

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 9**

January, 1953

JANUARY, 1953

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

New Year Greetings . . .

Look Forward With Confidence To
Another Year Of Opportunity.

Help Make It A Better Year As
Most Business Leaders Predict It
Will Be.

Organ
of the National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXIV
NUMBER 9

PACKAGING FOR CONSUMER APPEAL

Every manufacturer of macaroni products who desires to establish and maintain a profitable business should obtain the best available packaging for his product.

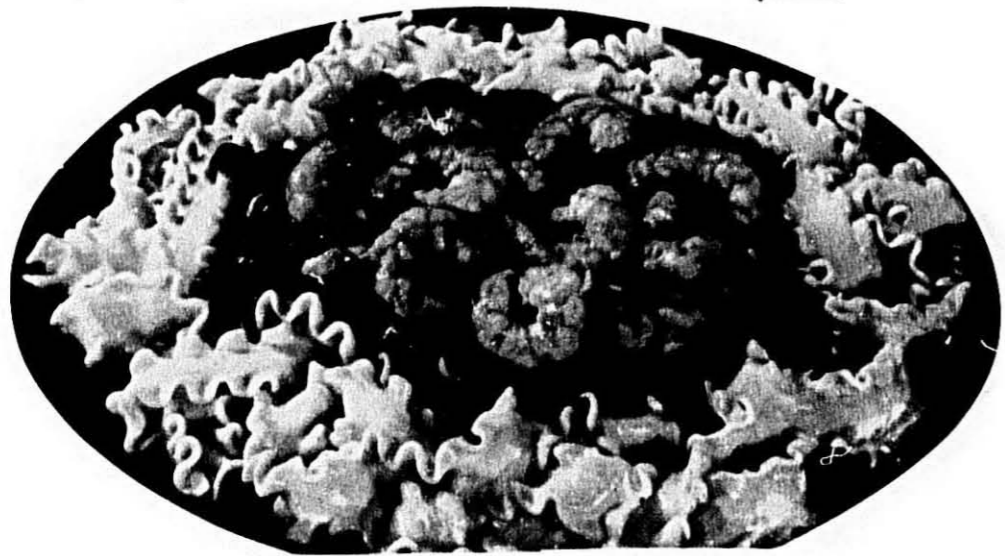
This fact becomes more apparent as the battle for brand leadership continues.

Because of its economy and high nutritive value, macaroni is gaining rapidly in consumer acceptance. New consumers are continuously swelling the market.

It is therefore necessary that your package be attractive, and have enough sales and appetite appeal to stand out above your competitors' product.

Rossotti designed cartons do just that! They are custom-planned to fit your own individual requirements. Maximum consumer appeal and brand identity of your package is achieved by a thorough study of marketing conditions and buying trends. Your product is analyzed in our ultra-modern kitchen for nutritional and recipe value. Then our creative designers, merchandising and advertising experts meet to create the one effective design to put the greatest saleability into your macaroni package.

There's a Rossotti representative near you who will gladly discuss your individual packaging program . . . just write or telephone the sales office nearest your headquarters.



Why not cut out this food pictorial and paste it on your present package? See the difference?

Rossotti packaging consultants and manufacturers since 1898.

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California
Sales Offices in Principal Cities

January, 1953

THE MACARONI JOURNAL

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1953

Again, for 1953, Amber's No. 1 Semolina will set industry standards for uniformity of color and quality. Amber's sources of top durums, and the skill of Amber's personnel guarantee delivery of semolina of uniform superiority.

If you take pride in the uniformity and quality of your macaroni products, resolve now to use Amber's No. 1 Semolina throughout 1953.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA

25x10

32x10

25x10

MALDARI'S INSUPERABLE MACARONI DIES

STAINLESS STEEL


Our
1903 Fiftieth 1953
Year

Faithful Service—The World Over

D. Maldari & Sons
America's Largest Die Makers
178-180 GRAND STREET
NEW YORK 13, N.Y.
U. S. A.

BRONZE ALLOYS

ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY — **COPPER**



The MACARONI JOURNAL

Food Price Prospects

GOVERNMENT policies, as they may be changed by the new administration, will naturally affect food prices, favorably or unfavorably, depending on which side of the market is on. According to students of economy, there will be no radical change in the early months of the new year.

Many factors will affect the trend. It is but natural for the new administration to try to keep its campaign promises to inaugurate a general downward trend by reducing taxes, repealing unsatisfactory laws and approving new legislation to bring this about, but there are many things that may retard, if not defeat, that objective.

The action of President Truman in the coal miners' case in which he overrode the Wage Stabilization Board, permitting a pay raise of \$1.90 instead of \$1.50 recommended by that body, may have an inflationary result, affecting future food prices, too, by starting a spiral of pay raises all along the line.

In addition to increased labor costs, there will be increases in transportation and other factors contributing to an upward climb in prices, in the opinion of the Joint Congressional Committee on Defense Production.

This committee feels that increases in food prices have largely been due to higher labor costs and transportation charges, both of which will be affected by the President's decision in the miners' case, plus other raises that will result.

The opinion of students of marketing costs is based on

a survey made by the U. S. Department of Agriculture which concludes that "labor is the most important single item in the cost of marketing farm products."

Macaroni manufacturers are now paying peak prices for semolina because of high premiums paid for quality durum wheat. The durum farmers feel that they deserve the high premiums because of the high cost of producing quality grain. Good durum seed is very expensive, greater care is needed in planting, cultivating and harvesting this type of wheat; machinery of every kind is costly to buy or replace; there are greater risks involved, weather and such.

The grain buyers and semolina millers must not only pay more for the better durums in a relatively small crop, but must also pay increased delivery costs. The high premiums on durum may be due to many factors. The 1952 durum crop is barely sufficient to meet the macaroni industry's needs in 1953. Fortunately, the relatively short crop is of high quality, assuring use of nearly all of it with little carryover next year.

There is no complaining about high prices by the macaroni manufacturers, who realize that in earning the high premiums, the specialists in durum growing are concentrating their skill on improving and increasing durum production.

This friendly thinking toward the rights of durum farmers by the macaroni industry, together with the 100 or more general rate increases in food prices during the past decade, points to no great lowering of food prices or the retail levels of macaroni food in 1953.

OFFICIAL PROGRAM

WINTER MEETING

National Macaroni Manufacturers Association
and the U. S. Macaroni-Noodle Industry

Flamingo Hotel, Miami Beach, Florida—January 19-22, 1953

Theme: "The Magic Keys to Better Business"

Monday, January 19

- 9:30 a.m. Board of Directors Meeting
4:00 p.m. Board and Millers Meeting

Tuesday, January 20

Session on Advertising and Selling

- 9:30 a.m. Greetings from President Tom Cunco
9:45 a.m. "The Magic Key," color film on advertising
10:15 a.m. "More Data on the Macaroni Market." An A. C. Nielsen report by John H. Beljemann
11:15 a.m. "Selling at Par"—there's hard selling ahead. Discussion leader will be Jack Wolfe. Other members of the panel will be Joe Pellegrino, Lloyd Skinner and Al Ravarino
12:00 m. Discussion Period
7:00 p.m. Rossotti Spaghetti Buffet

Wednesday, January 21

Session on Production and Packaging

- 9:30 a.m. "What Goes In the Package?"
A round-table on the outlook for supplies. Discussion leader will be Bud Norris, assisted by Harry Diamond of Gooch Food Products, Harry Bailey of General Mills, and Charles Willour of Armour & Co.
10:15 a.m. "20 Questions for the Experts" on presses, dies, drying, material handling. This will be a question-and-answer session from the audience to a panel of machinery

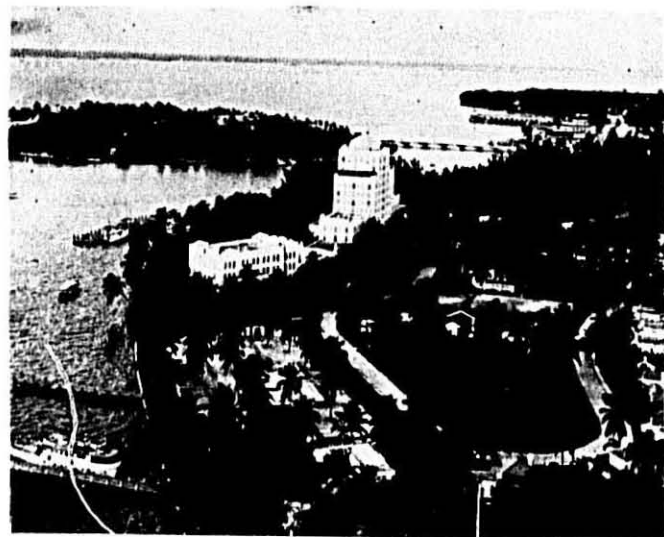
manufacturers with your Secretary acting as moderator

- 11:15 a.m. "Advertising and Point of Sale Value of Your Package"—Charles Rossotti
11:30 a.m. "Packaging Points from a Cellophane Converter"—Roy E. Hanson
11:45 a.m. "Probing into Profits," a consideration of what profits are, and where they are—C. Frederick Mueller, discussion leader
1:00 p.m. Association luncheon for convention registrants and their ladies. A special Sills recipe will be served
2:30 p.m. DeFrancisci Yachting party from the Hotel dock

Thursday, January 22

Session on Co-operative Competition

- 9:30 a.m. "Weight Reduction Through Diet," a National Dairy Council film
10:00 a.m. "Nutritional Research on Durum and Macaroni," a progress report of a survey being made by Dr. Franklin C. Bing, presented by Virgil C. Hathaway
10:45 a.m. "Publicity Plans and Projects"—Ted Sills
11:30 a.m. "Plans for Franco-American Spaghetti Sauce"—James P. Shenfield, Campbell Soup Company
11:45 a.m. "Co-operation's Dividends"—Bob Green
1:00 p.m. Franco-American Luncheon (tentative)
7:00 p.m. The Association Dinner Party



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

International Durum King

William R. Woods of Tioga, N. D., whose sample of 1952 durum wheat was declared the best in the exhibit at the International Livestock Grain and Hay Show in Chicago the first week in December, was crowned as the mythical International Durum Wheat King.

His winning sample was of the Stewart durum variety of a test weight of 64.2 pounds. It won for him a beautiful plaque given annually by the National Macaroni Manufacturers Association to encourage growing more and better durum, the preferred farinaceous ingredient for quality macaroni and spaghetti.

The 1952 International Durum King was not in attendance at the show to receive the honors won for him by his superior exhibit, so Bert E. Groom, durum grower and for 25 years manager of the grain exhibits of North Dakota at the International Shows, accepted the Macaroni Association's trophy in Woods' name when presented by Robert M. Green, the secretary-treasurer of the NMMA.

"King" Woods, who is 70 years old, is no newcomer at International grain shows in Chicago. His win last month made him a three-time winner, which makes him ineligible for competition for the next three years. He did not exhibit his wheat at the North Dakota State Durum Show at Langdon, N. D., November 13-14, 1952.

Incidentally, North Dakota durum growers won all 15 of the premiums at the International. Canadian durum, which usually ranks high and which has won championship honors in the past, was unplaced this year. In recognition of the clean sweep by the North Dakotan durum growers, and in the spirit of promoting more friendly relations with them, THE MACARONI JOURNAL entertained the North Dakota contingent at a special spaghetti dinner at The Lido restaurant in Chicago the evening of December 3. In the party were Bert E. Groom of the Greater North Dakota Association of Grand Forks, for a quarter of a century manager of grain exhibits of North Dakota at the International Shows; William Sebens, field representative of the same association, chief assistant to Mr. Groom and winner, with his brother, of the first loving cup, 1922-23, presented to the first "King" by M. J. Donna, now secretary emeritus of the Macaroni Association, who as JOURNAL editor, arranged the complimentary dinner, and Robert M. Green, secretary-treasurer



B. E. Groom, left, accepts NMMA plaque for Durum King William R. Woods at the International Livestock, Grain and Hay Show in Chicago last month. Making the presentation is Robert M. Green, secretary-treasurer of the NMMA.

and managing director of the National Macaroni Institute.

Winners	City	Test Weight	Variety
1—William R. Woods	Tioga	64.2	Stewart
2—Carl Monson	Osnabrook	65.2	Mindum
3—William C. Kennedy	Park River	64.1	Stewart
4—Roy Rutledge	Langdon	64.2	Mindum
5—Ernest F. Fox	Michigan	64.2	Stewart
6—Andrew Bobbie	Cavaler	65.4	Stewart
7—Dale Sturlingson	Langdon	64.7	Stewart
8—Dan Power	Langdon	64.6	Mindum
9—Milton Pearson	Easby	62.3	Mindum
10—Clark Seed Farms	Rolla	64.3	Mindum
11—Virgil F. Ferry	Lakota	64.2	Mindum
12—T. S. Iverson	Hampden	63.2	Mindum
13—Pius Richter	Harvey	66.0	Mindum
14—Laurence Knoke	Derrick	64.0	Mindum
15—Lester A. Stevens	Dresden	64.6	Mindum

Important Trade-Mark Regulation

All persons and companies and those who converted their 1905 registrations to the new law after July 5, 1947, must file an affidavit with the Commissioner of Patents at the end of five years, stating the registered mark is in use, or is temporarily discontinued, explaining why. This is the reason for such requirement.

The new trademark law became effective July 5, 1947, and it contains a section making it compulsory for a registrant to file an affidavit in the Patent Office at the end of five years, and within the sixth year, setting forth that he is using the mark. If this is not done, and there is no excuse, at the end of the sixth year the commissioner shall cancel the registration. Contact your own attorney, or if you do not have one, the MACARONI

The winners of the premiums at the International last month are:

JOURNAL editor will advise you what to do. Such affidavit is only required to be filed once.

