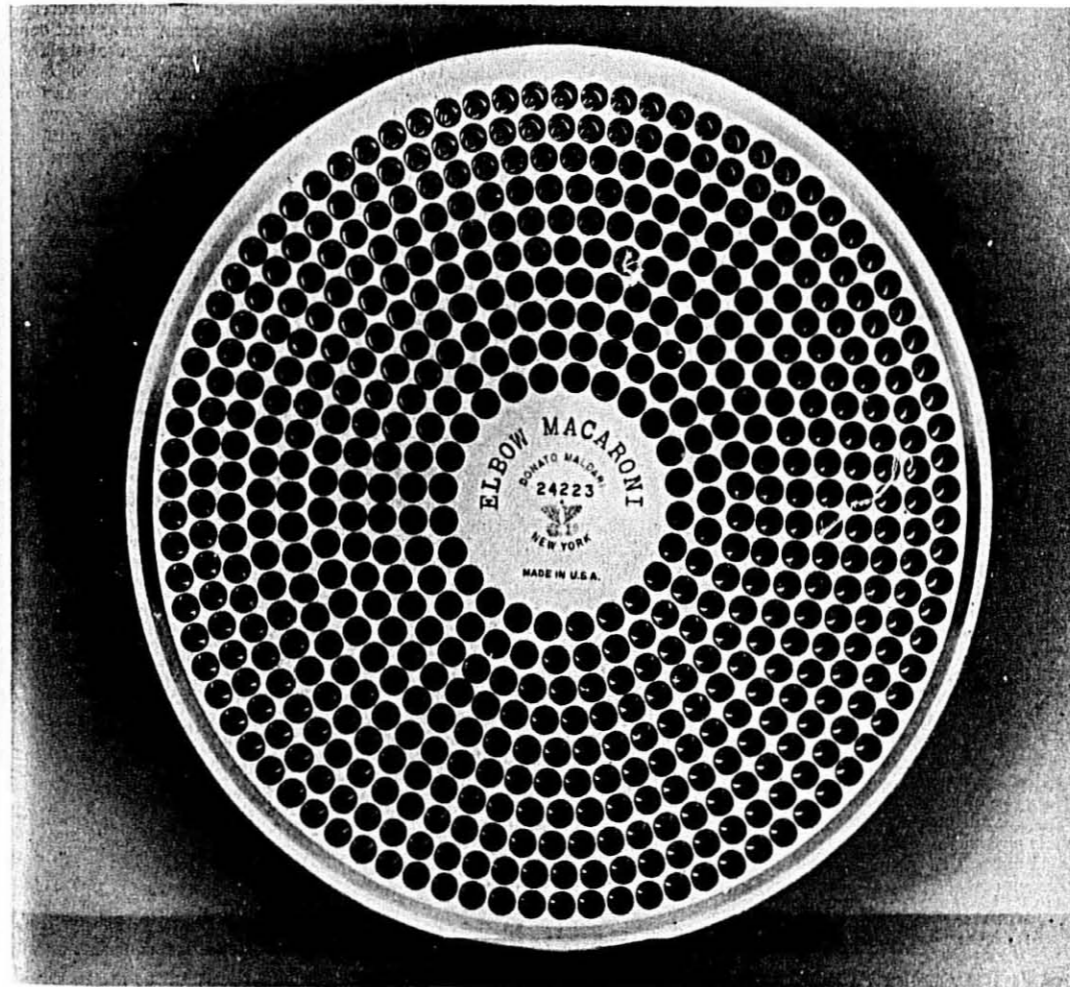
Clearly, Canada is not alone in this respect. Because of this very fact, the government has designed its methods of meeting these problems and responsibilities on a flexible basis, in order to meet changing circumstances outside our boundaries which cannot be directly altered by the actions of the Canadian Government but which must be taken into account in drawing up our own plans. The intensification of the "cold war," if you can call what is happening in Korea a cold war, and the decision by all free nations to unite and ally themselves against the common danger, thrust on the shoulders of all governments the responsibilities of the preparations for joint defense.

Unfortunately, the task of rearmament hit many of these free nations at a time when they had not recovered from the effects of the last world war. The problems they are now facing,

A Partial List of Guests at the Montreal Meeting

Mrs. Joe Santi	Milano, Italy
Mrs. George Hackbush	Chicago, Ill.
Mrs. Paul M. Petersen	Minneapolis, Minn.
Miss Jean Petersen	Minneapolis, Minn.
Mark Petersen	Minneapolis, Minn.
Mrs. Louis A. Viviano	Plainfield, N. J.
Mrs. John Amato	Brooklyn, N. Y.
Mrs. C. M. Johnson	Brooklyn, N. Y.
Mrs. Holly Bontempi	Brooklyn, N. Y.
Carmela De Francisci	Brooklyn, N. Y.
Mrs. Donato Maldari	New York City
Mrs. Ralph A. Maldari	New York, N. Y.
Mrs. Ray R. Wentzel	New Richmond, Wis.
Mrs. W. G. Hoskins	Libertyville, Ill.
Mrs. Wm. F. Ewe	Minneapolis, Minn.
Mrs. George L. Faber	Chicago, Ill.
Mrs. Lester S. Swanson	Minneapolis, Minn.
Mrs. David Wilson	New York, N. Y.
Esther Donna King	Chicago, Ill.
Mrs. Robert Green	Palatine, Ill.
Miss Mary Sheridan	Braidwood, Ill.
Mrs. H. J. Patterson	Minneapolis, Minn.
Mrs. Ted Sills	Chicago, Ill.

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though possibly similar to ours in many respects, are far more intensified than those faced by Canada and the United States. Their difficulties tend to aggravate ours. This, along with the obvious impact that defense preparedness is bringing to bear on our economy, has presented the Canadian Government with problems of grave proportion and complexity for which no single or simple solution is possible. The problems consequently facing the government can be grouped under three headings—problems of defense preparedness, of maintaining a healthy balance of payments position, and of controlling inflation.

The Problems of Defense Preparedness

To say one group of problems is of more importance than another is not possible nor advisable. But I have put defense preparedness first, because the roots of the other two find in it much food and nourishment on which to grow and flourish. To meet the demands of defense production, the government decided that it would be necessary to restrict the freedom of our economy in this emergency period by placing direct control on production, manufacture, acquisition, priority of use and sale of scarce materials needed for manufacturing defense equipment. The power to establish these direct economic controls has been invested in the Governor-in-Council and the Minister of Defense Production by two acts of Parliament; the Defense Production Act and the Emergency Powers Act. In speaking about the principal considerations underlying the system of these controls, Mr. Howe, Minister of Defense Production and Trade and Commerce, said before a meeting last year of the Canadian Manufacturers' Association, "The expansion of defence-supporting industries, the development of Canada's resources and the maintenance of a strong and resilient economy with the highest possible standard of living and the maximum freedom from controls—these must be our basic aims."

The reason for imposition of the essential controls is not difficult to find. In 1950, when the government accelerated its defence purchasing, the Canadian economy was already operating close to capacity and consuming practically the total domestic output of basic materials, especially metals. It became necessary, if the defense program was to meet with success, to divert as much as would be required of these scarce materials to manufacture of defense equipment. The orders controlling these materials had a secondary or indirect effect of diverting labor from non-essential occupations to defense production. This was all the more important when it is realized that, when these controls were put into force, unemployment was at a

post-war low. In addition to these obvious reasons, there is another, not so obvious but yet important. Under an exchange of notes in October of 1950, between the United States and Canada, regarding coordination of the defense effort of the two countries, it was agreed that, as it became necessary, the two governments would coordinate controls over the distribution of scarce raw materials and supplies. Specifically, the items that are now controlled are: iron and steel, non-ferrous metals such as aluminum, antimony, chrome, copper, et cetera, some non-metallic minerals such as asbestos, corundum, diamonds, fluor spar, et cetera, certain chemicals, and newsprint and woodpulp in all forms. Just as soon as any of these materials becomes sufficiently long in supply, or as other relevant circumstances permit, they are removed from control as were lead, zinc and cadmium, almost exactly a month ago (May 26, 1952).

Problems of Maintaining a Healthy Balance of Payments

As you know, before the war, Canada's pattern of trade was basically a triangular one with the United Kingdom and the United States. We imported more from the United States than we exported them, but with the United Kingdom it was the other way around—our exports exceeded our imports. But a satisfactory balance of payments position was maintained because the United Kingdom acted as a clearing house for this trade. Unfortunately the United Kingdom was no longer able to maintain this role for us after the war, as her supply of dollar exchange became very limited.

However, for some time, Canadian sales to the United Kingdom and the rest of the sterling area were sustained by large scale extension of credit and aid by Canada and the United States. In the early post-war years, the supply of large quantities of goods to overseas countries on credit, while at the same time cash payments were being made for our heavy requirements from abroad, resulted in a pronounced reduction in Canada's dollar reserves. In these circumstances, the government considered it necessary, in 1947, to introduce the Foreign Exchange Control Act on, it was hoped, a temporary basis.

One possible way of solving this problem of an adverse balance of payments would have been to curtail imports and strive to increase our exports, particularly to the United States. Because Canada recognizes that trade is a two-way street, the emphasis was laid only on increasing dollar exports and putting no impediments on imports. Unfortunately, inventories in Canada at this time were low and there was a pent-up demand for many of those things that had been denied to the Canadian citizen during the war.

Though our dollar-earning exports did increase, our imports climbed to a staggering figure and our balance of payments became so seriously adverse that the government took action by imposing import controls. Fortunately, this condition did not last long. Restrictions on imports were lifted within three years and, by the end of 1951, all forms of foreign exchange control were done away with. Canada is one of the very few countries in the world today that is in the happy position of having no controls over her foreign exchange. We can say we are not only a land of the free, but also of the free dollar.

It must be a source of satisfaction to those who are responsible for guarding our balance of payments position to see that the policy that has been followed throughout 1951 of permitting perfect freedom on the movement of foreign capital has had advantageous results. Last year our imports exceeded our exports by \$122 million, and our over-all balance of payments showed a trade deficit of \$565 million; this adverse balance was offset by the dollars brought into this country by foreign investors. Of course, the freedom to take his money out of the country without restraint was not the only factor that influenced the foreign investor, but it was very persuasive because there are so many countries in the world today that are unable to give this same freedom. I presume the most important influence attracting foreign investors to trust their money in Canada are the good opportunities to be found here to make sound and paying investments. The fact that the Canadian dollar is at premium the world over would seem to say that the foreign investor agrees with this view.