The first five-year affidavits will be due in 1953, and not before.

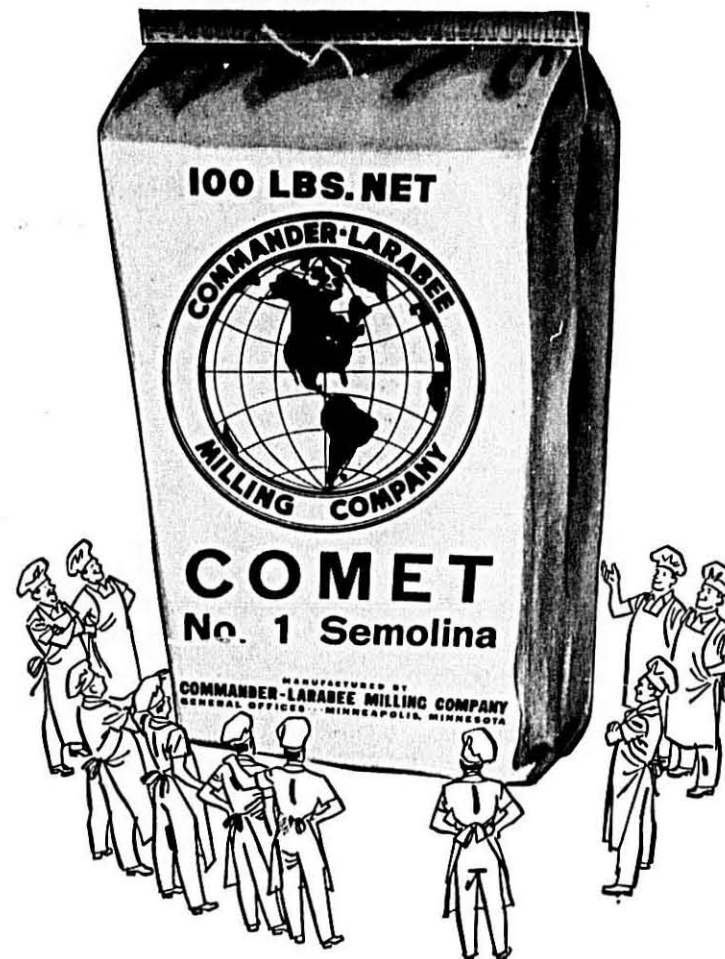
If an application was on file under the 1905 Act on July 5, 1947, and was converted to the new law and republished in the *Official Gazette*, the five-year period runs from the date of the re-publication.

Skinner Enriches

Skinner's macaroni, spaghetti, and pure egg noodles are now enriched.

A series of two 168-line display ads and two smaller editorial-type ads in 70 newspapers were used by the company to inform consumers of the value of added vitamins and iron.

Enrichment of Skinner's macaroni will be featured on eight television stations during the month of January.



Comet No. 1 Semolina—one of the largest selling brands of Semolina in America.

Count on Comet No. 1, day after day and season after season,

to measure right up to YOUR QUALITY STANDARDS.

Put Comet No. 1 on your NEXT Semolina order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Sales and Consumption Figures on

Macaroni Products Production

By The National Macaroni Institute

MACARONI PRODUCTS, which have steadily increased in production and consumption since 1947, appear on the brink of another peak year for 1952, according to a year-end statement by Robert M. Green of the National Macaroni Institute.

Both production and dollar sales are slanted upward.

Data are not complete for 1952, but based on figures through November, the total production in 1952 of spaghetti, macaroni and egg noodles should approximate 1,061,882,965 pounds.

That would compare with 1,046,236,181 pounds during 1951, or an increase estimated at 15,700,000 pounds.

Total domestic consumption of macaroni products in 1951 in dollar sales amounted to \$219,450,000. Allowing for an increased production in 1952, and a slight increase in price, the value for 1952 output can be estimated at about \$223,000,000.

Domestic consumption in 1947 had a total value of \$170,376,000. The value of total consumption in 1948 had climbed to \$187,936,000; to \$188,118,000 in 1949; and to \$202,666,000 in 1950.

Over-the-Counter Sales

Of the total spaghetti sales, about 75 per cent were individual purchases over the grocery counters. The remainder is accounted for by sales to institutions, the U. S. Army and to exports. Over-the-counter grocery sales accounted for 64 per cent of the macaroni products sold, and about 63 per cent of the egg noodles.

Macaroni products are among those with high sales volume, yet they still afford grocers more than average margin of profit.

A survey made by a leading grocery journal indicates that the minimum margin of profit on all products should average between 16 and 19 per cent. Macaroni products are listed in the 20 to 25 per cent bracket, with mark-ups permitted under ceiling price regulations in 1 and 2 Class stores and large chain stores of from 26 to 30 per cent.

The continued increase in the production of macaroni products came in the face of discouraging production of durum wheat, on which the industry depends. The year 1952 has shown the smallest durum wheat crop in the last 15 years, and there is the smallest carry-over in the last five years.

Adverse Weather

For three years the durum farmers, mostly in North Dakota and in some parts of Minnesota and South Dakota, where 90 per cent of the durum crop is grown, have been faced with successive natural setbacks. In 1950, it was a new variety of rust attacking the grain, the cause and prevention of which is not yet known. In 1951, rains at harvest time injured a large percentage of the crop. And in 1952, drought at the beginning of the planting season resulted in a late start that

brought the year's yield down to the lowest yet.

However, according to agricultural authorities, the prospects are for a good crop in 1953, if there is no unusual weather situation. Meanwhile, the macaroni industry is co-operating with state agents and experts of the North Dakota Agriculture College and the University of North Dakota to determine some method of increasing durum acreage, as well as persuading farmers not to abandon present durum acreage.

Selling a Promotion Package

By Robert M. Green, Secretary National Macaroni Mfgs. Assn. For Publication American Trade Association Executives' Journal Case History No. 58

Background

The National Macaroni Manufacturers Association had issued publicity releases with recipes and food photographs from time to time. This special activity had been supported by voluntary contributions from a handful of members.

The Problem

How to get full industry support for and industry product promotion program.

The Treatment

A visual presentation, "Needed: A Program," was presented to the board of directors.

Clippings and displays showed "What Others Are Doing."

Proposal Was Shown as a Series of Steps

1. Appointment of a promotion committee;
2. Establishment of a promotion department, responsible for
 - a. raising funds;
 - b. administering funds;
 - c. serving as liaison between the Committee and a public relations firm, who would make the releases;
 - d. keeping the program sold to members.
3. Appointment of a Public Relations Counsel;

4. Preparation of material and its release;
5. Periodic checking of results and planning for future.

The board accepted the idea with the proviso that the promotion department would be established if 70 per cent of the association's membership production could be sold on contributing 1 cent for each hundredweight sack of flour converted into macaroni or noodle products.

It was decided that the only way the program could be sold was by personal calls, so a man was hired who had made the presentation to the directors (your writer) and each macaroni manufacturer in the United States was visited.

The visual presentation was enlarged a bit to illustrate with clippings and exhibits exactly what was contemplated in "public relations" and "product promotion," showing the mechanics of preparing mats and photos and illustrating how they were used by mass media.

Results

The membership was sold on the program and the goal of 70 per cent achieved.

The promotion committee invited six outstanding public relations firms to meet with them and present what could be done on budget levels of \$25,000, \$50,000, \$75,000 and \$100,000.

On the basis of these presentations, the committee made its recommendations to the membership at the winter meeting. A public relations firm was retained and the program launched.

Macaroni sales are on the upgrade, and the industry's product promotion program gets some credit.

King Midas

SEMOLINA

KING MIDAS FLOUR MILLS

MINNEAPOLIS  MINNESOTA

1953

January							February							March						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
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Year-End Statement.....

by Paul S. Willis
President, Grocery
Migrs. of America

1952 in Review

THE American people can look back on 1952 as a good year. For as their basic human requirement, they are concerned.

Per capita food consumption in the United States during the year was 12 per cent above the prewar average for 1935-39, indicating a steady rise in nutritional standards. Farm crops in the 1952 harvest reached near-record proportions. Processed food production continued high. Retail grocery sales volume soared to a new peak—and retail food prices for consumers remained fairly stable, with a downward tendency towards the year's end.

The only disturbing element in the food year was the fact that the rate of profit for food manufacturers and distributors alike continued to shrink to new lows under the impact of rising operating costs resulting mainly from higher wages, transportation rates and taxes.

Food Supplies

There was an adequate total overall supply of food during the year; and with the 1952 harvest ranking as the second largest in the nation's history the same abundance should hold true for the year ahead.

Indications are that the total output of crops will be only about 2½ per cent below the record high for 1948. There is an abundance of the major grain crops. Estimates put total production of all grain—feed and food—at about 162 million tons for 1952, which would be second only to the 177 million tons produced in 1948. This should contribute towards an abundant meat supply for 1953. For 1952, meantime, there was about 140 pounds of meat available per person as compared to 138 pounds in 1951.

In Europe also there is an improved total supply of food; and India, the historical trouble spot abroad, apparently is in better condition food-wise for its government has cancelled controls over distribution of food grains.

Food Prices

During 1952 food prices remained fairly stable, with many processed items selling below 1951 figures as the year drew to a close—with the exception, of course, of fresh fruits and vegetables, perishable items for which prices always vary in accordance with day to day supplies.

The retail food price index of the Bureau of Labor Statistics turned

downward after a slight rise in July and August due to an increase in fresh fruits and vegetable prices. But for some time now leading distributors have been advertising hundreds of food items at prices below last year's and below Office of Price Stabilization ceilings as well.

Prices for so basic a commodity as food always have been a fertile field for propaganda by pressure groups. But public understanding of the many factors which influence food prices must be based not on propaganda but on full understanding of the services provided by the farmers, the food processors and the distributors to make nutritious food available in abundance and variety.

To develop basic economic data on prices, the President of the United States late in 1952 instructed the Federal Trade Commission to undertake a study to determine where the consumer's dollar goes. Grocery manufacturers certainly are in favor of supplying the food facts to the American people so they will have a clear understanding of the essential services which account for the spread between farm and consumer prices.

In fact, since 1948 Grocery Manufacturers of America, Inc., and a leading farm organization, the National Grange, have been cooperating in such basic economic studies for a number of specific food items—bread, milk, baby foods and quick frozen peas—and the results are being widely disseminated in the interest of full public understanding of the overall food picture. Joint study of the price spread for evaporated milk is now in progress.

Volume of Sales and National Consumption

The total retail value of food consumption in the United States rose from \$15.8 billion in 1939 to \$60.7 billion in 1951 and is expected to reach \$64 billion for 1952. This includes food sold through all channels of distribution but excludes alcoholic beverages and non-food grocery items.

The breakdown for 1952 indicates that 73 per cent will go for food for home consumption; 23 per cent for food consumed through restaurants, hotels and institutions, including the military; 4 per cent for food produced and consumed on farms.

For example, a comparison of food consumption and expenditure per capita in relation to income shows that the

same grocery basket which took 23 per cent of the consumer's income after taxes in prewar 1935-39 can be purchased today for 19 per cent of his income after taxes.

However, as part of a higher standard of living the American people not only are demanding a higher standard of food, they are consuming more. This is reflected in the fact that as a nation we are currently spending about 27 per cent of income after taxes for food as compared to 23 per cent after taxes in 1935-39.

Taking into account the rise in quality as well as quantity, the United States Department of Agriculture puts 1952 per capita food consumption 12 per cent above the average for 1935-39.

Earnings

While retail sales volume increased in 1952, the rate of profits for both food manufacturers and distributors continued to shrink. Combined net profits of grocery manufacturers and chain retailers amount to less than 3½ cents of the consumer's food dollar.

For 89 grocery manufacturers whose products are a representative cross section of the grocery basket the rate of profit has declined from 4.4 cents per dollar of sales in 1939 to 2.4 cents last year and an estimated 2.2 cents for 1952.

For a sample of 18 food chains the rate of profit has declined from 1.8 cents per dollar of sales in 1939 to

(Continued on Page 34)



Paul S. Willis

The Sample Case as a Sales Tool for Food Products

by Fuller Ross

How Atlantis Sales Corporation uses cases

SEVERAL generations of American food salesmen have found the sample case a real selling tool, and many of the largest food sales organizations in the country have long made the sample case an integral factor in their sales techniques.

On the other hand, hundreds of sales organizations in nearly as many lines of business have adopted the use of the sample case in more recent years, in many (if not most) cases designing them to meet the needs and improve the presentation of the line or product being sold, as well as the sales tactics and strategy of the company.

Yet there are many food marketing concerns with lines well adapted to sample case strategy who have not yet introduced it in their selling, though they are constantly reaching out for sales ideas and sales tools. It seems possible that many such sales organizations defer or bar the sample case on the basis of cost. The fact is that most of the large organizations have found that an outlay of as little as 25 cents a week per salesman brings a specially adapted sample case into play, while many other schemes and gadgets having little or no tried and proved value, cost more.

Perhaps one of the most outstanding users of the sample case in the food product field is the Atlantis Sales Corp., marketing nationwide a variety of products and with a notable record for results.

In this connection, Charles R. Young of the Atlantis Corporation's sales department had this to say:

"We have used sample cases of one kind or another for many years, the present model having been designed a little over four years ago and slightly modified on several occasions since. With a line as diverse as ours (it includes Silvo and Brasso metal polishes, the Good Luck line of pie filling, pie crust, and complete pies and a complete line of pet supplies as well as the mustard, spices and Worcestershire sauce which make up our seasoning line) it's practically impossible for a salesman, no matter how experienced, to remember the

complete line on each call, much less present a sales story on each item. So a sample case is almost essential to our principal sales aim—full-line selling at every call.