Problems of Controlling Inflation

If a country's productive capacity is pressed too far, inflationary tendencies become apparent. Canada's \$5 billion program of defense expenditure in three years has introduced problems of inflationary pressures. War and threats of war always have this effect. A different set of circumstances prevails today than during the war. For this reason, the government decided not to impose direct controls. The corrective measures that were put into force since the war have been of an indirect nature which, it was planned, would be effective in the long run, not only in putting a break on spiralling prices but also in producing a fundamental cure. The drop in the cost of living index which has taken place in the last few months would indicate that the approach taken has had the desired effect.

The government, in dealing with the increased expenditures for the defense program, has maintained a pay-as-you-go policy. Each year the Minister of

(Continued on Page 22)

Response by French Delegation in Montreal

By Andre Revon, French Macaroni Manufacturer and Delegation Spokesman

I thank you for your kind invitation and I feel honored to take part in your convention for the third time. This year, Mr. Durand, general manager of the French Grain Board, and Mr. Vassard had accepted your kind invitation, but the French Government has decided otherwise because of our early crop and the necessity of fixing the price of wheat, et cetera. They will, however, be glad to accept your invitation at a later date and I hope they will be with you for your mid-year meeting. I know that you will excuse them as these were circumstances beyond control.

Jacques Audigier, who I know is such a good friend of yours, had to give up his position as secrétaire général des Pâtes for personal reasons. He is no longer associated with the macaroni industry and he is very sorry for not being able to participate in your convention activities.

The Grain Board, the Macaroni and Semolina Syndicates, have asked me to represent them and assist in this convention with Mr. Hubert Carret from Rivoire & Carret, Africa, which firm represents all the macaroni manufacturers of French Morocco. Mr. Jean Pierre and Mr. Phillip Carret, representatives of Rivoire & Carret, the largest macaroni plant in the world, and Claude Revon, secretary of the French Legation, are all at this convention for the first time. You will notice that France is always represented at your important convention, which is a good example of international cooperation in industry activities with mutual benefit.

I hope that, in 1953, we shall have an international convention and the United States and Canada will be adequately represented.

We have a movie film in color about French collective syndicate advertising. This film is very interesting and such benefit can be derived from it. Your president, Fred Mueller, will decide when this film should be projected.

I don't want to finish this little talk without mentioning Paul Bienvenu, president of Catelli Foods, who has been a very good friend of France for many years, and Mr. McIvor, chief commissioner of the Canadian Wheat Board, who permitted Canada to supply much-needed wheat to France and North Africa because of the short crop; and also the United States, with its great export plants, which permitted France to maintain her long established consumption of macaroni products and allowed her to fill her contracts in Europe.

My last word will be for Fred Mueller, your president, who has always shown us the maximum goodwill; in the name of the French delegation, may we say a sincere "Merci," in the name of the delegation consisting of Andre Revon, head of the French delegation representing the Office of Cereals, Semolinas and the Pâtes Alimentari Manufacturers of France; Claude Revon, secretary of the delegation, Marseilles, France; Phillippe and Jean Carret of Rivoire & Carret, Paris, Lyon and Marseilles; and Hubert Carret, Rivoire & Carret, Africa.

1952-53 Officers and Directors

The National Macaroni Manufacturers Association, holding its annual convention June 25-27 in Montreal, elected Thomas A. Cuneo as its 1952-53 president. Cuneo, head of Ronco Foods, Inc., Memphis, succeeds C. Frederick Mueller who, in turn, succeeds C. L. Norris as association advisor.

Maurice L. Ryan, Quality Macaroni Co., St. Paul, is first vice president; Peter La Rosa, V. La Rosa & Sons, Brooklyn, is second vice president, and Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, is third vice president.

Secretary-treasurer of the NMMA is Robert M. Green, Palatine, Ill. M. J. Donna, Braidwood, Ill., is secretary-emeritus; J. J. Wiaston, New York, is director of research, and B. R. Jacobs, Washington, D. C., is Washington representative for the organization.

Members of the board of directors, and their regions, is as follows:

Region 1, New England—Joseph Pellegrino, Prince Macaroni Co., Lowell, Mass.

Region 2, Eastern New York and Pennsylvania, New Jersey, Maryland—Samuel Arena, V. Arena & Sons,

Norristown, Pa.; C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.; Emanuele Ronzoni, Jr., Ronzoni, Long Island City, N. Y.

Region 3, Western New York and Pennsylvania, Ohio—Horance P. Gioia, Gioia Macaroni Co., Rochester N. Y.; Albert S. Weiss, Weiss Noodle Co., Cleveland.

Region 4, Michigan, Illinois, Iowa, Wisconsin—A. Irving Grass, I. J. Grass Noodle Co., Chicago; Virgil C. Hathaway, Quaker Oats Co., Chicago.

Region 5, Southeastern States—Peter J. Viviano, Delmonico Foods, Louisville; Thomas A. Cuneo, Ronco Foods, Memphis.

Region 6, Central Northwest and Canada—C. L. Norris, The Creamette Co., Minneapolis; Paul Bienvenu, Catelli Food Products, Montreal, Canada.

Region 7, Western Missouri, Kansas, Oklahoma, Texas—John Laneri, Forth Worth Macaroni Co., Fort Worth.

Region 8, Nebraska, Colorado, Utah—J. Harry Diamond, Gooch and Food Products, Lincoln, Neb.

Region 9, Pacific Northwest—Guido Merlino, Mission Macaroni Co., Seattle.

Region 10, Northern California and Nevada—Vincent DeDomenico, Golden Grain Macaroni, San Leandro, Calif.

Region 11, Southern California and Arizona—Alfred Spadafora, Superior Macaroni Co., Los Angeles; Edward D. DeRocco, San Diego Macaroni, San Diego.

Directors-at-Large—Peter La Rosa, V. La Rosa & Sons, Brooklyn; Robert A. Cowan, A. Goodman & Sons, Long Island City N. Y.; Albert Ravarino, Ravarino & Freschi, St. Louis; Lloyd E. Skinner, Skinner Manufacturing Co., Omaha; Jerome Tujague, National Food Products, New Orleans; and Louis S. Vagnino, American Beauty Macaroni, St. Louis.



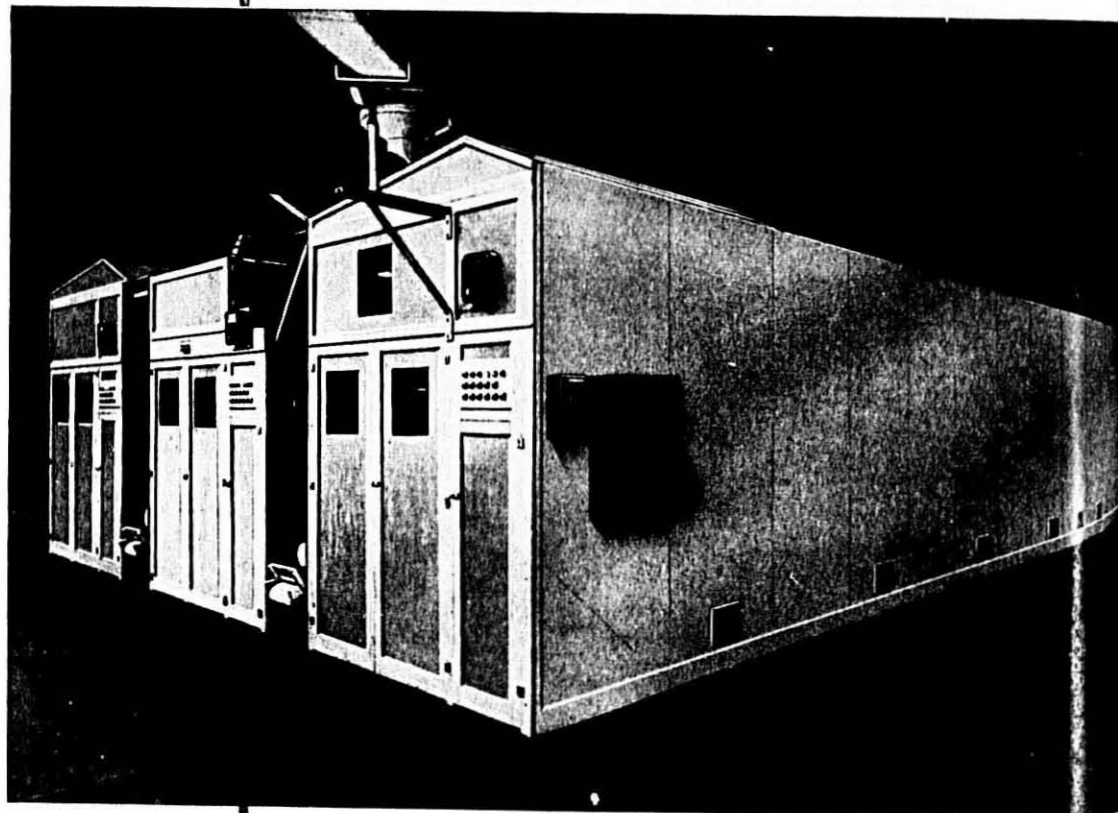
A Restful Retreat

The beautiful, spacious country place of Mr. and Mrs. Paul Bienvenu, in the beautiful Laurentian hills

of Quebec, where the directors of the National Macaroni Manufacturers Association met and were feted June 24, 1952.

Check Proof Dryer Instrument Controlled Hygienic

Capacity from 600 to 2,000 pounds of cut macaroni or noodles.



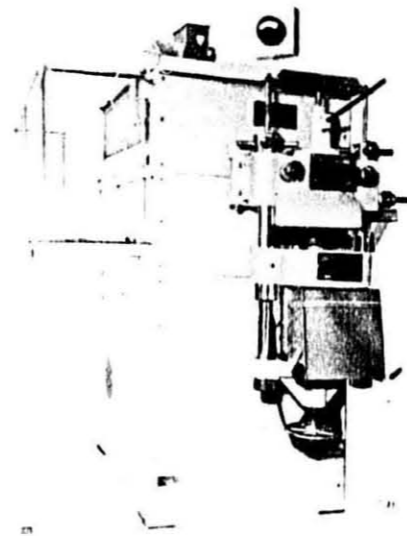
Three finish sections of a four-section automatic dryer to dry all types of cut macaroni.

Conrad Ambrette, President — Formerly President of Consolidated Macaroni Machine Corp.

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Short Cut Press*

MODEL DSCP-950 LBS. PROD.
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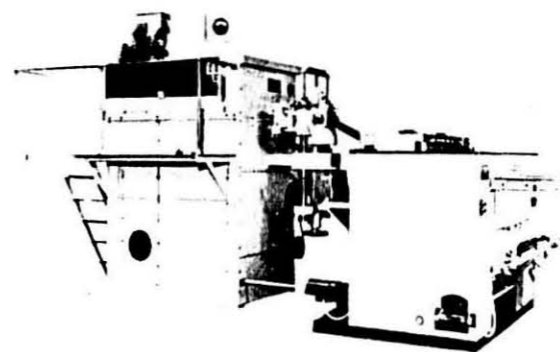
Combination Press

FOR LONG AND SHORT CUT
MACARONI

Patented Model DAFSC-950 Lbs. Prod.

Patented Model SAFSC-600 Lbs. Prod.

The ideal press for macaroni factories with a combined production of approximately 20,000 pounds. Change over from long to short cut in 15 minutes. A practical press to produce all types of short cut or long macaroni.



Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • "Quick Change" Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic Self-controlled Long Goods Finish Drying Rooms • Automatic Short Cut Preliminary Dryers • Automatic Complete Short Cut Finish Dryers • Automatic Complete Noodle Finish Dryers • Automatic Complete Bologna Finish Dryers

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FREE ECONOMY

(Continued from Page 18)

Finance has budgeted to cover all these expenses out of taxes. The unavoidable lags in defense spending, along with buoyant revenues resulting from higher income and profits, have produced surpluses which have undoubtedly been a strong countering force in offsetting inflationary tendencies.

Monetary policy has played an important role in the methods used to counter inflationary forces. Interest rates were allowed to rise, and commercial banks agreed to restrict their lending. In addition, to quote the Minister of Finance in one of his recent speeches, "A new wrinkle aimed at slowing down less essential business investment—namely deferred depreciation" was introduced. Under this "new wrinkle," some businesses have not been allowed to charge depreciation for purposes of taxes or certain forms of capital investment. All essential capital expenditures are exempted from this regulation. The classes of industry that qualify as essential are public utilities, defense, and those concerned with producing and distributing basic primary products. The reason for introducing this new measure some two years ago was to encourage postponement of expenditure on non-essentials. Deferred depreciation has had a secondary but beneficial reaction. It has diverted scarce constructional materials and man-power from non-essential industries to those which are contributing to the defense effort and the long term development of our country.

External Trade Controls

In Canada, we export roughly one quarter of our total production and import practically a similar amount. So in talking about Canada's economy, to round out the picture, it is necessary to mention the controls that have been imposed on our external trade. The controls that are presently in force were established under the authority of the Export and Import Permits Act 1947, amended. Under this act lists of goods for which permits are required are drawn up by order of the Governor-in-Council. The main purpose in maintaining control over such goods is that we can cooperate with the governments of other countries in safeguarding the ultimate destination of strategic materials. The speaker to follow me is going to tell you about the special case of wheat. Export controls have another reason for their existence, and that is to ensure sufficient supplies in Canada of scarce materials. The number of goods that is included in the present list under export control is a mere shadow of the list that existed during the last war. At that time, price controls were in effect and,

in general, Canadian domestic prices were considerably lower than world market prices, presenting a set of circumstances that would have denuded the domestic market not only of essential supplies but also of luxuries as well, if something had not been done about it. In addition, this condition, if left to exert its full force unrestrained, would have made impossible the task of maintaining prices at fixed levels in Canada. The present lists of commodities under export and import control are constantly reviewed for purpose of amendment to assure that no items are included in them for which the necessity of control no longer exists.

At the beginning of my remarks, I said that I felt at liberty to give a broad interpretation to the word "free" in the title of my talk. I hope that I adequately explained the reason for this. I made the statement that the economy of Canada is basically free and that the policy of the government is founded on this principle. I also pointed out that controls placed on the economy of the country by the government are either obviously beneficial in their intent to protect Canadians from abuses of freedom, or by design were of a temporary and flexible nature to meet emergencies as they appeared and to be removed as soon as the emergency was passed. I hope, though a considerable part of my remarks have been taken up in talking of controls, I have not created the impression that the Canadian economy is hagridden by controls. Such is far from the truth, as the evidence proves. An expanding economy, such as we have in Canada today, does not go hand in glove with controls and restrictions. I should like to give you just a few examples of the evidence of Canada's expanding economy. Pro-



Beauties at "Father's Rest"

While beauties are never lacking at the Laurentian Hills summer home of Mr. and Mrs. Paul Bienvenu, genial hosts of the 1952 macaroni convention in general, "Father's Rest," as the cottage is known, was the scene of some

duction in this country over the last fifteen years has nearly doubled, as has the consumption standard in real terms of volume. Canadian investment in capital goods is more than \$5 billion, absorbing approximately 23 per cent of our national production. The record immigration into this country in 1951 of 200,000 people, looking for a land of opportunity, considerably augmented the rapid rate of the natural growth of our population. The tremendous increase in production and development of various and diversified industries which can be found in further discovery of oil and related developments in Alberta; provision of enormously increased quantities of hydro-electric power for use by the rapidly growing steel, aluminum, pulp and paper making industries; discovery of titanium-bearing ores, of copper and zinc in Quebec, of uranium in Saskatchewan and of iron ore in the Quebec-Labrador area, are all evidence of our expanding economy. Such remarkable expansion could take place only in a country whose economy is as free as that to be found in Canada.

HOW THE CANADIAN WHEAT BOARD OPERATES

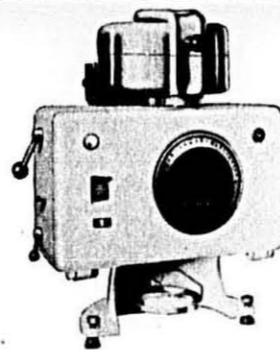
By George H. McIvor, Chief Commissioner, Canadian Wheat Board

I am very glad indeed to have the opportunity to speak to members of the National Macaroni Manufacturers Association on the occasion of your 48th annual convention. I appreciate that I am not only speaking today to fellow Canadians, but also to a large number of our friends from the United States and other countries. It has been my privilege to take part

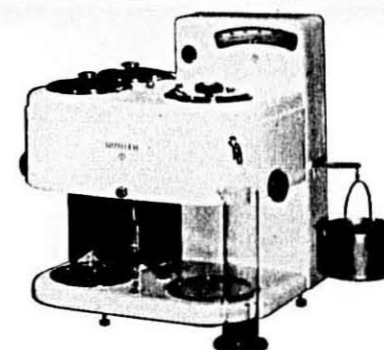
imported American beauties during the convention. From left to right—Mrs. Jeremiah Tujague, New Orleans; Mrs. Paul Bienvenu, the hostess; Mrs. M. L. Johnson, Minneapolis; Mrs. C. L. Norris, Minneapolis; Mrs. Peter La-Rosa, Brooklyn and Mrs. Louis S. Vagnino, St. Louis. The Bienvenu summer home is 50 miles north of Montreal.

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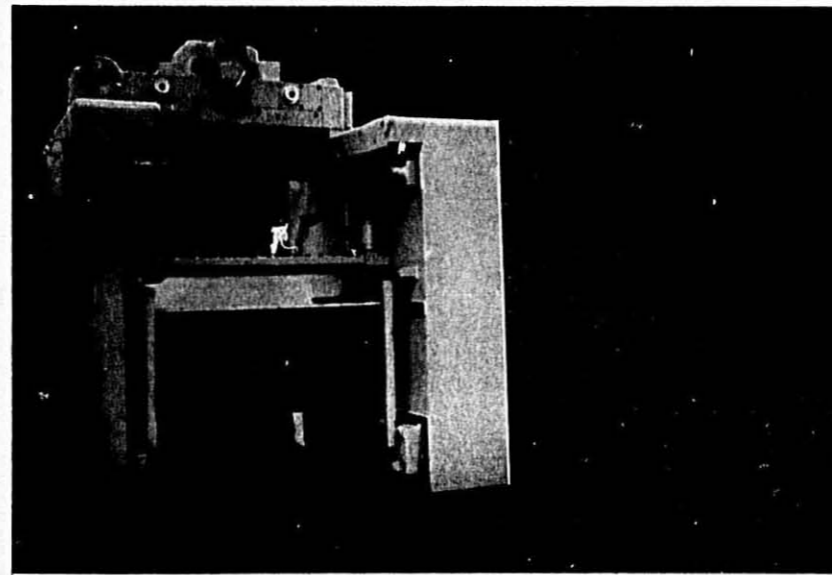


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in many meetings and deliberations of an international character. Whether the accomplishments of these meetings were large or small, they had a value in themselves; they added something to international understanding and goodwill—things which are so basic in the world in which we live today. At your meeting here, you are discussing the problems of an industry in which you are directly or indirectly interested, but I am sure this meeting will go much further and will add to the good relations and understanding which exist between Canada and the United States and other countries who are represented here today.

You have asked me to talk to you on the subject of "How the Canadian Wheat Board Operates." Before tackling this specific topic, I think I should tell you what the Canadian Wheat Board is. The Canadian Wheat Board is a marketing organization established by the Parliament of Canada. Its very broad powers are derived from Parliament, may be withdrawn, extended or amended by Parliament. This, I think, is an important fact, interested as we all are in the Democratic way of life.

The Canadian Wheat Board was first established in 1935, and apart from two years—in 1936-37 and 1937-38—has been actively engaged in distribution of grain. Over the years, the activities of the board have been on an increasing scale. In its inception in 1935, the board received wheat from producers on a voluntary basis. In 1943, at a critical stage in World War II, the board became the sole agent to receive wheat from producers in the prairie provinces; in 1949, similar powers were extended to the board in respect to oats and barley. Today, the major activities of the Canadian Wheat Board consist of receiving from producers the vast quantities of western wheat, oats and barley which move into commercial channels and into interprovincial and export trade, and to merchandise these supplies of grain. When you consider the extent of grain production in Manitoba, Saskatchewan, Alberta and the Peace River area in British Columbia, you will understand that the Canadian Wheat Board undertakes a very large marketing operation. For example, during the present crop year we expect to receive from producers somewhat over 700 million bushels of wheat, oats and barley, and to conduct the necessary marketing operations in respect to these supplies of grain. These operations not only bear upon marketing of wheat, oats and barley in Canada itself, but also project the board into the international field in a very large way. To our American friends, I should perhaps make reference to the fact that, with a population of some 14 million people, the great bulk of our grain production must ultimately be sold abroad, and markets in this hem-

isphere and overseas have much to do with the prosperity of Canadian agriculture, and much to do with the prosperity of Canada itself. It is only through access to these markets that we can continue to be one of the great trading nations of the world in spite of our relatively small population, and continue to buy abroad on the scale upon which we do today.