"The real measure of the sales aid's worth is simply whether or not the salesmen carry our sample case most of the time, which speaks for itself as to its practicality, simplicity and value. Our case is light, compact, plain enough to provide a good setting for the merchandise, completely foolproof so there is never any fumbling or searching for the right package or merchandising material, and it's rugged enough to maintain its good looks after many months of daily use.

"I think we might well say that sample cases are time savers in that they are an aid to organized presentations. Fresh, appetizing samples will obviously perform part of the work in making each sale. To quote from our sales manual, 'in any sales story, your first objective is always to gain the buyer's undivided attention and interest. Your sample case can accomplish this job for you, smoothly and easily.'"

In adopting the sample case, the head of the food products sales organization will do well to bear these factors in mind:

- Is the product such as will benefit by sample case presentation and lend itself to sample case sales techniques?
- Will the salesman accept the sample case as a valuable food selling sales tool and use it?
- What type of case will be selected—a good stock case, or a case designed and built to meet the particular needs of the merchandise and the sales techniques which prevail?
- Will adoption of the sample case increase sales with proper and persistent use?
- What will be the cost of the cases?

All in all, today's salesmen, it is said, are 95 per cent sold on use of the case, the small minority who are against it consisting mainly of indi-

viduals with prejudices, whose un-receptiveness to different methods are set.

Some extraordinary results have been reported in such commodity lines as foods where sample cases have been supplied the salesmen, one reason being that a good case helps to organize and keep an established and tried sales procedure under control.

Probably no one man in the United States has had more to do with sample case design, sample case utility and sample case experiences of leading sales organizations over the years than A. W. Winship, of the Winship Company Inc., a leading luggage and sample case designer and manufacturer. To this writer, Mr. Winship said:

"The sample case is not experimental, it has had a long, honorable and productive career where the lines of goods is suited to its use and where the salesman is thoroughly schooled in its proper techniques. A good sample case increases sales and business, and that is the first reason why it is a good investment."

A good case gives the food product a better and more interesting (not to say orderly) display before the prospect, a good case permits the food salesman to save his time and increase his sales by being able to pack and unpack faster and thus make possible more calls. Then, too, neat presentation of goods not only attract but also hold the prospect's attention.

Mr. Winship continued: "Good case display conveys to the prospect the idea that the manufacturer is proud enough of his product to show it properly."

It has been found that one of the greatest advantages of the new sample case technique is the effect it has on the morale of the salesman. It gives him confidence and keeps confusion out of his contact. Then, too, the proper case for the food product gives the salesman more time to spend selling, because it eliminates clumsy packing and unpacking, digging and groping for samples and exhibits.

(Suggested reading on this topic: *The New Selling Approach*, N. E.

Stephenson, publisher, 319 Oriskany Street, Utica, N. Y.)

One of the strongest appeals is the ability of the properly selected or designed case to show more merchandise and show it better in less space when in the prospect's presence.

This is especially so where the salesman is calling on the retailer in his food store or the distributor in his office. Here, competent exhibition of samples and exhibits becomes of primary importance and this means the line must be organized properly—in advance—for showing.

Another thing is this: a good sample case will make it more certain that the seller reveals and pushes the whole food line. That is because it is possible to so design a case to that end.

Many food marketing firms have found by experience that the salesman without a proper sample case tends to push only a few of the company's items and lines, while the balance is apt to be neglected. Once the prospect sees the entire line displayed in an orderly way, sales naturally increase.

Mr. Winship pointed out that good and effective sample cases can now be designed to fit any reasonable budget. Then, too, improved materials and workmanship make them sturdier and long-lasting. The period before replacement grows longer year by year.

Another factor, and one that is of first importance in contact selling, is the fact that modern cases offer the advantages of color combinations to harmonize or to stress colorings in a line of special foods.

It is also true that, with a new compactness and adaptability to the line in mind, the load the salesman must carry about with him is lightened and the cost of its transport reduced, because a careful study of almost any

sample line enables the expert to work out amazingly compact arrangements.

With the advent of the automobile, the general use of sample trunks ceased, and salesmen traveling by automobile began their demand for more effective hand sample cases. Proper design of effective sample cases requires artistic engineering, know-how, and the ability to transpose the sample carrying problems in every conceivable line of food merchandise into effective cases for efficient selling.

With their background of experience in the design of cases, the designers are called on to work with sales and engineering departments, assisting in solving a particular concern's particular problems. The modern case factory has every necessary facility for manufacturing of all types of carrying cases, including a modern box factory in which are made the lightweight wooden boxes which serve as the shell for most sample cases. There are also fibre case departments for manufacturing both vulcanized and soft fibre cases.

Good sample cases today are styled in keeping with the finest designs in top quality personal luggage, because the trend is definitely away from the old drab black sample case, and to a lighter, smarter appearing sales tool that is a real credit to the concern whose merchandise is so carried.

The sample case is a sales tool, the same as the sales talk the salesman makes. In a good size food company, a standard procedure can be set up coupling the use of the sample case to the pitch, and can be taught as a standard sales procedure to the entire sales force.

A good sample case should be used with reasonable care. Generally speaking, it is a piece of fine luggage, and should be treated as such. It certainly

should be kept clean and neat outside, and in. Good quality plastic coverings can be washed with soap and water, and good artificial leather linings can be washed out with a damp cloth to keep them clean and attractive.

If a concern is going to ship its cases by express occasionally, it should notify the case manufacturer to that effect, so that sufficient strength can be built into the case to withstand this kind of treatment.

With the ultimate coming of a buyer's market, experienced food sales managers realize that every tool which will aid the salesman make more sales must be enlisted in the struggle against competition. That is why so many large food sales organizations now are introducing the sample case into their contact routine.

1952 Canadian Durum

By S. M. Thorfinnson.

Field Service Department, Farmers' Union Grain Terminal Association

All Canadian durum acreage was down substantially in 1952. During my recent trip to our neighboring country to the north, I met with members of the United Grain Growers, of the Manitoba Wheat Pool, Canadian Wheat Board and the Rust Laboratory of the University of Manitoba. All agree.

The 1952 yield in Saskatchewan was high, somewhat offsetting the average reduction. On the whole, the 1952 Canadian durum crop grades low—about 90% is No. 3 and 4. Manitoba's crop was small and the quality poor.

Saskatchewan's planted acreage was 280,000 as compared with 379,000 acres in 1951. Alberta's acreage was small, too, and almost wholly Pelissier and Golden Ball types, neither of which is suitable for semolina, though all right for puffing.

For comparison's sake—the 1950 production was placed at 14,539,772 bushels suitable for human use; the 1951 production was 10 to 11 million bushels. 1952 official figures are uncertain, but the general opinion is that the total will be much lower than for the previous year. The president of the Manitoba Wheat Pool placed it at around 5,000,000 bushels; others rated it a little higher.

All who were interviewed were of the belief that there is not enough durum this year for the domestic processors, after export commitments are filled. Canadian macaroni manufacturers will likely get neither quality nor quantity. One thing is certain: there will be no Canadian durum available this crop year for export. The 1953 prospects are for an even greater decline in planting.



An Atlantis sales case at work.

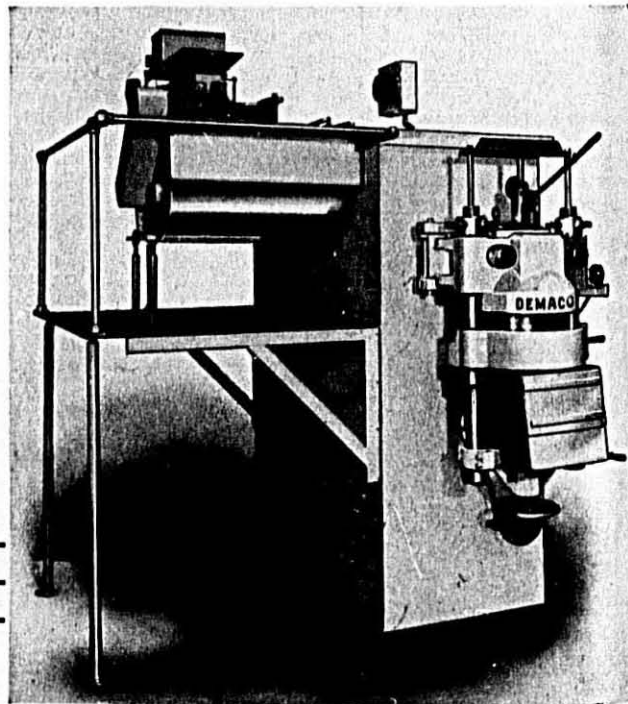
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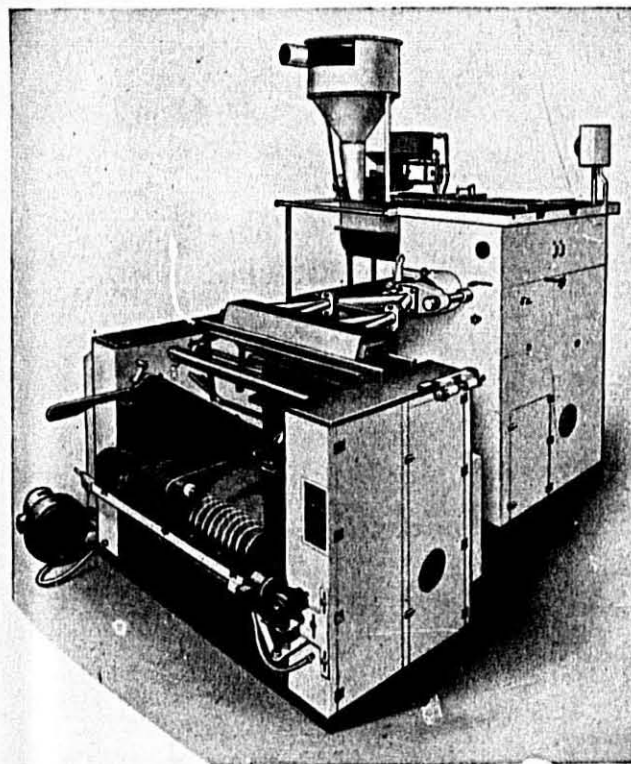
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THE SPREADER THAT CAN
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Excerpts from an address to the U. S. Chamber of Commerce by Harry A. Bullis, chairman of General Mills, Inc.

THE ECONOMIC OUTLOOK

THE voters have just put General Eisenhower in the political saddle. As a result and after a long wait, businessmen can look forward to a more favorable climate for the risk system of profit and loss. But the voters did not say, "We believe you fellows have all the answers." No, their attitude was simply—"Now let's see what you fellows can do about the things that worry us. We'll give you four years to improve the economic and international situation. Fail, and we will drag you out of this saddle and you can go back to walking for the rest of your lives."

Let's not sell ourselves down the river by getting too self-interested. We are not the main economic factors of the country. Our factories, our laboratories, our companies, et cetera—vital as they are to national economic strength—are not the deciding factors. The all-powerful source of strength to any administration is not these things, or us. The American workingman and the workingman's family and the white collar worker and his family constitute the dynamic economic units of this country. These people have given the General a vote of confidence. They like him personally. They respect him. But he has to face the downbeat music of their mass economic doubt. They want to know what about their jobs, their homes, their savings accounts and their sons of draft age. To check these doubts, the next President must have in his Council of Economic Advisers eminent economists and in other key positions industrial leaders who are acutely sensitive to the things that trouble millions of voters—namely, insecurity, mass unemployment, instability of the business cycle, and failure to contain Communist aggression. These millions of workingmen and their families and white collar workers and their families suspect that the situation is ripening for a recession during the next year or two; but I believe, and obviously they believe too, that if Ike surrounds himself with men thoroughly conversant with the best economic know-how on technical procedure, men who have the daring to sustain a high level of employment and enough foresight to mitigate drastic economic fluctuations, their fears will be proved unfounded.

Know-how, foresight, daring—those three words spell American destiny. Certainly American business has proved to the country that it knows the mean-

ing of those pulsating words.

Now what should be the total economic program of big business?

I think there are three desirable steps in that program.

Must Stop Inflation

First, Business and Administration should pledge, unequivocally, without qualification, to stop inflation, now that we know how to do it. We know that very serious inflation resulted from the loose fiscal policies of the Roosevelt-Truman administrations, but there has been no inflation recently, and we know the methods used to stop it. General Eisenhower's Republican administration should pledge this without reservation, and the National Chamber should pledge its full support of the necessary measures to see that inflation and the cheapening of the dollar are ended once and for all. This has always been the policy of both the Republican Party and the National Chamber.

Should Lower Taxes

The next step should be the lowering of taxes, slowly, carefully, prudently, so as to make certain that employment and total business activity are kept at those high levels which will assure high productive employment—without inflation—for all who wish to work.

Only by this method can the budget be balanced. It will expand the tax base more than enough to offset cuts in tax rates. Expanding the tax base is equivalent to the maintenance of high productive employment for all.

In contrast, trying to keep the budget balanced in the face of a slight recession will only make the recession worse. We saw that in 1937 when we almost had a balanced budget, yet we had over eight million American unemployed and our productive plant was operating at only 67 per cent of its capacity.

Keep Credit Sound

The final step in this three-part program is to keep credit policies sound and to offer a rate of interest which is compatible with that reasonable control of credit which will assure that we will not have further inflation. This possibly slightly higher rate of interest will attract the funds of savers and saving institutions into government bonds. In that way, we can soundly finance any needs of the Federal Government in the period when defense expenditures are declining and we are endeavoring to

build up the national income and total productivity to keep employment high.

These are the three policies that I think we should seek.

They meet the public's wishes that we stop inflation and have full employment. By adequate tight credit policies we enforce "No inflation" as our rule, although we make higher interest rates necessary. By tax reduction, we make certain that we keep total economic activity high, so that we can sustain full employment.