I would now like to deal with the relationship of the Canadian Wheat Board to the grain producers in western Canada, and also as to the setup of the board itself. The Canadian Wheat Board Act provides that the board shall consist of not less than three nor more than five members, all of whom are appointed by the Governor-in-Council. While the Canadian Wheat Board was created by the Parliament of Canada and reports to Parliament through the Minister of Trade and Commerce, the board, in actual practice, regards itself as a trustee of the interests of Grain Producers. It goes without saying that any organization engaged in marketing products of producers must continually strive to serve the interests of these producers and secure the best available prices for the products so handled. Under the Canadian Wheat Board Act, as it stands now, the board conducts annual pools in respect to wheat, oats and barley. Under these pooling operations, the producer receives an initial price at the time he delivers his grain. The act provides that the initial price may be increased during the crop year, but in this case, all producers who delivered grain prior to the increase in the initial price must be paid the difference between the old initial price and

the new initial price. In addition, after the close of the crop year, an interim payment may be made to producers if the financial position of the pool warrants; and after all the grain in the pool is disposed of, the act requires that any surplus, after allowing for board operating costs, must be paid to producers on the basis of their deliveries to the various pools. Therefore, before I discuss other phases of board operations, it is important to keep in mind that the Canadian Wheat Board is operating annual pools on behalf of the producers of western Canada.

At this point I should state that the Canadian Wheat Board does not own or operate any grain handling facilities. In carrying out its operations, it utilizes existing grain handling facilities on the basis of negotiated agreements or on the basis of regular tariffs.

In receiving grain from the producer, the board is represented by handling companies as agents of the board. Each year, the board meets with elevator companies—farmer-owned, co-operatively owned or privately owned—and negotiates an agreement with them under which they agree to receive producers' grain on behalf of the board. This agreement covers such points as the handling margin to be paid by the producer, carrying charges, other revenues to be received by the handling companies, and all other matters pertaining to their operations as agents of the board.

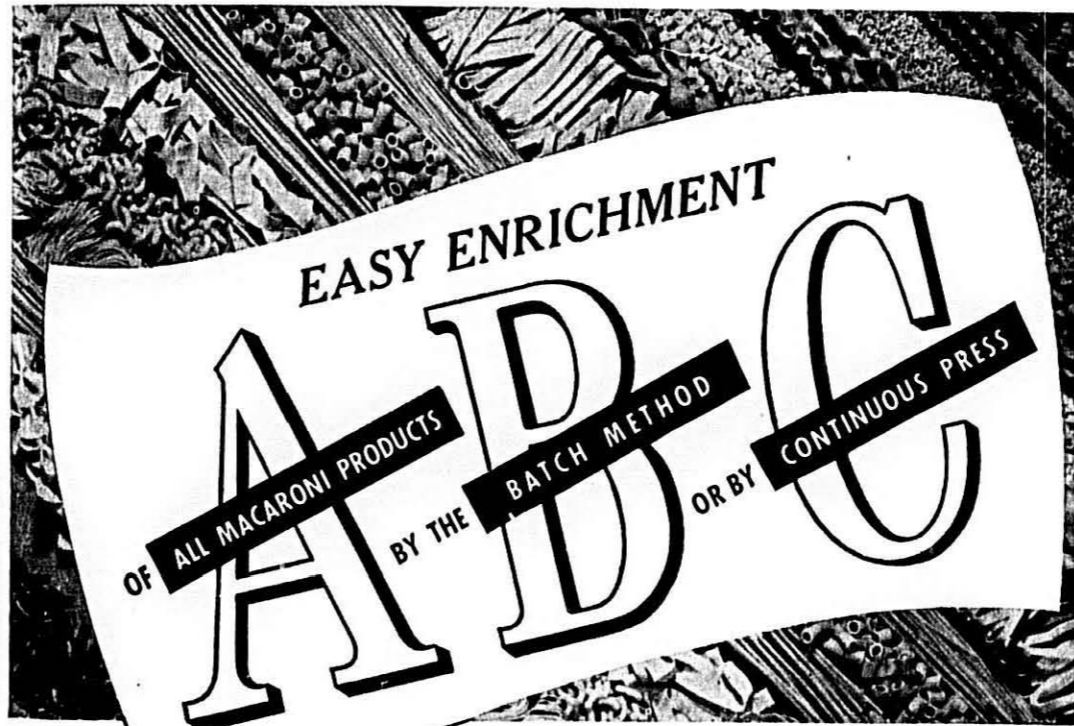
At the time the producer delivers his wheat, oats or barley to an agent of the board, he receives an initial price plus a producer's certificate which en-



The Mayor's Reception

That well-fed look brightens the faces of honored guests at the annual luncheon during the 48th convention of the National Macaroni Manufacturers Association in Montreal, June 25-27. Left to right at the speakers table are H. Adrian Gilbert, executive assistant to the Deputy Minister of Trade and

Commerce for Canada; Paul Bienvenu, Canadian director of NMMA; Andre Revon, official French government representative; Mayor Camilien Houde of Montreal; C. Frederick Mueller, retiring president of NMMA; Lloyd E. Skinner, NMMA second vice president; Peter LaRosa, NMMA first vice president; and George H. McIvor, chief commissioner of the Canadian Wheat Board.



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For Continuous Press
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Prompt delivery from strategically located stock depots: Rensselaer (N. Y.) Chicago, St. Louis, Kansas City (Mo.), Minneapolis, Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

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titles him to share in any surplus resulting from board operations. The initial prices for the basic grades of wheat, oats and barley are established by the Government of Canada. In setting initial prices of wheat, oats and barley, the Government of Canada takes into consideration the usual factors of supply and demand, and normally endeavors to establish an initial price which is safe, and which will permit the Canadian Wheat Board to operate on a profitable basis, with subsequent payments to producers over and above the initial payments established at the start of the crop year. In this connection, I might add that in handling wheat through the Canadian Wheat Board since 1940, and in handling oats and barley since 1949, the board has had operating surpluses and has been able to make payments to producers over and above the initial payments paid to them at the time of delivery. In this period, these additional payments have amounted to close to one billion dollars.

I might add that the operations of the Canadian Wheat Board over the period of the last decade have had the effect of spreading the income of grain producers over a period of time, rather than concentrating that income in the fall months. In this respect, the operation of the Canadian Wheat Board have had a considerable effect upon the whole economy of western Canada.

When wheat, oats and barley are delivered by producers to our agents in the country, this grain is then subject to board shipping instructions. In the case of wheat, shipments are made to western mills and other consumers within western Canada, but most of the wheat delivered in Manitoba and Saskatchewan is shipped to Fort William, Port Arthur, and, from Alberta, to our Pacific coast ports. This movement of wheat to interior consumers or to terminal positions is the first stage in the marketing process.

Wheat that is shipped to our Pacific coast ports is immediately available for export. The larger part of the western Canadian wheat crop moves to Fort William/Port Arthur and subsequently into eastern positions, either for use in Canada or for export. In moving wheat from Fort William/Port Arthur to seaboard positions, the board utilizes the services of shippers and exporters who take the wheat from us on a provisional price basis and forward this wheat to eastern destinations or to seaboard. In looking after these forwarding operations, shippers and exporters work under an agreement with the board.

In the actual selling of Canadian wheat, one of several methods may be followed. The board itself may enter into contracts for the sale of Canadian wheat to overseas buyers. In addition to sales contracts made by the board, shippers and exporters may

originate export sales subject to board confirmation. At this point, I would like to indicate that, in handling wheat from the producer to terminal market positions, in forwarding wheat from Fort William to eastern destinations and to seaboard, and in respect to selling wheat, the board utilizes the services of existing agencies. In this way, the board takes advantage of the experience and services of elevator operators and shippers and exporters and a very considerable scope is left to marketing agencies, cooperative or private, who have facilities, experience and the know-how in forwarding and merchandising wheat. The overall plan of the movement of wheat, the day to day pricing of wheat, and the availability of wheat for the domestic and export markets is, of course, the overriding responsibility of the Canadian Wheat Board.

One of the principal differences between Canadian marketing methods in respect to wheat and the United States marketing methods, is in the field of pricing. In Canada, selling prices for wheat are determined by the Canadian Wheat Board, subject to two considerations. The most important of these considerations is that, in selling wheat for export, the Canadian Wheat Board must observe the terms of the Inter-

national Wheat Agreement, and it is the decision of the Government of Canada that wheat sold in the domestic market shall be sold on the basis of the board's selling prices for export wheat under the International Wheat Agreement. Wheat sold for export outside of the terms of the International Wheat Agreement is sold at prices arrived at by the Canadian Wheat Board. Each day, at the close of the market, the Canadian Wheat Board posts its selling prices. These are its selling prices for wheat sold for export under the International Wheat Agreement or sold in the domestic market. The second price posted by the board is for wheat sold for export outside of the terms of the International Wheat Agreement. Under the Canadian wheat marketing setup, as it exists at the present time, pricing wheat for sale at home and abroad is one of the important functions of the Canadian Wheat Board; I might add that, in carrying out the pricing function, the board recognizes that Canadian wheat must be kept moving in domestic and international trade, that in the export market we have competition from the United States, Australia, the Argentine and other exporting countries. At this point, I would go one step further and state that what-



Gavel Passes From Old to New

Thomas A. Cuneo, Memphis (left), newly elected president of the National Macaroni Manufacturers Association,

accepts the gavel from retiring president C. Frederick Mueller of Jersey City. Cuneo, president of Ronco Foods, has been active in the macaroni business for 25 years. He was elected head of the trade group at the annual meeting in Montreal.

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ever success the Canadian Wheat Board has had in marketing grain since its inception has been due to the fact that the board sells grain freely. There is no place in our operations for withholding grain supplies or in any way at any time arbitrarily restricting the movement of grain. To me, this is the essence of sound marketing policy.

There have been times, during and since World War II when we have had difficulty in supplying all the grain buyers at home and abroad have desired. This has been due to physical problems in moving tremendous quantities of grain from country positions into forward positions. In other words, transportation problems have intervened at times to limit supplies of grain in forward positions, and, as a result, to limit our selling activities. It has been a great satisfaction to the board that, in the present crop year when the volume of producers' marketings is of record proportions and when the demand for all grains has been exceptionally good, transportation available for the movement of grains has been stepped up very considerably; this fact is reflected in much larger export programs than were possible in the previous crop year.

It is appropriate at this time that I should refer briefly to a problem which has affected the macaroni trade and other processors of grain in Canada during the past two crop years. Grain production in western Canada owes its place in the sun to well-established standards of quality. Owing to the vagaries of nature and most unusual growing and harvesting weather, we produced in 1950 and again in 1951, grain crops which were far below our usual standards of quality. In both years, the volume of production was high but grades and quality were distinctly below normal. In 1950, we had a large crop which suffered extensive frost damage and much weathering during harvest. In 1951, we had one of the largest crops in our history but unparalleled autumn rains affected the maturity of these crops and made the 1951 harvest one of the most difficult on record. Actually, a considerable percentage of the western wheat crop was not threshed until this spring. Apart from damage to grade, between 35 and 40 per cent of all the wheat, oats and barley which will be delivered during the present crop year will be accepted at country elevators as tough and damp grain. You will see, therefore, that during the latter part of the fall and during the winter, much of the grain moving into country elevators was out of condition.

I do not need to remind Canadian manufacturers present at this meeting and some of our overseas customers, that upwards of 70 per cent of the durum wheat marketed in the first ten months of the crop year has grad-

ed No. 4 durum or lower. To an industry which is peculiarly conscious of quality and producing a product which must compete with other food products, I know that the grades of durum wheat available this year have been disappointing; but, after all, this problem has been common to all manufacturers of grain products, and in those infrequent years when western standards of quality fall below normal, all we can do is make the best of the raw materials which we have at our disposal. I think processors generally, in Canada, have met the problem of abnormal grades of grain in good fashion, and, with you, I look forward to a return to normal standards of quality in western grain production in 1952.

You would perhaps be interested in the question of financing the Canadian Wheat Board. Under the Canadian Wheat Board Act, the Government of Canada stands firmly behind the operations of the Canadian Wheat Board. According to our legislation, if the Canadian Wheat Board operates with a surplus over and above its operating costs for any pool period this surplus goes back to producers on the basis of their deliveries of grain to the board. If the operations of the Canadian Wheat Board result in a deficit for any pool period, this deficit is for the account of the Government of Canada. In the late thirties, the board had operating deficits which were funded by the Government of Canada. I am glad to say, however, that since 1940, apart from certain wartime undertakings of the board on behalf of the Government of Canada, our operations have been in the black.



Group of Macaroni Men at Bienvenu Chateau

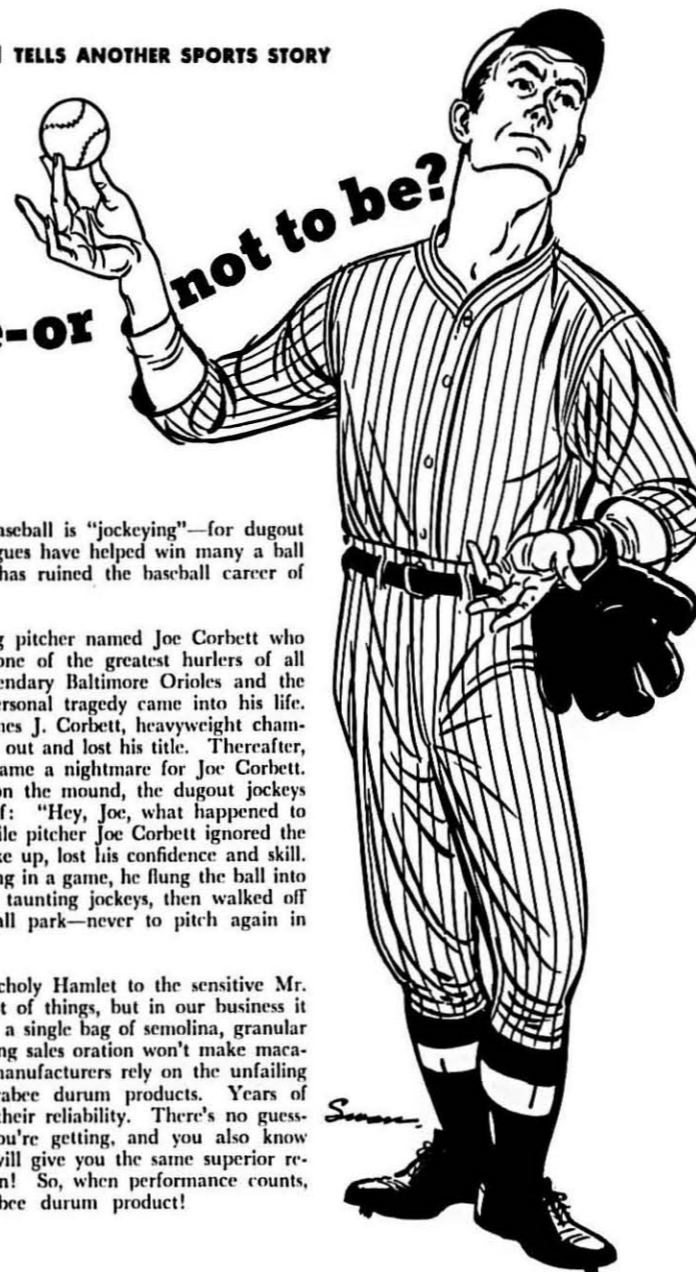
Directors of the National Macaroni Manufacturers Association and friends posed for this picture at the conclusion of the final meeting of the 1951-1952 directorate in the beautiful summer home of President Paul Bienvenu of Catelli Food Products, largest macaroni manufacturer in Canada.

Under our setup, the Government goes one step further and guarantees the bank loans required by the Canadian Wheat Board. We therefore have a substantial line of credit available to us under which the chartered banks are fully guaranteed. In carrying out our operations, agents of the board undertake financing of board grain in various positions. For example, country elevator companies make the initial payment to producers and store and finance board receipts until such time as they deliver board grain at Pacific coast ports or at Fort William/Port Arthur. It is at these terminal points that the board actually takes delivery of grain and is responsible for its financing. In the same way, shippers and exporters as agents of the board, finance grain from the lakehead position to eastern positions and to seaboard. You will see, therefore, that only part of the grain movement calls for direct financing on the part of the Canadian Wheat Board, and a considerable part of the necessary financing of the grain movement is actually carried out by agents of the board pursuant to the agreements which they negotiate with us each year. Where grain is financed by agents of the board, they receive a carrying charge, so that ultimately their interest charges become a board expense and ultimately these costs are paid by producers when board operations result in an over-all surplus. Those who are familiar with the magnitude of the operations of the Canadian Wheat Board often wonder about our costs of operation. In this connection, prior to March 31 of each year the board must file its annual report covering



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● One of the oldest arts in baseball is "jockeying"—for dugout jockeys with glib and salty tongues have helped win many a ball game. Sad to say, jockeying has ruined the baseball career of many a sensitive player.

Once there was a happy young pitcher named Joe Corbett who showed promise of becoming one of the greatest hurlers of all time. He pitched for the legendary Baltimore Orioles and the St. Louis Cardinals, until a personal tragedy came into his life. His older brother who was James J. Corbett, heavyweight champion of the world, was knocked out and lost his title. Thereafter, pitching in the big leagues became a nightmare for Joe Corbett. For whenever he walked out on the mound, the dugout jockeys would needle him with cries of: "Hey, Joe, what happened to your brother, Jim?" For a while pitcher Joe Corbett ignored the cruel taunts, but finally he broke up, lost his confidence and skill. And one afternoon while pitching in a game, he flung the ball into the rival dugout to silence the taunting jockeys, then walked off the mound and out of the ball park—never to pitch again in organized baseball.

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Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

its operations to the previous July 31, the terminal date of a crop year in Canada. In this report, the operations of the board are set forth in great detail, and in dealing with board operating costs I might refer briefly to our annual report for the year ending July 31, 1951. The 1950-51 wheat pool commenced on August 1, 1950, and was closed out on October 20, 1951. During the period of this pool, carrying charges paid by the board amounted to slightly over twenty-two million dollars, or 6.12c per bushel. These charges included carrying charges on grain in country and terminal positions. It is interesting to note that the cost of storing and financing wheat amounted to 84.3 per cent of the total board operating costs for the 1950-51 wheat pool. Outside of actual carrying charges on grain, the board has certain other operating expenses. I think you would be interested in the administrative costs of the Canadian Wheat Board. Our Administrative and general expenses for the 1950-51 wheat pool amounted to 1.4 million dollars, or .3834c per bushel—slightly over one-third of a cent per bushel. I think these administrative costs are important, because they indicate very clearly that the board is endeavoring to carry on an efficient organization at minimum cost. Our per-bushel administrative costs in line with the figure which I have quoted for wheat.

In these few remarks, I have tried to outline the manner in which the Canadian Wheat Board operates and to indicate to you the major policies which guide the board in administration of this large enterprise. In conclusion, I would like to make a reference to the personnel of the board. The board consists of three members. The other two members are W. C. McNamara, assistant chief commissioner, and William Riddell, commissioner. Both of these men have had very broad experience in handling Canadian grain. They were formerly associated with the Saskatchewan Co-operative Wheat Producers, Ltd., commonly known as the Saskatchewan Wheat Pool, and have brought to the board a vast and valued experience. I have been connected with the grain trade of this country for a long time. I have been with the Canadian Wheat Board since its inception in 1935, and I have been chief commissioner of the board since 1938. Out of all this experience, and particularly as chief commissioner of the board during and following World War II, I have come to realize very keenly that each crop year brings its special problems—problems which may arise in the field of production in western Canada, or problems which may arise from developments in the international field. I have yet to see problems, even if they arise

suddenly and are of large magnitude, which cannot be worked out by the best efforts of all those engaged in marketing grain. It takes hard work, it takes continuous work, and, above all, it requires confidence and goodwill at home and abroad. If we all approach our difficulties in this spirit, and if in the international field we continue to labor for goodwill and mutual understanding, I have every confidence that we can give a good account of ourselves in these challenging times.

WORK OF THE WHEAT FLOUR INSTITUTE

Reported for the Durum Millers by

**C. L. Norris, Association Director,
Minneapolis**

Since 1945, millers of durum wheat have been conducting an educational program through the Wheat Flour Institute. This program has won widespread recognition among home economists, food editors and teachers. It is known as the Durum Wheat Division of the Wheat Flour Institute or, more simply durum wheat institute.