Here is a program on which I believe General Eisenhower's administration and business can agree.

Merck Reduces Prices

Effective December 15, 1952, Merck and Company, Inc., manufacturer and distributor of macaroni products enrichment ingredients, announced reduction in price on Thiamine Hydrochloride, U.S.P., Thiamine Mononitrate, U.S.P., and Riboflavin, U.S.P.

Now prices now are \$135 per kilo for Thiamine and \$100 per kilo for Riboflavin. Vitamin mixtures also reduced accordingly. Orders invoiced up to and including 30 days prior to the date of the announcement will be filled at the new price base.

Heavy Snows Brighten 1953 Durum Prospects

Many spots in Minnesota and some spots in the Dakotas report heavy snows that brighten considerably the wheat prospects for the coming year. The snowfall to date has not covered some of the important durum areas that had not received moisture since August. As a result, the subsoil conditions were said to be the worst in nearly a century.

In the sections where heavy snow fell the latter part of November and early in December, and where warmer weather afterwards caused it to melt and seep into the ground, it was considered a godsend as it prepared the soil conditions for next spring's planting.

The principal durum wheat area is still in need of more moisture, whether in the form of snow or rain. Many farmers have had to delay or entirely put off their fall plowing because of the dusty condition or the hardness of the soil.

Perfect—
from your
presses—
every time



You're Sure because General Mills Makes Sure at the Mill—

WITH PRE-TESTING!

Your macaroni products come from the press as you want them . . . full strength, proper color and made to dry and cook properly . . . when you use General Mills Durum Products.

How do we know? By *pressing* samples of all General Mills Durum Products. Every shipment that reaches you has been *proved* in the press.

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



Employees Owe Us These Things

by Ernest W. Fair

THE rights of employees due from management are set forth in the law of the land today and amended in many, many industries by union contracts. There are few laws indeed, and almost no union contract provisions, which extoll the rights of employers in what their employees owe them.

Every employer has his own standards in what he expects from his employees, not only in the food manufacturing industry but also in every other industry. The conditions of loyalty and co-operation to which he is entitled cannot be secured by government control to union contract. They must come from a well worked out employer-employee relationship.

Such a program comes from understanding of what one has an inherent right to expect from one's employees, and acceptance of this program by the employees themselves. It must, therefore, be a good program in itself.

Here are the basic factors of a number of such employee programs that are working out satisfactorily today. They establish standards in hiring employees, for unless an individual possesses a sufficient sense of loyalty to his job and the firm for which he works to embrace these basic principles, he can seldom make a good employee.

Many firms use them as a check list in hiring new employees or as a step toward keeping undesirables off the payroll. They should be part of the unspoken and unwritten working agreement between every food manufacturing plant executive and his employees. Their wholehearted acceptance by one's staff will cut down employee strife and boost production in every instance.

Productivity. The success of any business rests on the productivity of its people, for no business can pay the salaries and wages of its employees unless those employees produce and bring the dollars into that business.

Every employee education program should emphasize as often as possible that the pay check of the individual depends entirely on that individual's productivity on his job. It's something the employee not only owes his employer, but to himself as well.

Employees should be shown how to do their jobs properly. We, as employers, know that employees very definitely owe us productivity to the best of their ability, but we also must make certain each employee understands this.

Goodwill Building. Every employee is, in a sense, a representative of the company for which he works. His attitude towards his employer, displayed after work hours, should embrace goodwill building out of sheer loyalty.

Loyalty to the firm and a constant desire to build goodwill for that firm is something every employee owes his employer; that also should be understood by the staff through bulletin board signs, slips in payroll envelopes and by other means.

Taking Care of Equipment. The plant and its equipment are partners with each employee in earning the pay check that the employee receives. Through plant education, by subtle means, one's staff should have this point emphasized: that the employee owes it to the employer to take care of every piece of machinery or equipment that is used on the job in the plant.

Maintenance costs can be reduced in any plant where employees are made and kept aware of the importance of their attention to this factor. It is something employees owe us, and something we should never cease telling them helps stabilize their own jobs.

Co-operation. Strife in any organization means an inefficient organization where no one can do his best. It is generally agreed that employees' co-operation with one another on the job is a goal to be sought.

This co-operation extends not only to getting along with one's fellow employees, but also in conforming to the rules and regulations laid down by the firm. It's something we have a definite right to expect of all of our employees.

Loyalty. A disloyal employee can lose more business for any firm than shoddy goods. The loyalty of every employee to the employing company and its products is a must in promoting the welfare of both management and labor. It's one of the prime rights an employer has from his employees.

There should never be a place in any organization for a disloyal employee, no matter how skilled that person may be. Continuing plant education will help to bring this home to one's employees, for it is not something that can be taken for granted.

Every one of our employees owes us his undivided loyalty. . . he generally has to be shown only the specific

application of the idea. The individual who cannot conform to this debt point has no justified place on any company payroll.

Honesty. Every employer has a right to expect the maximum of honesty from the people in his plant. Honest treatment of one's work, of the job one has to do, a full day's work and, above all, honesty to one's self and one's job. This is another point that should be continuously emphasized on plant bulletin boards.

Ambition. Too many employees have the idea that no employer cares particularly whether or not they as individuals get ahead in the organization, as long as they do their work right. Employees should never be allowed to harbor such ideas, for they owe a degree of ambition to their employer so that he can advance them through the merits of their contribution to the organization as a whole.

We have a right to expect this of our employees when we encourage this ambition through promotions from within the organization whenever possible rather than from the outside, and through a management plan to help ambitious employees advance themselves. When such incentives are supplied, an employer definitely has a right to expect ambition of his staff.

Compliance With Rules. Rules of employment governing hours, sick leaves, vacations, and such matters, should not only be explained at the beginning of each individual's employment, but also from time to time throughout the year. Where possible, such rules should be worked out with employees or an employee committee where a union arrangement does not exist.

The employee should be made to understand that taking unauthorized sick leave to go hunting is an act of disloyalty to the team surrounding him. He should be made to clearly understand that he definitely owes his employer strict compliance with the rules of employment. If he cannot comply to them, he does not belong on the staff.

There are many other such factors governing the relationship between employee and employer, but the foregoing points can be assumed by every employer as covering definite debts by his employees to the organization and to himself. These are the things every employee owes his employer.

Continuous plant education should

sell this idea to the staff. Every medium, from notes with pay checks to bulletin boards, staff meetings or company house organs, should be employed toward this end.

By all rights involved, employees do owe these things to their employers—but they must be made to understand this condition and be constantly reminded of it from time to time. The routine of one's employment and temporary unpleasant situations can sometimes detour the best of us from what we recognize to be the proper allegiance we owe to others. We need only occasional reminders to keep aware of these things.

When one takes for granted that employment automatically entails such allegiance, we are asking a lot more than we can realize, for none of us are perfect—all the way from the chief management desk in the plant to the night watchman.

Yes, our employees owe us these things, but we owe them our co-operation in keeping their awareness at a peak where these things will be as important to the employee as they are to us.

Joint Durum Wheat Study

By Robert M. Green
Secretary-Treasurer, NMDA

A meeting on the durum situation was held at Fargo, N. D., December 16, by some 20 representatives of the North Dakota Agricultural College, the University of North Dakota, crop improvement associations, extension service, mills and elevators, and the macaroni industry. It was pointed out that the supply of durum wheat has been decreasing in the face of an increased demand for macaroni and noodle products. The economists, agronomists, and county agents all made contributions in the discussion on the factors contributing to the present situation and came up with these facts:

1. Durum has a price advantage at present of 50¢ to 60¢ a bushel, including premiums, over its closest competitor, hard red spring wheat.

2. Over the last 10 years, the price for durum has averaged higher than that for hard red spring wheat.

3. Durum has an advantage in yield, in the northeastern triangle of North Dakota particularly, over hard red spring wheat.

4. Durum has a distinct advantage over hard wheat in leaf rust resistance, although all varieties of durum and hard wheat are susceptible to 15-B races of stem rust.

5. North Dakota has produced 88% of the nation's durum over the last ten years. This specialized crop now represents approximately 20% of the wheat production in the state. Macaroni processors are depending on North Dakota for their durum supply.

6. The per capita consumption of

macaroni products made from durum has been increasing steadily in the United States from 4.7 pounds in 1940 to 6.8 pounds in 1951. It took 25-500,000 bushels of durum for the mill grind last year.

In the last few months, there has been a distinct increase of demand for durum for export because of a short Canadian crop.

These factors, along with the short supply in 1952, should insure good demand and good prices for durum in 1953.

The big disadvantage of durum for the North Dakota grower is the fact that it is lacking in resistance to race 15-B of stem rust, as are all varieties of hard wheat at present. As the durum varieties are a week to ten days later in maturity, the hazards of rust injury are that much greater.

A statement of these facts by the North Dakota Agricultural College and the North Dakota Extension Service will go a long way in stating the problem to the grower. Mechanics suggested for carrying this message to the grower included a leaflet to be put out by the Northwest Crop Improvement Association, posters to be displayed in offices of county agents and elevators, messages carried over radio and in newspapers by regular trade advertisers, exhibits for display at meetings to be conducted by county agents throughout the area from mid-January through March.

With this effort, high prices in the spring, and good weather that will permit early planting, there may be some hope for increased durum acreage next year.

Grain Rust Study at Fargo

By Donald G. Fletcher, Secretary
Rust Prevention Association

A grain rust review meeting was held at the Little Theater on the Agricultural College campus in Fargo, N. D., January 9, 1953. The meeting was open to the public.

In the morning, Dr. E. C. Stakman, authority on grain rust, spoke. Representatives of the producers and industry stated their interest in rust control.

During the afternoon program, leading rust research workers from Canada, Mexico and the United States discussed the problems involved in producing high quality, high yielding, disease-resistant wheat varieties adapted to different parts of the wheat-producing areas of North America.

A round-table discussion permitted questions from the floor. Inspection of the wheat breeding and testing work carried on in the greenhouse at the North Dakota Agricultural College followed.

This meeting was arranged to take advantage of the presence of the world's leading rust scientists in the

area. An international wheat rust conference was held on the technical phases of the rust program at Winnipeg, January 5 to 7.

George L. Everitt Appointed by Milprint, Inc.

Appointment of George L. Everitt as sales promotion manager of Milprint, Inc., has been announced in Milwaukee by Roy E. Hanson, vice president and director of sales.

Everitt will develop promotional tools, data and sales ammunition to



Mr. Everitt

assist in sales of the Milprint line. He was sales manager of the Everitt Hat Co., Milwaukee, for five years, and account executive of Frederick C. Williams and Associates, Chicago advertising agency, prior to joining Milprint.

Everitt served as an Army Air Corps pilot during World War II. He prepared for his business career in the School of Retailing of New York University.

1952 Crop Report

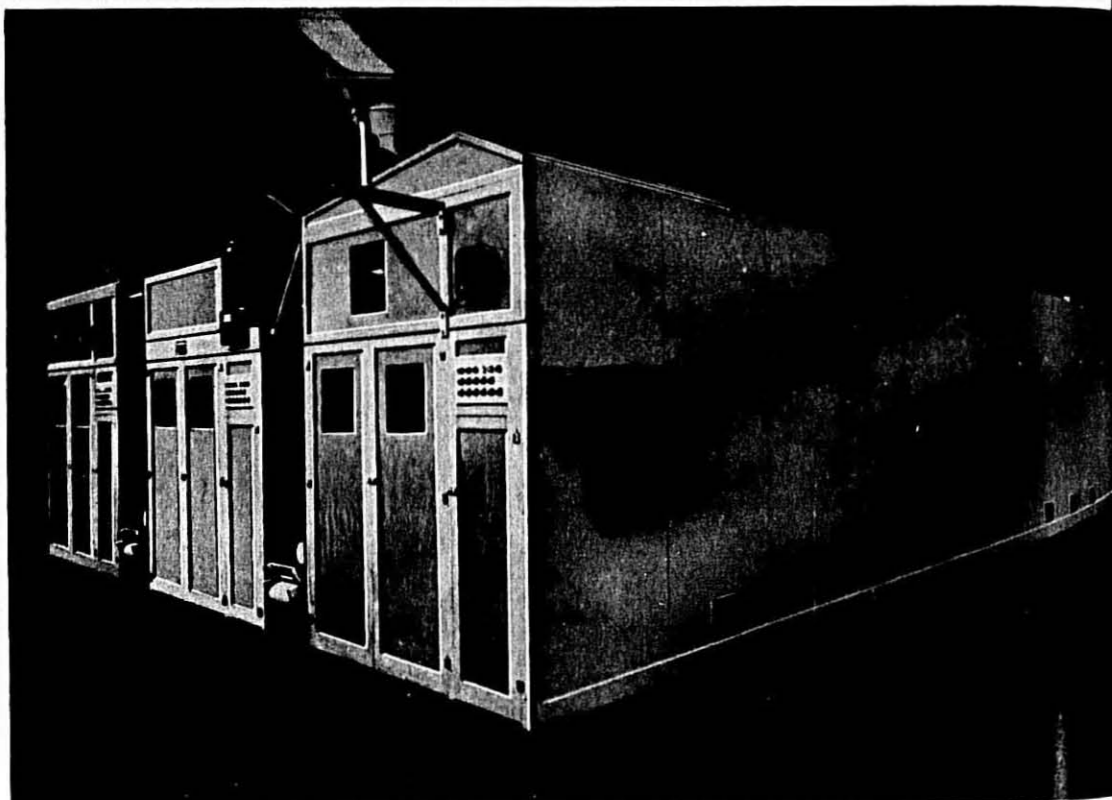
In its annual crop survey, December, 1952, the office of the agricultural statistician U.S. Department of Agriculture, Fargo, N. D., reports as follows on the year's durum crop:

"Durum production was the smallest since 1936. The durum crop was down one-third from last year, and was only 57 per cent of the 10-year average production of 33,400,000 bushels. Late seeded acreage of durum was seriously damaged by black stem rust.