There are several areas of work in the program of the Durum Wheat Institute. The institute is a half-million-dollar organization. A proportionate share of the time, talent, and facilities of this organization is devoted exclusively to durum products. In this way, durum millers take advantage of an organization and promotional machinery far beyond their own individual or group resources. The analogy has been made to a Cadillac, made available to durum millers on a part-time basis. In only one area of work does the



Mr. Norris

program conducted by the durum millers compete in any sense with the program of the macaroni manufacturers, and I think we can all agree that competition in this particular area—namely publicity—is all to the good. In the durum program, approximately one hundred food photographs are taken each year, some of them in full color. These photographs, together with a story providing the recipe, are released by the thousands to food editors all over the country. For instance, more than 5,000 such stories and pictures were released last year on an "exclusive in your city" basis. No two food editors in the same city received the same release. Another 5,000 mats were released. Another 5,000 filler items—short paragraphs of copy of background interest. And finally, more than 20,000 radio scripts were released.

In addition to this sizable program of food news, the durum millers also devoted their entire output of food

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			
	1952	1951	1950	1949
January	1,087,057	870,532	691,006	799,208
February	864,909	901,751	829,878	788,358
March	732,491	1,002,384	913,197	913,777
April	693,917	526,488	570,119	589,313
May	845,109	774,911	574,887	549,168
June	866,612	666,774	678,792	759,610
July		561,915	654,857	587,453
August		915,988	1,181,294	907,520
September		827,485	802,647	837,218
October		1,197,496	776,259	966,115
November		882,617	700,865	997,030
December		827,986	944,099	648,059

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951, to June 27, 1952.....10,203,582
 July 1, 1950, to June 27, 1951.....9,733,840

news through the editorial service to National Macaroni Week. Many special stories were also prepared. You are familiar with just one of them as it appeared in *American Family* magazine this spring, with full color reproduction of macaroni dishes.

In this area, and in this area alone, is there any sense of competition. But you probably will agree that it is not really competition, nor even duplication. Putting the macaroni manufacturers program and the Durum Wheat Institute side by side on this one phase merely means that the food and magazine editors are receiving additional editorial material. The two programs supplement and extend one another.

Now let us look at what the Durum Wheat Institute is doing in addition to editorial service. You are all familiar with "Durum Wheat Notes," a publication which now has a circulation of more than 400,000 copies each year. This is mailed to homemaking teachers in high schools and colleges, to food editors of both newspapers and magazines, to radio and television announcers, to nutritionists, home service workers, extension leaders, and others of professional standing. It is this group that often makes up Mrs. America's mind about food—about macaroni food.

The editorial output of the Wheat Flour Institute is generated in a testing kitchen, where two, and some-

times three home economists work constantly in recipe testing and development. Last year almost 350 brand new recipes were developed for durum foods. The same testing kitchen also serves as a photographic workshop. It is unusual to find any kitchen so well equipped for this kind of work.

The durum millers are also opening a new promotion for macaroni products in the restaurant market, where 25c of every food dollar is spent. What is developed for restaurant use also becomes of extreme value in the school lunch program and in the millions of meals served every day to the children in the school system. The restaurant program in behalf of durum products is another area of work covered by durum millers. This part of the program is just beginning.

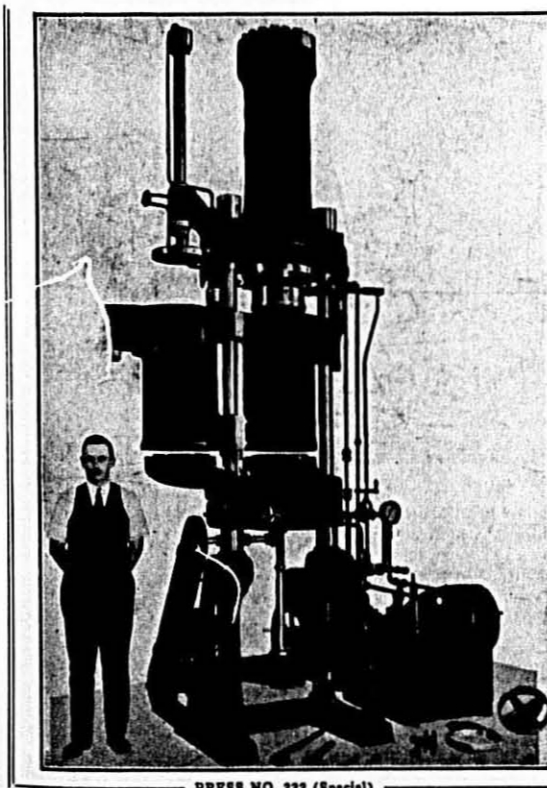
Perhaps you are aware that the durum millers also command the services of six regional home economists, who crisscross the country in calls on newspaper and magazine editors, at colleges and teachers' meetings, on business home economists, educators, nutritionists, dietitians, and other leaders. These Durum Wheat Institute representatives discuss macaroni foods in these calls. They give demonstrations. Almost 5,000 calls are made annually. Almost 600 demonstrations are made, reaching a total audience directly of more than 25,000 people. You can add to this list their indirect audience if

you wish, another mass audience in the millions. These people who hear the story of macaroni foods are leaders. In their turn, they spread the gospel among millions of home economists.

You perhaps know, too, that the Durum Wheat Institute works with school children. Last year, for instance, almost 75,000 pieces of material were distributed upon request to teachers. These materials included part of the durum story.

Thousands of copies of a recipe booklet, "Macaroni, Spaghetti and Noodles," are distributed each year for use in teacher-training programs. In the school lunch field, thousands of copies of large quantity recipes are distributed.

The work of the Durum Wheat Institute is based entirely on educational and public service. We have already discussed a number of the departments in the institute, but I want to call your attention particularly to a nutrition program headed by Dr. F. Eugenia Whitehead. Dr. Whitehead is director of nutrition for the institute and a visiting lecturer in nutrition education on the staff of Harvard University. She has already turned the attention of the educational world to wheat flour foods, including durum products. Through her, the institute has undertaken an ambitious and comprehensive program of nutrition research and nutrition education. If in the future



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there is greater understanding of the nutritional advantage of macaroni foods, part of the credit should go to this work.

Finally, let me say that there are 25 people working in the Durum Wheat Institute. Their work falls mainly in five fields—public information; editorial service; home economics; nutrition education; professional relations with doctors and dentists; and institutional or restaurant feeding.

This is a program which, you might say, is beyond the reach of the macaroni industry—a program which owes its existence to the mills who supply us with our material. It is a program which we might all commend. It is a growing program and one we would have great difficulty in trying to duplicate—even if we chose to make the necessary financial sacrifices.

JOURNAL MANAGER'S REPORT

By M. J. Donna

This is a progress report—nothing spectacular, everything about normal.

The number of subscribers from foreign countries has decreased slightly, with domestic subscribers holding up satisfactorily.

Our advertising is above normal, though slightly, with a noticeable improvement in the class of advertisements.

The 33rd Anniversary Edition, April, 1952, was very successful, editorially and financially, thanks to the splendid cooperation of many directors and association members, both active and allied.

The advertising in the April, 1952, Anniversary Issue surpassed both that of April, 1951, and April, 1950.

Editorially, there is a continuing dearth of items from plant executives



Mr. Donna

of both a personal and general nature—changes in executive personnel, deaths and births, weddings and social functions, and such, all of which serve to give our industry magazine that little personal touch which adds materially to reader-interest.

With just a little more cooperation along this line from the association, both active and allied, our industry publication can be made generally more acceptable to readers and advertisers.

PACKAGE DESIGN TO MEET TODAY'S COMPETITION

By Rullan Hickman, Director of Market Research, Dobeckmun Co., Cleveland

In thinking about a talk before this group of people who represent a growing industry, and yet one that is ages old, I couldn't help but feel very flattered that I should be extended an invitation to talk to this group.

Together, there is probably more macaroni know-how gathered together in this room than it would be possible to measure. Anything I bring you, therefore, represents the thinking of an outside, but nevertheless rather close observer, of your industry.

I think I am a pretty young fellow and yet, in my lifetime, I have seen a great many changes made. My father had his greatest business success in the transportation field. He sold buggies, and I can remember when the Moon Brothers buggy, made in St. Louis, came out with its rubber tires (a revolutionary idea). And, after he decided that the buggy business wasn't necessarily a progressive one and swung over into the automobile business, we had such automobiles as the Saxon, the Metz, and at one time were the proud owners of a white Stanley steamer. Some of you fellows will remember those days. I was brought up in a small town in southwest Missouri, and I can even recall that the city fathers decided to turn off the electric lights at 10:30 at night in order that the power house fire boxes could be cleaned and the generator greased. People weren't supposed to stay up after 10:30 at night, anyway.

And equally as strong as are those memories, I remember that my mother used to send me down to Henry Rietz's store. Henry was a progressive grocer. He was also a rather shrewd grocer, and I can remember his standing with one arm on the cash register and visiting with everybody that came into the store. He was of German descent and had a very bristling black mustache. As a ten- or twelve-year-old youngster, it appeared to me that his whole countenance was one of an extremely bristling nature. And yet, I know that in

those days Henry Rietz was a typical example of a good merchandising grocer. There was an odor of sweet pickles and cinnamon and freshly ground coffee in this store. One window, I remember, had a Bevo ad in it, although the town was extremely dry. But Henry said that while Bevo wasn't beer, he felt it would aid your digestion.

He had a fascinating arrangement in back of his counter; a ladder that ran along a track and had wheels on the bottom, and a long stick that had a finger arrangement at the lower end of the handle. When you wanted Post Toasties, he could step on the ladder, coast along to the cereal department and grab the top box with this finger stick arrangement. He could recommend the latest special from the Springfield Wholesale Grocery Co., and perhaps it would be apricots, or dried prunes. He would tell my mother that, "you ought to get them now. Mrs. Hickman, because those prunes won't stay fresh too long here in that opened box." If my mother had sent me for macaroni or macaroni products, Henry would have two choices from which to supply my needs. A few companies had already swung over to a smaller unit pack. On the other hand, I could get a five-pound or a ten-pound carton, or Henry would take a long Kraft bag to package whatever macaroni product my mother had requested on this particular day, tie it with string, weigh it and give it to me to carry home.

He would then write up the charge slip and, at the end of the month, my mother would be billed, together with the other purchases made during the month, for the macaroni.

I was made all too conscious of this a few weeks ago when we were making a study in a modern supermarket in Cleveland. I made certain comments about the efficiency and the beauty and the low cost of supermarket merchandising. In discussing this with the manager, he finally turned to me and said, "How old are you?"

I asked him why he asked me that question—you notice that I didn't give him a direct answer—and he pointed out that he had a 23-year-old daughter who had "never purchased in any other type of store, except a self-service store."