"The yield of durum was placed at 10.5 bushels per acre. The acreage of durum was estimated at 1,935,000 acres planted and 1,798,000 acres harvested. The current estimate of the 1952 durum crop is 18,879,000 bushels."

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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- That is why old customers repeat with confidence purchases of Ambrette Designed Macaroni Machinery.
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PROVEN "Electrodynamical" SPREADER

"A Modern Progressive Electrically Co-ordinated System in Keeping with the Technology of Our Times"

SIMPLICITY

Just a few moving parts operating approximately 15 seconds in every minute. Brake motors and limit switches synchronized with easy to operate electric timer. This is a solid, simple assembly.

Has no gear box with ratchet, clutches, tension springs, and V-belts which must work continually while spreader is in operation.

MINIMUM WASTE

Dough is self-equalizing over die, giving even extrusion of long goods.

No choker bushings or artificial methods are used in tubes or die block to bring about even extrusion of long goods.

MAINTENANCE

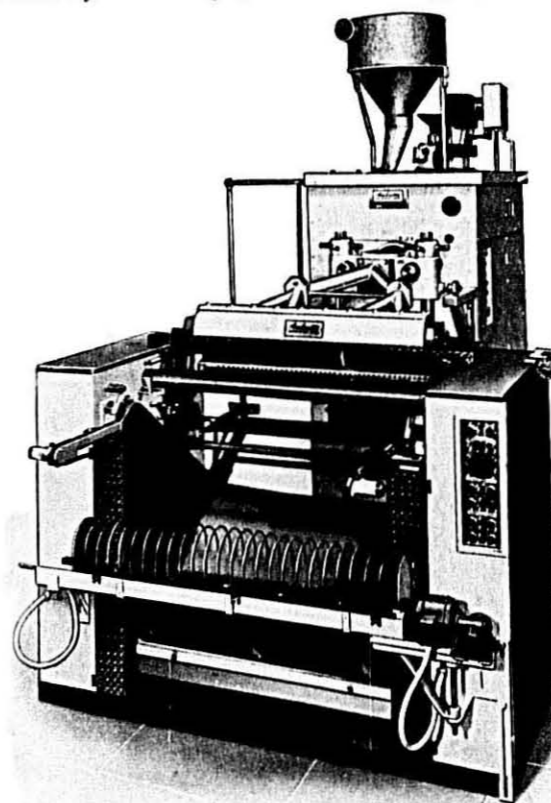
Average over 7 years has proven amazingly low.

This is understandable when you consider that you have only a few moving parts operating for only a short period of time.

Model DAFS—Long Goods Spreader

Model DAFSC—Combination Long and Short Goods

Model DAFSX—Combination Standard Long Goods, Fusilli, Short Goods.



'Souper Noodle' Receives Science-Fiction Award

Radio's newest network science-adventure series for youngsters, "The Space Adventures of Souper Noodle," was selected December 11 by the sci-



ence-fiction magazine, *Imagination*, presents its first annual radio citation to newest network show for youngsters, "The Space Adventures of Souper Noodle." Presentation, "for original entertainment in the best traditions of science-fiction," is made to Al Bland (left), producer, and A. Irving Grass (center), president of the L. J. Grass Noodle Co.,

Chicago, sponsor of the show, by William L. Hamling, publisher of the magazine.

Watching are show's stars "Rea Martin" (Tom Thurston) and "Souper Noodle" (Charles Flynn). Program, originating in Chicago, is heard Saturday mornings over CBS network. It marks new merchandising approach for dry soup mixes, appealing to the children's market.

The show takes listeners 500 to 2,000 years into the future through the medium of space travel. The hero, "Souper Noodle," a brilliant scientist and space explorer, uses his super brain or "noodle" to protect the people of earth from their enemies of outer space.

Title role is played by veteran radio actor Charles Flynn. Others in the cast include Tom Thurston as Rea Martin, an attractive scientist and space pilot, and Bob Anglund as Rik Roderick, assistant to the leading man. Gene Eubanks is director.

How Big Is a Billion?

TODAY most of us talk about billions of dollars as casually as people used to talk about thousands. This is largely a result of the trend of government in recent years. Our national debt is around 260 billion dollars, and annual spending has been rolling merrily along at an 80-billion-dollar rate. So figures large enough to tax the imagination of a first-class mathematician are commonplace in public discussion. The trouble is, most of us don't realize how much a billion dollars is.

In view of this, a *Reader's Digest* item on just what a single, solitary bil-

lion amounts to should be of wide interest.

Suppose that your family had started a business with a billion-dollar surplus in the year A. D. One. And suppose it had been so badly and extravagantly managed that it had lost \$1,000 every day of the 1,952 years that have gone by since then.

You wouldn't have to worry about it! You'd be a long, long way from broke. For you and your descendants could go right on losing that \$1,000 a day until the year 2739 before you'd run out of money!

That's how big a billion is—a solitary billion, not five or 10 of them. It indicates the incredible extent of to-

day's government spending. It shows how much every taxpayer has to gain from economy and efficiency in government. Thoroughly documented surveys say that federal spending alone could be cut by as much as 10 billion dollars a year without hurting any necessary activity. In reply, there is scoffing by left-wingers of politics, newspapers, radio and television. They say it can't be done. They laugh at the idea of frugality. They belittle anyone who proposes to save a million here, a hundred thousand there and 50 thousand some place else, simply by tightening up expenditures, using supplies judiciously, cutting out overlapping and repetitious departments and bureaus, getting a day's work from the help for a day's pay and otherwise showing respect for the taxpayers' hard-earned dollars.

But the average family's intelligent respect for money is exactly what is needed to cut the cost of government. It's your money they've been so busy tossing away in Washington with the reckless abandon of a play-boy on a binge.

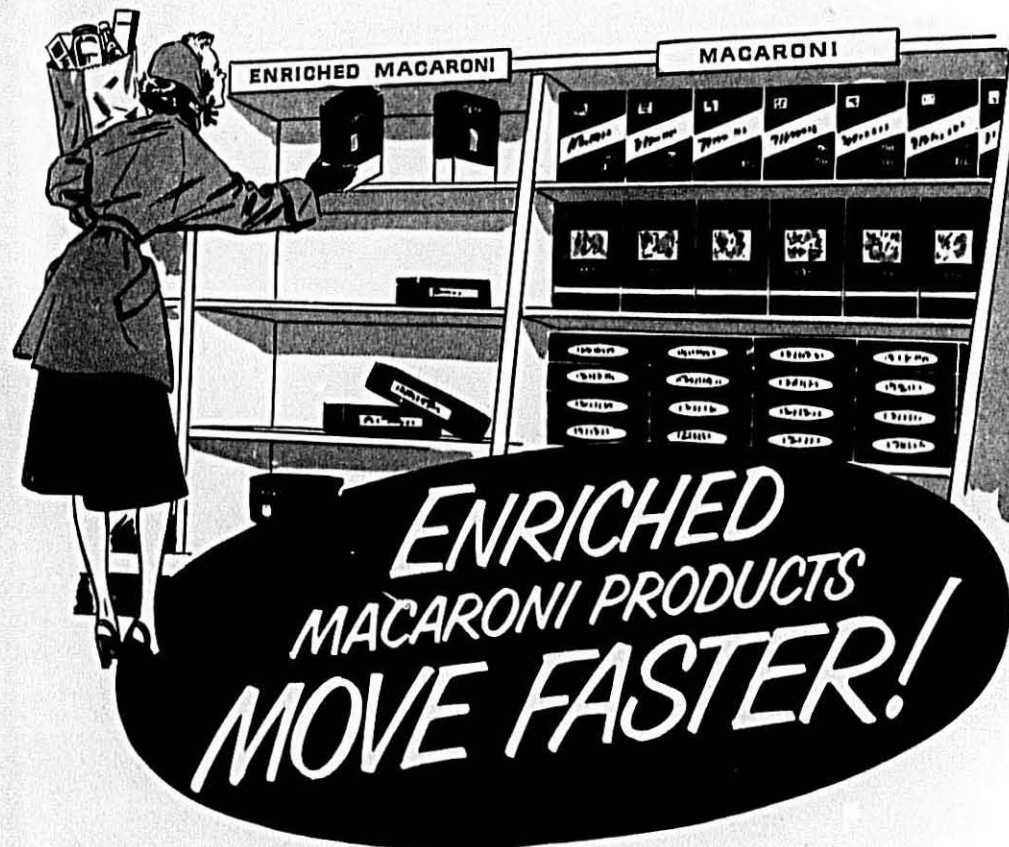
PMMI Convention
April 18-19, 1953

Packaging Machinery Manufacturers Institute will hold its semi-annual meeting on April 18-19, 1953, at the Sheraton Hotel, Chicago, according to an announcement by Edwin H. Schmitz, president. The Sheraton Hotel will be PMMI headquarters during the Annual Packaging Exposition, scheduled for April 20-23, 1953, at the Navy Pier.

No More Involuntary Plant Inspections

A decision by the U. S. Supreme Court on December 6, 1952, will put a stop to all forced food-plant inspections by representatives of the U. S. Food and Drug Administration. A processor of canned apples in Washington State appealed a case charging him with being in violation of the food act, in which the lower court had found his plant and method unsanitary. The inspection was made by federal officials without his consent.

The Supreme Court's decision was based on the contention of the appellant that the provisions of the act were vague and that they were so construed as to provide a trap for food processors. The FDA still exercises the right of inspection in cases where food processors agree to have such inspections made. The general thinking is that as a service to consumers, the FDA, backed by responsible food manufacturers, will join in an appeal to Congress for a new law clarifying some of the criticized provisions of the present law.



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B-E-T-S[®]

(The original food enrichment tablets)

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(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

Both Enrich Macaroni Products to Conform with Federal Standards of Identity

**ACCURATE, ECONOMICAL
EASY ENRICHMENT!**

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.

Sterwin Chemicals Inc.

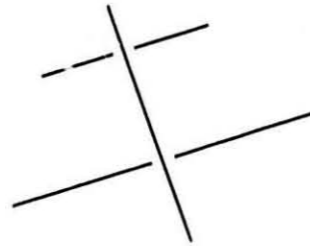
Subsidiary of Sterling Drug Inc.
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Pioneers in Food Enrichment

Today's dollar-conscious food shopper is mighty cagey about how she spends it. And, more than ever, she's nutrition conscious, too. No wonder that enriched products, in step with the modern food trend, find her much more willing to part with that dollar. (For instance, the fastest moving item in grocery stores is enriched bread). Your macaroni products will move off grocers' shelves faster when they meet the buyers demand for enriched foods. Keep pace with enrichment. Give your product this added sales appeal.

Consult Sterwin's technically-trained representatives for practical help in starting your enrichment program with B-E-T-S or VEXTRAM.

Survival Kit for Flyers



Using a special technique developed in research involving heat-sealing machines and equipment, Doughboy Industries has helped Uncle Sam package a survival kit for military fliers which will save many lives in the future, it was disclosed recently.

The special kits, which are attached to regular parachutes, can be made available to all crew members of bombers or other planes, it was revealed, and contain sufficient food, clothing and equipment to sustain airmen for 14 days if they are forced down.

Doughboy prepares the survival kits under special contract with the government at its plant in Fairfield, Ia., following development of the kit with the U. S. Air Force at Wright Field Dayton, Ohio.

Doughboy experts, with engineering headquarters at New Richmond, Wis., headed by Dr. C. R. Arnold, vice president, developed a new packaging technique to make possible inclusion of one of the kit's most important items—a sleeping bag.

They had to turn the trick of taking a bulky and cumbersome sleeping bag and reducing it to a small, compact parcel that could take its place with 24 other necessary items to fit beneath the seat of a parachutist. To do this, company technicians took their processes of inflating and sealing plastic, used in the manufacture of toys, and put them into reverse. A deflating process was devised, whereby the bilowy sleeping bag, through use of sealed plastic bags and vacuum hoses, could be condensed to fit into a 5 x 12 inch tin can.

The sleeping bags first had to be placed individually into vinylite plastic bags, air-tight containers especially sealed by the firm's exclusive heat-seal machines that were designed during World War II for packaging Uncle Sam's K rations and other food rations.

After these plastic containers are sealed, one corner is snipped off and a vacuum hose inserted to remove all the air from the inside, reducing both the container and the sleeping bag to a tight, air-less bundle. This, in turn, is packed into a tin can and sealed air-tight by a special process.

Thus a downed airman, when he finds himself stranded in the middle of nowhere, will discover that he not only has a neat, compact version of

a full-size sleeping bag tucked beneath him, but also one that has been sealed to shut out moisture and other deteriorating elements.

A survival study conducted by the Air Force shows that most downed fliers are rescued within the 14 day period adopted. Thus, worldwide air responsibilities to consider, it was decided to develop several kits for different climates.

There are four separate and specialized survival kits, for use in tropical, temperate, cold and sub-zero climatic zones. All were tested for weeks before they were adopted, and many have already been used successfully in actual emergencies and have saved the lives of men.

The kits being assembled by Doughboy Industries at its Fairfield plant are the type known as B-1, which are used in cold climates. The kits include a food packet, sleeping bag, mukluk boots, candle, water container, light flying gloves, leather outer gloves, wool glove

inserts, nylon inner gloves, a mirror which can be used for signaling pilots of rescue planes, a compass, saw and a knife, wool socks, a shovel, and even a small stove.

The 25 vital articles necessary for survival are packed into a special compartment of the airman's parachute seat pack, and go right with the air force men when they bail out. If planes are forced down, the special compartment serves to protect the articles against weather.