We must remember that as we merchandise macaroni and macaroni products,

Ralph Brubaker, general sales manager of the Carnation Milk Company of Los Angeles, recently advised that, since 1940:

13½ million old customers have died. More than 17 million marriages have taken place.

More than 30 million babies have been born.

More than ½ of all present families in the U. S. have been formed.

63 per cent of the U. S. people do not remember World War I.

52 per cent do not remember a Republican administration.

48 per cent do not remember conditions before World War II.

44 per cent are consciously experimenting for the first time in a free market where they can buy what they want from normal assortments. Behind me is a picture of a supermarket.

In California, this supermarket will be decorated with potted palms and fancy wallpaper, and in all probability will have singing birds to soothe the irate housewife when she doesn't find what she wants, which would be rarely.

In a recent issue of *Supermarket News*, I noticed that they have already okayed motor driven carts for use in California supermarkets.

I know that many of you fellows have lift truck and lift truck jockeys in your plant, and you will shudder to think what will happen when Grandma starts a jet propeller supermarket basket through a macaroni display.

However, this all adds up to larger markets with wider aisles, lower cost distribution and a bigger merchandising load for the individual package to carry.

And supermarkets are growing—since 1950, meat departments from 31% to 49% self-service—health and

beauty aids in 90% of the markets—housewares in 68%—work clothes, stockings, toys, magazines, books, electrical appliances all are competing for a share of the food dollar. Forty-eight million dollars worth of macaroni products were sold in chain supermarkets in 1951.

Since sales per employee are up and net profit therefore higher, they will continue to grow as another great American phenomenon of better living.

Henry Rietz won't be standing with his arm on the cash register in this little town I spoke about. I was there two weeks ago, and out at the edge of town is a large new supermarket—it has every advantage that any supermarket in Los Angeles, Chicago, Cleveland, or Montreal has. Today, the friendliness, or the intimate acquaintanceship with the owner of the store, is passed. In New York, policies for A & P are established for their chain across the country. In San Francisco and Oakland, the policy is established by Safeway for their extensive chain.

In each individual section of the country, the Luckey stores, the Fisher Brothers, the Albers, and other large, well managed low cost distribution stores, established policies, and these policies are carried forward by managers. The whole emphasis is on making it easy for the customer to buy—self-service.

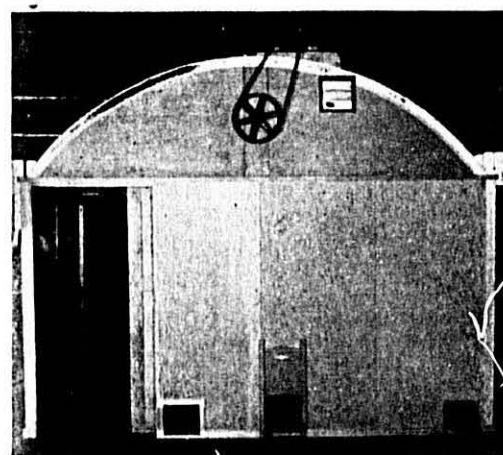
Color, design, informative labeling, all of these things are necessary.

Very recently, Raymond Loewy did a job for Armour Packing Co. in re-arranging color and printing in order that Mrs. Housewife could easily distinguish Armour Company's package; could easily distinguish its color; could easily distinguish what she was buying—whether it be dog food or corn beef hash.

The same artist designed a job for Kroger, years ago, which included a complete design of the package, as well as store fronts; the selection of easily identified and remembered colors.

Recently Jim Nash redesigned a package for Richardson Mints. Jim did a remarkable job; he established a completely new and easily identified trade mark which dresses the package up a great deal. However, without disparaging the work that Jim did in this particular case, the fellows who operate the supermarket were moving faster than Jim did. At the candy show in Chicago, we displayed all types of candy, just as we found it in supermarkets. We found that there was one thing lacking in the Richardson Mint package—side-ply identification. Nobody knew what the brand name was. All they saw were the white mints in a transparent bag.

In order to get these wider aisles; in order to take care of Grandma's jet powered supermarket basket, re-ar-



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rangements are taking place in these stores and the package is not always displayed the way we would like to have it displayed.

The DuPont people have completed a survey regarding macaroni and macaroni products. It is a very high profit item for the retail store. It constitutes a standard item in American diet. Your recent *Life* magazine article added impact to your already efficient advertising program. However, they found that while 32.6% of purchases made were planned, 67% of purchases were based on decisions made in the store. Of that 67%, 42% were based entirely on store decision.

Therefore, in order to attract your market, you must have packages that quickly tell a story. Our own work indicates that the decision to buy a product in a self-service store rests approximately seven feet away from where the actual package is picked up. In my case, I could see perfectly well seven feet away; somewhat closer, I have to wear glasses. The reverse is true for many people. In talking to the frozen food people, I find that, in many instances, a change in brand is made at the very time that the housewife approaches and reaches for the package—somewhere around five feet. I checked this with the people at the confectioners' show in Chicago on candy. The same thing takes place. In competition with loud wallpaper in a supermarket; in competition with a canary singing; piped-in music by Muzak; perhaps a lusty baby squalling in the carriage—the package has to yell louder than all of these distracting noises, if your package wants to gain the acceptance and be remembered for repurchase.

It should tell the story of *whose* packages of macaroni and macaroni products are being sold and it should tell most of all, *what it is*. While many of the varieties of macaroni products are familiar to older women, some of these newer varieties that would make for wonderful soup-mix ingredients, salads, and other tasty dishes aren't so well-known to some of these young girls; remember that, since 1940, more than 17 million new housewives have become a part of your market. Therefore, do not hesitate to have them properly labeled as to *what* they are, and do not hesitate to include *recipes*.

And, I would say, one recipe printed large enough to really read is much better than one which would require Grandma's bifocals to bring it up large enough to read.

At the recent supermarket show held in Cleveland, there were many different varieties of foods displayed. We checked many of the women who attended this show and after they would pass various booths, we would hear this conversation, "My, how nice those frozen chickens look," or "Weren't

those peaches delightful," or "That is a new macaroni product that I never saw before." But, time after time, when we would ask them the brand name, they couldn't remember.

In a recent tape-recorded survey made by the Tyler Refrigerating Co. in stores throughout the country, except for one or two nationally advertised brands, women simply couldn't remember many brand names—and this included even a question on canned soup.

Show them a package however, and they would remember how the package looked last time, and would remember that that was the package they bought. And furthermore, they would remember whether it was good or bad quality.

When your package is being redesigned by your carton manufacturer or your cellophane converter, do not hesitate to take the consumer into your confidence. After all, they are going to be the final market for your product.

I believe the Golden Grain boys, the De Dominicos whom I see here today, will agree that sometimes the consumer will differ from your own ideas of what will and will not sell. But, since she is going to be the one who buys your package, maybe it is better to go along with her thinking.

Now, some things are pretty prosaic in selling products. But there is one very essential thing, and that is a price marker. A price marker tells the probable purchaser how much she is going to pay for a product. One of the mysteries that prevails in the states, other than our election four years ago, is

how a housewife stretches her budget the last two days before the 15th and the 1st of the month in order to feed a family of growing youngsters. It is by planning—and when she sees 39¢ on the package, she immediately calculates what she can do with that particular purchase. Supermarkets have made it easy to pre-mark the shelves; you must make it easy to pre-mark the package. Mrs. Housewife will walk up and down these aisles making her selection, tending a noisy youngster, visiting with Mrs. Hickman about when the next youngster is due, or, "My, how Johnny has grown," and think nothing about it. But, when she gets to that bottleneck represented by the cashier register, she wants to get home and she wants to get home in a hurry. If a new check-out clerk is on duty and doesn't see the price on the package, or doesn't remember it above the thousands of other items that are in the store, it's ring the bell and call for the manager while the housewife gets increasingly impatient.

Our design people tell us that a price marker can be placed anywhere on the package without detracting from the design, and I believe that that would be true of any well designed package.

We feel definitely, and our studies indicate, that in today's market there are several things that have to be taken into consideration in designing your package.

Summarizing

The package has to have color appeal. With the golden richness of your products as a terrific background

CONVENTION BOUND

Joseph Pellegrino, widely known macaroni manufacturer and recently selected as one of the nation's ten best dressed men by American Women's Institute, with Miss Jane Vinal, airline stewardess, before take-off from Boston airport for Montreal, host city for the annual convention of National Macaroni Manufacturers of United States and Canada, June 25-27. Mr. Pellegrino is New England regional director of the association and president of Prince Macaroni Co. Leading marketing and research specialists spoke at the parley.



for your brand name, you have a wide choice of colors and combinations of colors to attract your consumers to your products. The package should reflect your advertising and have remembrance value, but it should tell the customer *what* they are buying; it should be informative with recipes in order to increase the appetite appeal of your product through a wide variety of dishes. It should be price marked not only so that the housewife can easily determine the cost of the package, but so that the package can be readily checked out as she goes through the checkout stand at today's modern supermarket. Certainly, in the design of your package you should take the consumer into consideration by having it checked by your converter or carton manufacturer with a number of customers before you go to the expense of plates and completely change your design.

As a quick demonstration of what I have in mind, I have here an item which may seem completely unrelated to macaroni products. Sandwich bags are older than I am. They have been sold for many years by various means, and today they are in every supermarket in America as a part of their paper products program. Here in front of me, you will see examples of average bags that you see in supermarkets everywhere. There is nothing wrong with their quality—it's good—it's just

an ordinary waxed paper bag, glued and packaged.

We are in the sandwich bag business. We decided to put out a package that would help sell. We sent this package out in a mailing. Strictly as the result of this mailing, we sold 1,850,000 sandwich bags. Without any salesmen calling, without anything, we sold that many sandwich bags. Not only that, but they are moving off the shelves in the supermarkets at a rate never expected by the paper merchant. We attributed all this to the package design. This package tells you what it is, and the bright color attracts the housewife to this package.

This is a simple demonstration of what we are attempting to prove. When you look your package over, remember, "How does it look in this supermarket?"

New Director of General Mills Production Service

Thomas M. Crosby, 37, has been named director of production services for General Mills, Inc. His appointment was announced by James E. Skidmore, vice president and director of production.

Crosby will head a newly formed organization in the company's production department. In this new position, he will be responsible, among other things, for long-range planning of the food production facilities of the com-

pany.

Crosby joined General Mills as a trainee in 1939 and transferred to the company's grain department in 1941. During World War II, he served three years in the U. S. Marine Corps.