Before the kit receives a final seal, a survival manual is placed in it to assist the airman in the use of the articles found in the kit and explain to him how he can best increase his chances for survival and protect himself from the elements by taking advantage of the natural surroundings.

During the last war, the company packaged rations for the armed forces and also turned out packaged, powdered soups for UNRRA and other government agencies.

Two Noodles Violations

The December, 1952, report of the federal security agency of the Food and Drug Administration, Washington, D. C., cites two seizures of egg noodles declared to be in violation of the Food, Drug and Cosmetic Act. Adulteration was charged in each case, and the goods were ordered destroyed. The cases:

MACARONI AND NOODLE PRODUCTS

18607. Adulteration of egg noodles. U. S. v. 61 Cases * * * (F.D.C. No. 32619. Sample No. 33301-L.)

Label Filed: January 22, 1952, Eastern District of Wisconsin.

Alleged Shipment: On or about December 20, 1951, by the Home Made Noodle Co., from Chicago, Ill.

Product: 61 cases, each containing 12 8-ounce bags, of egg noodles at Milwaukee, Wis.

Label, in Part: "Ma Zerkoff 6 1/2 Per Cent Pure Egg Noodles Enriched."

Nature of Charge: Adulteration, Section 402 (a) (3), the article consisted in whole or in part of a filthy substance by reason of the presence of insect fragments and rodent hairs;

and Section 402(a) (4), the article had been prepared under insanitary conditions whereby it may have become contaminated with filth.

Disposition: February 15, 1952. Default decree of condemnation and destruction.

18608. Adulteration of Chinese dried noodles. U. S. v. 4 Cartons, etc. (F.D.C. No. 32612. Sample No. 10471-L.)

Label Filed: January 23, 1952, Eastern District of Michigan.

Alleged Shipment: On or about December 10, 1951, by the Hong Kong Noodle Co., Inc., from Chicago, Ill.

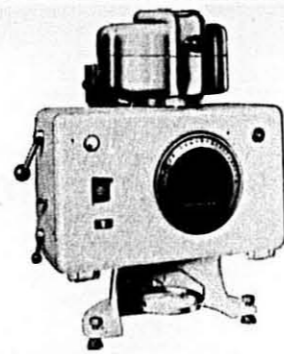
Product: Four 10-pound cartons and 16 5-pound cartons of Chinese dried noodles at Detroit, Mich.

Nature of Charge: Adulteration, Section 402(a) (3), the article consisted in whole or in part of a filthy substance by reason of the presence of insect fragments and rodent hair fragments; and, Section 402(a) (4), the article had been prepared under insanitary conditions whereby it may have become contaminated with filth.

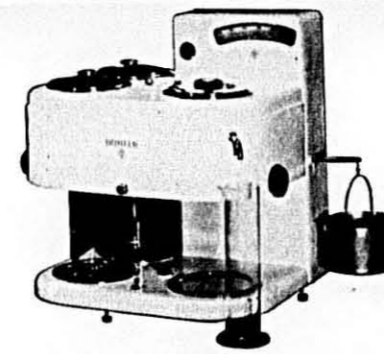
Disposition: March 26, 1952. Default decree of condemnation and destruction.

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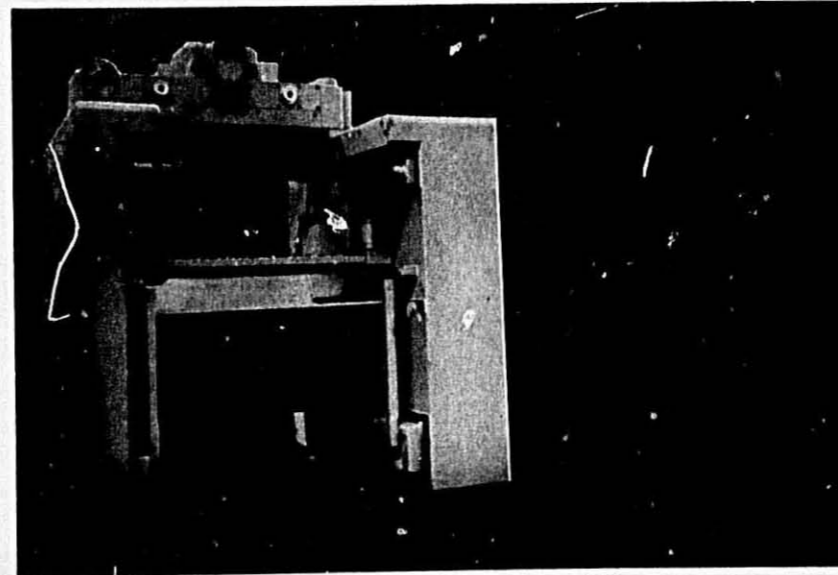


BUHLER THERMAL TORSION BALANCE, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.



TYPE BL-95. For all types of Paste Goods, Flour and Semolina. Measures: (1) Cooking degree; (2) Volume of dry paste goods; (3) Volume of Cooked Paste Goods; (4) Increase in Volume during cooking process (water absorption); (5) Amount of sludge deposit left in cooking water. Extremely compact laboratory model. Operates electrically; thermostat-controlled.

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2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

The Millers' Macaroni-Building Program

The durum millers of the United States have been doing a fine job of food education and promotion, featuring macaroni products—particularly those made of semolina of durum wheat, which, experts say, is the quality farinaceous ingredient of top grade products.

They are doing so through a progressive program prepared by the durum wheat products division of the Wheat Flour Institute of the National Federation of Millers of America.

The entire program of promoting the increased consumption of macaroni, spaghetti and egg noodles is under the personal supervision of Miss Gwen Lam, home economist.

Extracts following how the program has been carried out for the last four months of 1952 through a four page folder with food facts, products stories, additional data, school lunch suggestions, and seasonal recipes, sent monthly to home economists, nutrition experts, educational institutions and consumer groups. The folder is titled "Durum Wheat Notes." It features school lunches in the September release, National Macaroni Week in October, the traditional turkey with spaghetti or noodles in November and the nutrient contribution to favorite dishes of semolina-made macaroni in its December pamphlet:

September, 1952

School lunches were served to a record 9,400,000 children last year, according to figures released by the U. S. Department of Agriculture. Over 200,000,000 pounds of food were prepared by school lunch personnel.

School lunch folks say that one of the popular items on the lunch counter is the macaroni food family. Menu planners who work against a budget find the durum wheat group a help in bringing costs and nutrition into balance. Mild-flavored macaroni, spaghetti and noodles help extend more expensive meats and other animal-protein foods. At the same time, good plant protein and food energy is contributed to the diet. Furthermore, macaroni foods rank at the top of the list for ease of preparation—an important consideration for the busy cook.

Recommended for September are two featured dishes—Creole Meat Balls with Noodles and Scandinavian Spaghetti.

Scandinavian Spaghetti stars in an easy luncheon we've dubbed "Pupils' Pet." The menu will be a favorite

with school lunch cooks, too, for it's quick and easy. Simply combine cooked elbow spaghetti, crisp bacon, flaked salmon, cheese, peas and seasonings. Pour the mixture into baking pans and sprinkle generously with buttered bread crumbs.

During the 45 minutes the dish bakes, the flavors are wonderfully blended for a delectable one-dish casserole. Serve steaming hot with crisp wedges of head lettuce salad and crunchy hard rolls with butter or margarine. Suitable dessert is sliced fresh peaches, covered with a creamy custard sauce.

Creole Meat Balls with Noodles borrows flavoring ideas from the good French-Spanish cooks down New Orleans way. Tiny browned meat balls are smothered in a zesty tomato sauce, then ladled over broad, creamy egg noodles. Be sure portions are generous, or there will be calls for seconds.

October, 1952

The month which includes National Macaroni Week (October 16 to 25) is a good time to go behind the scenes—and visit the folks responsible for the fine macaroni products we enjoy today.

Recently I called at a plant to learn first hand something about manufacturing spaghetti, macaroni, noodles and other fine quality durum wheat foods. Like so many products, macaroni foods are largely taken for granted.

It wasn't until about 1914 that the macaroni industry reached its stride in America. Until that time, people felt that only Europeans could make superior macaroni foods. How different today! There are now scores of American manufacturers who make over 200 different shapes of this mild wheat threesome, in sparkling-clean, modern plants.

The macaroni manufacturer depends on the durum miller and the miller in turn, depends on the wheat farmer. The farmers, chiefly in North and South Dakota and Minnesota, grow the very special kind of durum wheat needed to make high quality macaroni foods. The wheat is a very hard flinty variety, high in protein. The millers grind this wheat into semolina—a coarse granular substance about the consistency of table salt. Mill research scientists work continually in an effort to produce the very best quality wheat with the most suitable protein content.

An outstanding characteristic of

high quality semolina is its rich, golden color. Millers and manufacturers alike strive to retain this pleasing color. Consumers who know how to buy insist on the golden amber color. It is a guarantee of a macaroni product of good consistency, better flavor and cooking quality.

Check the label on the next package of macaroni you buy. If it reads "made from durum wheat" or "made from semolina," you will find the very best quality macaroni inside. It will be clear and amber in color. When you cook it, the water remains clear. The macaroni holds its shape. The mild, wheaty flavor does a wonderful job picking up flavors of other foods.

November, 1952

"Who would have ever thought spinach could taste so good?" commented a male sampler of Harvest Noodle Loaf. This thrift-wise main dish stars in November's Plymouth Fathers' Feast. Spinach and noodles share honors in the handsome loaf, while a thick golden egg sauce provides the sunny topping. Garnish prettily with red pimiento strips or tufts of green parsley and you have real company fare.

Good companions for the loaf are a tart orange-grapefruit salad and enriched hard rolls with butter or margarine. While Harvest Noodle Loaf bakes, bake a fresh apple brown betty. Bring it on for dessert while it's still warm, with a pitcher of yellow cream.

Other favored main dishes are introduced this month to help you keep the budget in line during the approaching holiday season. Happily, they're not just thrifty—but mighty good eating as well.

Italian Ham Scallop is one of those quick-to-fix casseroles—easy because it uses a can of condensed mushroom soup as the base. Cubes of ham, crisp cabbage and spaghetti are combined in the sauce. A hint of horseradish does a nice flavoring job.

Another easy casserole—one to keep in mind for after Thanksgiving—is Turkey Encore. Plump white onions are used as containers for a turkey-macaroni mixture. Diced bacon goes over the top before the dish bakes.

When an extra quick dish is needed for a chilly November evening, choose Chili Skillet Supper. A bevy of good foods—ground beef, tomatoes, green pepper and spaghetti—are all simmered gently until all the good flavors

(Continued on Page 34)

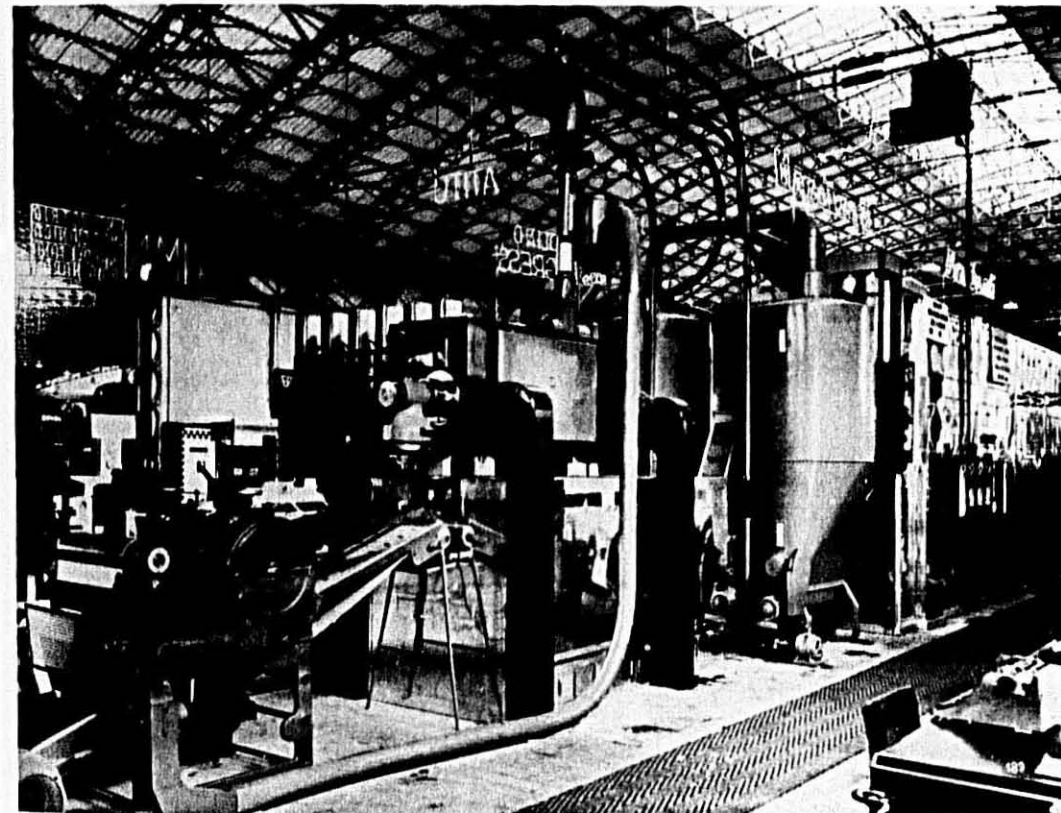
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COMPLETELY AUTOMATIC INSTALLATION FOR PRODUCTION OF BOW-TIES



Seen above from Left to Right are:

Bologna Stamping Machine with Pneumatic Conveyor of Trimmings.

Braibanti Automatic Press "MACRONA."

Preliminary Dryer Located between Legs of the Press.

Pneumatic Semolina Handling System with Storage Bins.

New TC/RO/9 Automatic Dryer.

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Eastern Zone: Lehar Sales Corp., 16 East 42nd Street, New York 17, N. Y.

Western Zone: Perrish Steel Products Inc., 1206 S. Maple Avenue, Los Angeles 15, Calif.

The President's Column



The Association is You

An association-minded executive of trade organization has gathered some interesting quotations from recognized businessmen on the need for and value of business associations similar to our NMMA. To me, these are a few of the more interesting:

Julius Klein, director, Bureau of Foreign and Domestic Commerce:
"When a man joins a trade associa-

tion, he cannot anticipate a direct-profit return for his investment. His trade association may pay dividends, but not in the usual sense of the word. Further, he must invest in his trade association *some of himself* as well as some of his money. He or his firm must assume a share of the responsibility for the association's activities, whose effective performances cost not only money but cooperation."
Herbert Hoover, oldest living past

President, when he was Secretary of Commerce: "The purpose and aim of the trade association is to deal with all questions of general application in the branch of industry or commerce which it serves, and so develop the field that the enterprises in it may be conducted with the greatest efficiency and economy."
Hugh Johnson, National Recovery administrator: "If I wanted to stay in business for long, I wouldn't dare not to belong to my trade association."
Jesse Jones, former U. S. Treasurer: "American businessmen probably get more practical help from their trade associations than from any single outside source."
Are not these statements by successful leaders worthy of the most serious thought of macaroni-noodle manufacturers?

THOMAS A. CUNED,
President

Lots of Smoke

Our friendly enemies may not be correct in saying that American women are becoming mere "can openers" as cooks, but there seems to be lots of truth to the report that Americans spend more money on smoking than on canned goods, twice as much as on coffee, and nearly as much as on fresh fruits.

Today's Bride Rated Better Cook Than Either Her Mother or Mother-in-Law

By Dorothy Roe

Associated Press Women's Editor
Today's bride is a better cook than her mother—or even her husband's mother. So says a woman who has spent her life teaching other women how to cook and trying to lift American culinary standards.

She is a brisk, smiling Clara Snyder, consumer service consultant for the National Association of Margarine Manufacturers and wife of Dr. Lloyd Snyder. Says Mrs. Snyder:

"Young brides needn't stand for that nonsense about the pies 'like mother used to make' any longer. Husbands who continue the old refrain should be forced to supply proof, and compare one of mom's mythical pies with a product of his bride's modern kitchen. Ten-to-one the younger generation wins."

Mrs. Snyder has been in New York getting the results of a recent cook book-recipe survey to determine what happens to the millions of recipes poured forth upon the U. S. public each year.

The research specialists came up with the disconcerting report that 24 per cent of U. S. housewives have no recipes at all in their homes, that

older experienced housewives rarely use recipes and that the most enthusiastic clippers and collectors of this form of literature are the younger, well-educated housewives in the upper income brackets.

Mrs. Snyder claims this is the reason the younger gals are better cooks—they're not above taking whatever new tips come along, and aren't too set in their ways to see the virtues of such shortcuts as frozen foods and cake mixes.

That age-old problem of the three-day is a constant challenge to the housewife, says Mrs. Snyder, and she can either be crushed by it or have a

whale of a good time getting the best of it. Says she:

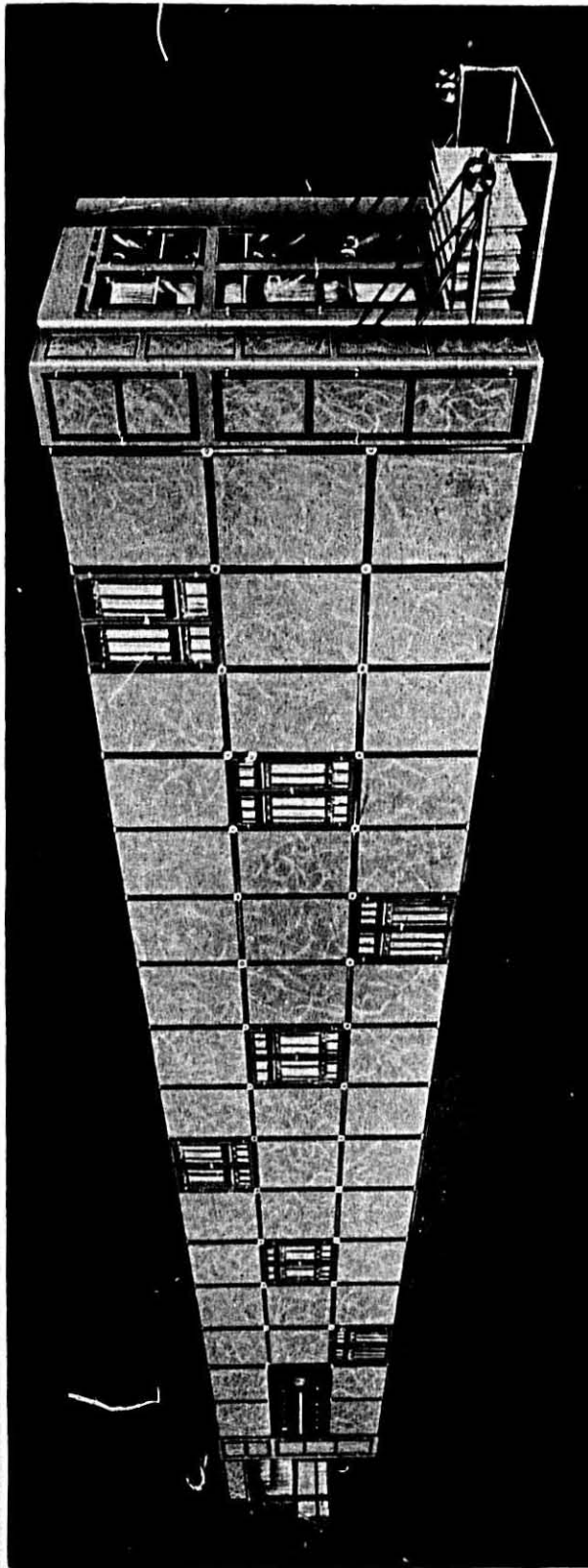
"Menu planning seems to be the greatest problem of housewives everywhere. They get a good recipe, but then they want to know what goes with it. The smart ones accumulate a file of quick-easy-to-serve meals, try them out on the family, throw away the ones that don't click and save the ones that do.

"Then they add their own individual touches of flavoring and garnishing, and they have combined the best traits of the old-fashion-ear, and modern science, which turns out nutritious tested recipes."



Here's the mammoth Ronco booth which attracted much attention at the Mid South Fair recently at Memphis, Tenn. The booth presented a collection of some of the many items in the big Ronco line of macaroni-noodle products. There were

many inquiries concerning the different types and styles of macaroni products which go to make up the line of Ronco Foods, indicating that the consumer is becoming more and more interested in making macaroni a staple table item.



in Automatic Long Goods Drying
plus
TOP QUALITY — LOW COST — SPACE AND TIME-SAVING

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

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

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

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the need for costly manual operation. The human element is no longer a factor. **CONSTRUCTION:** Is designed to afford maximum possible cleanliness, complete sanitation, and appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make of macaroni. Also, if you have an existing unit, you can adapt it to use with this LONG GOODS DRYER. **MAY BE PURCHASED WHOLLY OR PARTIALLY.**

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

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Economical - Political - Industrial

National Industries Service—Robert Nelson Taylor, President & Editor

No Fooling!

They're the same old words. But now-a-days, when a friend says "Happy New Year," you can detect a new ring of confidence. The seasonal greeting contains a measure of warm expectation that adds some real flavor to the 100 per cent Simon-pure pious hope we've been dishing out for so long.

And there's good reason. Let's look back a moment:

One year ago we said: "When we open that door marked '1952,' and step in, we will be entering one of the most significant years in American history."

"In 1952 we shall have to decide whether or not we want any more of that cynically-named 'Fair Deal' . . . whether America is going to yield to continued inflationary pressures . . . whether to crawl out of Korea . . . or to face the fact that we are in as desperate a war as ever we have been . . . whether we like socialism (which is kid-glove communism) . . . whether our country is worth saving."

We made our decision in November—on many fronts—on the farms, where the cloud-shadows of government paternalism were growing ominous; in the industrial centers, where workers rejected union instructions for their private judgment; in Wisconsin, where Joe McCarthy was returned to

the Senate by a record majority; and in the South, where the voters finally rebuked the national leaders who had perverted their traditional Jeffersonian Party.

And today, our new shirt-sleeve administration-elect—which is now in charge, for all practical purposes, is revealing to us the scope and power of our decision. We shall face up to Korea. We have already declared war on extravagance: in the federal establishment at home, in the military, and in our aid program abroad. At last we are moving effectively and wholeheartedly to clean out the rats' nests of subversion in our government, in our UN forces, in the country at large. And we are about through appeasing the awowed Reds wherever they tangle with us.

No wonder we can wish each other "A Happy New Year" . . . and mean it!

Justice Can Be Dumb, Too

The Department of Justice, with a fanfare of publicity, filed criminal anti-trust suit in 1948 against E. I. du Pont de Nemours & Co. and, on December 2 of this year withdrew the charge—without advising the press, says Du Pont President Crawford H. Greenwalt. This seems a trifle inconsiderate to those of us who squirmed under the original publicity," he said, "but I

suppose we should be sympathetic with a human reluctance to admit error. After all it is the Christmas season."

Also interesting is the fact that some smaller defendants involved in the same proceedings pleaded "nolo contendere"—which is legalese for "I can't afford to fight the case, so let me have my licking." So they paid fines.

Oh No!

We are a little shocked at the recent comments of Mrs. Eleanor Roosevelt in her syndicated newspaper column on the subject of the federal grand jury indictment of the Far Eastern expert, Professor Owen Lattimore, on seven counts of perjury.

The lady says: "Mr. Lattimore has proclaimed his innocence and will fight the charges against him. In Mr. Lattimore's case, to be judged by a jury of your peers should mean, I suppose, a jury of university professors. And that is about what this case will require, for those who are going to decide these questions should have a knowledge of Far Eastern affairs and their history."

Is Mrs. Roosevelt becoming class-conscious? Doesn't she know that in American law every man is a peer? And does she think a group of professors would be keener than other citizens at distinguishing truthful answers from falsehoods?

Fair View, N. J., Brownies Visit Zerega Plant

Scoutmasters and food processors have a common problem of education. This was recently recognized and undertaken jointly by Brownie leaders and the management of A. Zerega's Sons, Inc., of Fair View, N. J., as reported by the newspapers in that vicinity.

Brownie Troops 189 and 190 of St. Anne's visited the A. Zerega's Sons, Inc., macaroni plant located at 20-01 Broadway recently. They were welcomed at the plant by John Zerega, Jr., who escorted them through the plant. The girls were much impressed by the machinery involved in making and packaging macaroni. It proved very educational to the Brownies.

After going through the plant, the Brownies were led into the cafeteria, where Mr. Zerega answered questions asked by the children. A package of egg noodles and spaghetti was given each Brownie together with a cook book entitled "Macaroni Magic."

The visit was enjoyed by all. The leaders in charge were Mrs. F. Bres-

lin, Mrs. R. McHugh, Mrs. G. Dalouisio and Mrs. N. Bednarz.

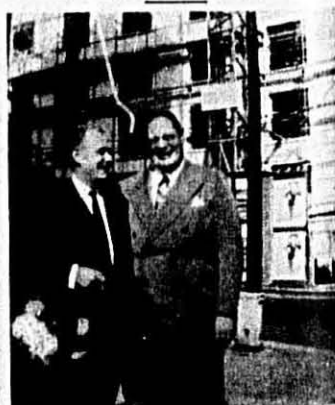
Oneida Expands Sales Staff

Seven new members have been added to the sales staff of Oneida Paper Products, Inc., Clifton, N. J., General Sales Manager Robert E. Pentz has announced. "Each of our new salesmen will handle Oneida's extensive line of stock and specialty bags, and will provide our customers with the best, most personalized service available," Pentz stated.

Oneida's seven new salesmen and their respective territories are:

Bill Weeks of Candor, N. C., covering the Carolinas; John Drexelius of Buffalo, N. Y., covering western N. Y.; Roy A. Johnston of Pittsburgh, Pa., covering western Pa.; Roger G. Driscoll of Cincinnati, Ohio, covering Ohio, Indiana, Kentucky; Wally Schaffer of Roslyn, Pa., covering eastern Pa. and southern N. J.; Donald W. Ryan of Wethersfield, Conn., covering Conn., Mass., R. I., and Saunders A. Bagby of Richmond Va.,

covering Va. and Wash., D. C. Oneida Paper Products, Inc., has been in business more than 26 years and operates plants in Clifton, N. J.; North Worth, Tex.; and Los Angeles, Calif.



Claude Reven, a leading French macaroni manufacturer, shows the Paris sights to George Hackbush, Chicago representative of Capital Flour Mill during the latter's recent European tour.

Improving Employee-Management Relations —Delmonico

One of the many reasons why employees at Delmonico Foods, Inc., Louisville, Ky., enjoy their work is the fine spirit between management and employe through special small en-

ers throughout Kentucky tune in Randy Atcher and the Red River Ramblers from WHAS and hear about the many varied ways Delmonico macaroni products can be used in the home. Here you see one of their broadcasts originating from the Delmonico plant.

No sooner had the turkey and trimmings been digested than thoughts be-

provided at the Thanksgiving party, there was dancing, an annual plant singing contest, and a multitude of door prizes. Is it any wonder that at this modern plant you can always find contentment, plus high esteem for the employeers!



deavors, as illustrated by the accompanying cut. This is a scene from the annual Thanksgiving dinner, given to the employes each year in the company cafeteria.