In 1945, he returned to General Mills as a grain buyer. Since 1949, he has served as operations control executive for the company's Minneapolis flour mill. He recently completed a three-month course in advanced management at the Graduate School of Business Administration, Harvard University.

Flood Reminiscences

The recent Mississippi flood was the most devastating in St. Paul's history. One of the companies affected was the Minnesota Macaroni Co. As E. J. Villaume revealed, "This is the first time in our 60 years that our basement windows were washed by 'Ol' Man Mississippi.' We appreciate his generosity, but wish he would stay in his own back yard in the future."

W. F. Villaume says that the most gratifying experience of the whole affair was the cooperation from customers, employees and suppliers. Their offers of help were immediate and consideration was wholehearted.

The brunt of the high water did not begin arriving until late Sunday evening. A crew was hastily called and the first truck was shipped at 11:30

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p.m. From then until 5:30 p.m., there was never a minute that a trailer was not being loaded at the dock. All packaged goods inventory was moved from the plant to terminal warehouse facilities. No case goods were seriously threatened by flood waters, but merchandise had to be available for immediate shipment. "Jenny Lee's shoes didn't even get wet," John Solheid remarked. During the height of the flood, the water was too deep for trucks but too shallow for barges. Even so, only two days' shipping delay were entailed.

Since they are both on the first floor, well out of range of the penetrating waters, the flood waters did not affect flour stock or production machinery. Should the waters have risen to a threatening height, special precautionary measures would have been used.

PRESIDENT'S MESSAGE

(Continued from Page 10)

are singing siren songs to our durum growers. It is up to us to sell them—the growers—on the future possibilities of the macaroni business so that they will continue to expand with us.

Our relations with the durum farmers have been increasingly better. Morrie Ryan and Bud Norris have done a fine job in cementing those relations. The durum farmer must be made more aware of the fact that his future and ours are intertwined forever. We must be more conscious of his problems and make him more conscious of ours. This means greater participation in the durum shows and encouraging farm leaders to attend our meetings and understand our problems.



De Francis-La Rosa Wedding

The St. Joseph Patron of Universal Church of Brooklyn, New York, June 7, 1952, was the scene of the marriage of two popular youngsters associated with the macaroni industry of Greater New York City.

At a nuptial mass celebrated by Rev. Ralph Testagrossa, Miss Rose Antonette De Francis of Brooklyn and Long Beach, N. Y., became the bride of Joseph Stephen La Rosa of Roslyn Pines, Long Island, New York.

The lovely bride is the daughter of Joseph and Mela De Francis, the former a well known macaroni machine builder. The groom is the son

of Mr. and Mrs. Stefano La Rosa, the former a leading macaroni manufacturer, both in Greater New York.

The bride, born in Brooklyn, attended the Saint Angela school of that borough, and is a graduate of Marymount College, Tarrytown, New York.

The groom attended the La Salle Military Academy, Niagara University, Niagara Falls, N. Y., and served with the U. S. Navy during World War II. He is assistant treasurer of V. La Rosa & Sons, Inc.

Following the wedding ceremony, a reception was held at the Colonades, Essex House, New York City, after which the young couple left for a wedding trip to Bermuda. They now reside in Roslyn Pines, Long Island.

Our relationship with the millers has always been good. The millers have been keenly interested in our problems and have now enrolled in our share-plan-to-aid-the-industry.

One of the things that marks a great advancement in our industry is the continued progress of the industry's public relations program. This is the greatest forward step the industry has ever taken and will continue to contribute much to safeguarding our growth and protecting us against lengthy drop-offs in business.

Full credit must be given to Jack Wolfe, under whose presidency the public relations program was conceived, and to Bud Norris, whose regime started and planned the initial program.

The publicity that the industry has been getting through the National Macaroni Institute has been truly fabulous. Millions of newspaper lines each year have been devoted to macaroni. In the magazine field, it is hard to pick up a national magazine today without finding one or more macaroni pictures and recipes. Radio and TV are contributing their full share toward popularizing that macaroni we love so much. No wonder our 1951 sales were up almost ten per cent!

Another interesting aspect of the publicity campaign has been the ever increasing use of macaroni recipes in the national advertising of menu-companion products. Truly, macaroni is one of our top foods and is pressing apple pie and steak for the number one position in the hearts of all Americans.

In Boston, macaroni has supplanted the bean as the number one food; thanks to publicity-wise Joe Pellegrino. All over the country, it is supplanting other famous local dishes in popularity.

Coming back to our publicity program, there have been so many outstanding things developed in the last several years by the Sills Organization that it is hard to name the one best. Macaroni Week is now a top national promotion. The Food Editors Conference made friends for the macaroni industry with the nation's top newspaper food editors. Our magnificent story in *Life* magazine early this year, and the countless other national magazine stories, make us realize what wonderful promotion our product is getting.

There are many other things Sills people can do and will do, but it takes money.

The industry must continue contributions to the public relations fund. The way to get more out is to put more in.

The suppliers have been generous in taking shares in our program. They have been farsighted and forward

looking and I think that the Industry owes them a vote of thanks for their generosity.

Now a word about the National Macaroni Manufacturers Association. Bob Green is handling a big job well. The affairs of the association are in good hands. Your central office, which is run by Bob, is extremely well managed.

Trade associations, as voluntary independent organizations of businessmen, are an important part of American industrial life. Only through your trade association can your industry progress. The Macaroni Association has made it possible for the smallest as well as the largest members of the industry to work together for their mutual good.

Our contacts in Washington are well established and our relationships with other industries, through their trade associations, have been enhanced by Bob Green's participation in the American Trade Association Executives, the Chicago Forum and their National Institute for Training Trade Association personnel.

Jim Winston is working effectively in a sphere which is ever widening. He has been actively engaged in enforcement and many other activities which are essential but do not always make the headlines.

You can judge M. J. Donna's work by the quality of his monthly publica-

tion. I believe THE MACARONI JOURNAL is getting better—and better—and better.

The United States Chamber of Commerce, in a policy declaration made April 20, 1952, said, "Continuing maintenance of close liaison and co-operation between government agencies and trade associations is essential to the development and effectuation of sound, practicable administrative policies and procedures. The Chamber strongly urges that the American businessmen continue to support and participate in the work of their respective trade and industrial organizations."

Touching on other industries for a moment, the restaurant and institutional fields are our next big frontiers. We have much work to do to increase macaroni servings in institutions and plants. We must educate these groups, not only to serve more macaroni, but to do a better job of serving our products. It is common knowledge that we often lose customers for home-cooked macaroni because their appetites for the product are ruined by badly prepared foods in plants, restaurants and other places serving large quantities.

We must make greater effort to help them serve better meals by developing better large-quantity recipes for macaroni products and sauces.

In closing, I want to pay a tribute to our gracious hosts, the Canadian

Macaroni Manufacturers.

The constructive and friendly relationship between Canada and the United States is an example to people throughout the world. We rejoice in the present monetary situation and we congratulate our Canadian neighbors on the soundness of their currency.

The problems of the manufacturers on both sides of the border are identical. We all want increased per capita consumption of our products.

We want to see a greater association established through organized effort by Canadian and American manufacturers and we'd like to see a great association and industry with the manufacturers of both countries combining their efforts toward a common objective.

I've enjoyed my two years in office as your president. I'm deeply grateful for the confidence you have shown in me.

To my successor, I turn over an industry that is becoming great and dominant—an association that is making tremendous strides—an institute that has done an outstanding job of educating the American public to an ever-increasing use of macaroni products.

With pride—and with humility—I turn over these things to the new regime. With pride and with the fervent hope that our efforts as an industry will never slacken.



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 A Publication to Advance the Macaroni Industry.

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1952 Durum Fair—Needs Rain

Farmers up here in the durum area are feeling a great deal better than they did the middle of May, reports B. E. Groom, chairman of the board of directors of the Greater North Dakota Association, in a letter from Grand Forks, June 5, after a visit to his farms near Langdon, N. D. "As all who are interested in durum well know, it stopped raining in the durum area about mid-October, 1951, after doing inestimable damage to last year's crop. Then we had very little snowfall and mighty little rain through the winter months . . . all of which adds up to below normal moisture for the 1952 crop. However, most of the durum land was seeded in good shape earlier than usual and it came along fast.

"But by the last week in May, the top soil began to get quite dry, and conditions looked rather serious. Then, over the Memorial Day week end, much of the durum area got from a half to an inch of needed rain, followed by scattered showers, greatly improving the growing conditions. A lot more rain is needed in June. The south half of the state is very dry.

"At Valley City, N. D., we had a meeting last week of the board of directors of the Greater North Dakota Association, at which another exhibit

was planned for the International Livestock, Grain and Hay Show in Chicago the last of November. For 24 years, GNDA has supervised exhibits of North Dakota agricultural crops, featuring durum, to show the dominant position of this important wheat crop. With our fine durum exhibits, we have won many championships and a very high percentage of top placings of tenth or better."

Federal Requirement on Egg Solids in Noodle Products

By James J. Winston,
 Director of Research

Recently, the Food and Drug Administration has become very active in taking action against companies whose noodle products are deficient in egg solids.

In the continuous operation of noodle manufacture, it is necessary for the production department to check carefully the flow of farinaceous material and egg ingredient. This will guarantee the required amount of egg into the mixer to produce the noodles with 5.5% egg solids.

Formulation of egg noodle products with 5.5% egg solids on a moisture-free basis is as follows:

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WANT TO BUY—Clermont Second-hand
 Folded Egg Noodle Machine. Give condition,
 price, etc., to Box #107, c/o Macaroni
 Journal, Braidwood, Ill. . . .

Yolks (45% solids)—11.1 lbs. per 100
 lbs. flour.
 Whole Eggs (25% solids)—20.0 lbs.
 per 100 lbs. flour.

It is also incumbent upon the manufacturer to have his products analyzed periodically to make certain that the products comply with the Standards both as to moisture and egg solids.

In the event that a manufacturer must attend a hearing relative to his noodles before the Food and Drug Administration, the reports of analysis should show that in general the product does comply and is in accordance with good practice for the industry.

The main bout—Right vs. Wrong.
 Every other fight is secondary.

Important Industry Dates

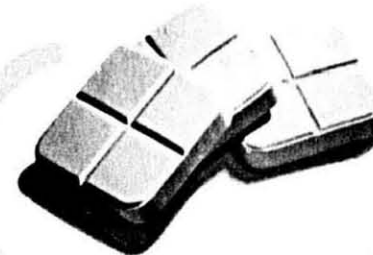
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