A large percentage of radio listen-

ers turn to the outstanding Christmas party given each year. That gala affair started at noon in the company plant, with a varied menu of delectables ranging from shrimp to egg nog. Besides entertainment, such as was

Census Bureau Seeks Suggestion

Should the forms to be used in the 1953 censuses of manufacturers and business be altered in any way? What changes, additions and deletions should be made in the forms used in the 1948 survey?

The United States Census Bureau, Washington, D. C., is seeking that information of all leading trade associations in the food field, including representatives of manufacturing, wholesaling and retailing concerns who will be called upon to fill out the census forms for the 1953 census to be completed late this year.

Officials advise that use will be made of all suggestions that are considered practical in obtaining information on such basic data as sales and receipts, payrolls, employment, stocks, and such specific questions will be provided for each field. Suggestions should be sent to the Census Bureau, Washington, D. C.

John J. Cavagnaro

Engineers and Machinists

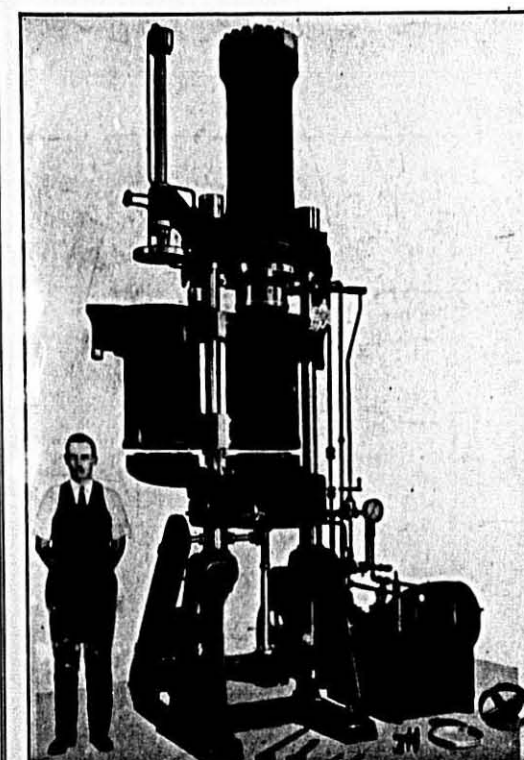
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PRESS NO. 222 (Special)

Portland Is Proud

The city of Portland, Oregon, according to its *Oregon Journal*, is proud of its macaroni spaghetti industry, despite its comparatively small size. It is composed of only two firms: Porter Scarpelli Macaroni Co. at 3510 N.E. Broadway, which employs 57 people, and the Oregon Macaroni Co. at 217 N.E. Eighth Avenue, employing 11.

The two, however, have annual gross sales of more than \$600,000. They supply wholesale grocers, hotels and restaurants in Oregon, Washington, Idaho, Montana, and northern California. They produce more than 40 varieties of macaroni, spaghetti and egg noodles. The Portland branch of the U. S. industry is producing less than three per cent of the national total, and, continues the item, "it's obvious Portlanders aren't eating their full share, statisticians say." The national average in 1952 was more than seven pounds per person.

Betty Crocker Durum Radiogram

Betty Crocker, of General Mills, again features macaroni products on her radio program, "Time for Betty Crocker."

This radio program, which is aired over the ABC network of 250 stations,

features various mealtime menus.

Monday, December 1, on this Betty Crocker show, she featured a "Meatless Spaghetti Supper" with meatless sauce. She also gave the recipe for making the sauce.

There will be other broadcasts on her "Time for Betty Crocker" radio pro-

gram when she will give menus for macaroni and noodle products.

This added publicity is featured in the interest of increasing the consumption of macaroni and noodle products, explains E. I. Bailey, manager, durum division, General Mills, Inc., sponsor of the Betty Crocker broadcasts.

Adhesives Manufacturer Builds New Plant

Williamson Adhesives, Inc., long established in Chicago as a manufacturer of industrial adhesives, has

ties of the old plant and gives much larger office quarters. Additional ground area provides for future expansion. The building also houses the Williamson Specialty Compounding Division. This is a new division of the firm, engaged in developing new



moved into a modern new plant at Skokie, Ill., northwest of the Chicago city limits. This is the firm's third move in 38 years, and is also the third generation of the Williamson name in management of the company.

The new plant is a modern concrete and brick structure, which more than doubles the manufacturing facili-

ties of the old plant and gives much larger office quarters. Additional ground area provides for future expansion. The building also houses the Williamson Specialty Compounding Division. This is a new division of the firm, engaged in developing new

ties of the old plant and gives much larger office quarters. Additional ground area provides for future expansion. The building also houses the Williamson Specialty Compounding Division. This is a new division of the firm, engaged in developing new

Skinner with Nebraska Governor

Governor Val Peterson commissions Sparkie an Admiral in Nebraska's land navy as Big Jon Arthur (in checkered jacket), his companion on "No School Today," ABC radio network program, poses proudly. With them is Lloyd E. Skinner, president

of Skinner Manufacturing Co. of Omaha. The commissioning came when Big Jon and Sparkie visited Lincoln, Neb., for a personal appearance at Nebraska U. Coliseum on November 29. The show, co-sponsored by Skinner's and Beatrice Foods, was attended by more than 4,000 Lincoln children. Big Jon also autographed pictures at Gold's Food Basket and the

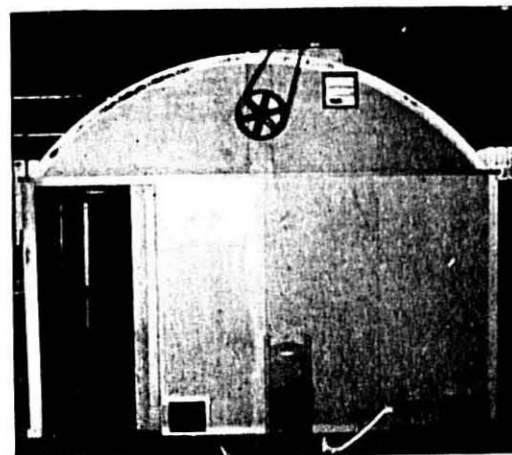
Servall Market. Skinner's plan to sponsor the show over the southwest leg of the ABC network beginning early in February to promote its Kamin Bran. Thirty four ABC stations in Texas, Oklahoma, and Kansas will be scheduled.

Durum for French Macaroni

Officers of the French macaroni manufacturers association, and executives of the Department of Foods and Agriculture in Paris, estimate that the industry needs at least 380,000 tons of good durum to fill the macaroni makers' annual needs.

There is fear that, because of the unsettled situation in Tunis, that colony will not be able to supply the normal amount of durum, especially so if the conditions do not improve by planting time for the 1953 crop. Tunisian authorities are optimistic, but consideration is being given to importation of 50,000 tons of foreign durum, should that be found necessary to meet the needs of the French macaroni makers in 1953.

Saturday and Sunday remain the most dangerous days of the week in traffic.



Exterior View—Lazzaro Drying Room

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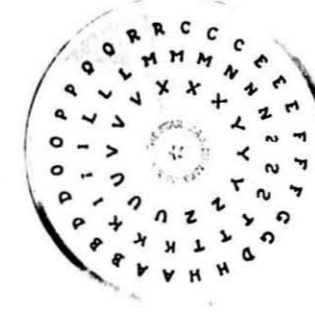
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YEAR-END

(Continued from Page 11)

nine-tenths of a cent in 1951 and an estimated eight-tenths of a cent for this year.

This dwindling rate of profit has resulted from rising operating costs for which higher wages, transportation rates and taxes are mainly responsible.

For example, the nation's 1952 tax bill of about \$85 billion will far exceed its food bill of \$64 billion as contrasted to a tax bill of \$12½ billion and a food bill of \$16 billion back in 1939. Then, too, food factory employees now get \$2.55 for the same amount of labor for which they were paid \$1 in 1939. And the same amount of rail transportation which cost \$1 in 1939 now costs \$1.70 and in some instances as much as \$1.85.

The Year Ahead

With adequate total food supplies in sight, food prices for 1953 should remain pretty much at present levels, that is provided we do not have the continued increases in wages, transportation and taxes which have added so much to the cost of distribution in recent years.

All the economic factors influencing the business situation which can be projected into the future indicate continued high business activity, pro-

duction, employment and purchasing power far into the year. And the sweeping change in the administration of our national government for the first time in 20 years generally is interpreted to presage a more favorable climate for business enterprise.

MILLERS' PROGRAM

(Continued from Page 26)

are blended. Ideal for a teen-age spread after the football game. Serve with garlic-flavored French bread.

December, 1952

Without minimizing the important nutrient contribution of individual foods, nutritionists place more and

Nutrient	Tropical	Italian	Christmastide	Santa's	Snowdrift
	Christmas	Holiday	Turkey	Seaside	Snowdrift
	Bake	Peppers	Croquettes	Treat	Casserole
Protein	42.4	28.2	21.8	24.6	12.2
Calcium	6.5	11.6	5.7	6.6	6.8
Iron	34.3	21.7	19.8	20.9	11.7
Vitamin A	6.1	30.1	10.6	38.5	13.1
Thiamine	69.8	18.8	9.8	13.3	7.6
Riboflavin	17.3	18.3	9.8	7.6	15.5
Niacin	41.8	28.4	35.1	21.3	9.6
Ascorbic Acid	3.3	38.7	1.6	38.6	20.3
Food Energy	27.3	17.7	14.2	9.8	12.9

*Based on recommended daily dietary allowances for a moderately active woman (National Research Council).

more stress on the supplementary value of foods. They point out that foods work together to promote growth and good health. So perhaps we need to analyze dishes rather than single foods.

For example, macaroni, spaghetti and noodles, when made of durum wheat, are suppliers of plant protein and food energy. But macaroni products are practically never eaten alone. They always go into a dish with meat, fish, vegetables or some other food or combination of foods. Let's examine the dishes in this issue of *Durum Wheat Notes*. The chart below shows their contribution to the daily dietary needs. And, of course, these are only a part of the menu. The next step is to consider other dishes that complete the meal—and other meals that complete the daily food pattern.

Effective Sanitation Program

By James J. Winston
Director of Research NMMA

There are certain precautions which every manufacturer should take in order to safeguard his firm and product from violating the sanitation requirements under the Food, Drug and Cosmetic Act. A manufacturer should make certain that he is following good commercial practice. The following should be part of every sanitation program.

1—Make provisions for a periodic plant inspection by a sanitation consultant who will render a written report with recommendations. If practicable, recommendations for improvement should be carried out by management.

2—Have a competent chemist analyze on a regular basis samples of raw materials and finished goods manufactured from same for evidences of foreign matter; i.e., insect, larvae and rodent material. In good commercial practice, the amount of foreign matter in the finished products should parallel the amount in the farinaceous materials.

3—Maintain exterminator service on a weekly or monthly basis in addition to operations done by employees of the company.

Continuous surveillance of plant and product will be your guarantee of

insuring the public of clean and appetizing food while at the same time protecting your interests.

Your program must be thorough and effective.

Liquid, Frozen and Dried Egg Production

November, 1952

The quantity of liquid egg produced during November totaled 6,045,000 pounds, compared with 3,104,000 pounds in November last year and the 1946-50 average for the month of 6,950,000 pounds. The quantities produced for drying and freezing were larger than a year ago. The quantity produced for immediate consumption was smaller.

Dried egg production during November totaled 957,000 pounds. This compares with 357,000 pounds last year and the average of 1,345,000 pounds. Production consisted of 185,000 pounds of dried whole egg, 611,000 pounds of dried albumen and 161,000 pounds of yolk. Production during November last year consisted of 172,000 pounds of albumen and 185,000 pounds of dried yolk.

The quantity of frozen egg produced during November totaled 4,503,000 pounds. This compares with 2,579,000 pounds in November last year, and the 1946-50 average of 2,555,000 pounds. Frozen egg stocks

decreased 22 million pounds during November, compared with a decrease of 26 million pounds during November last year and the average November decrease of 27 million pounds.

Low Calories—Energy Foods

Macaroni and spaghetti are excellent energy-giving foods yet they are not high in calories. One uncooked ounce of these foods contains only about 100 calories. An uncooked ounce is sufficient for one cooked serving.—Kay Savage, Detroit, Mich., *Free Press*.

(That would make just a good start for an Italian spaghetti later.—Editor)

400 Products in Cans

Macaroni, spaghetti and egg noodle products marketed in cans are but a small percentage of goods that reach consumers in cans, though there has been a slight increase along that line. A recent survey shows that more than 400 products are now marketed in cans in the United States.

Among the leading macaroni foods available in cans are macaroni in sauce, spaghetti and meatballs, egg noodles and chicken.

She—"Is my dress too short?" He—"It's either too short or you're in it too far."

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More than 80% of all the Amber Durum wheat in the United States is grown in the area adjacent to the North Dakota Mill and Elevator. With first choice of the finest durum wheat, it's no secret that the North Dakota Mill and Elevator products rank TOPS in the macaroni field!

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50th Anniversary, and Newest Member

D. Maldari and Sons has been continuously and successfully managed



Ralph Maldari



Donato Maldari



C. Daniel Maldari

by one family since 1903, therefore the management takes pride in announcing the celebration of its 50th anniversary in 1953. Plans for the celebration are in the making and will be made known during the new year.

Announcement is made at the same time of the arrival of Donald, the newest member of the Maldari family. He is the first of the third generation of Maldari's on whom the present management is depending to carry on the traditional faithful service of this macaroni moulds manufacturing firm to the macaroni industry.

To mark this occasion, D. Maldari & Sons have incorporated the twofold idea in its 1953 calendar which has been distributed to its many customers and friends.

Cardini's Favorite Macaroni Dishes

The famous Cardini Restaurant, Los Angeles renowned on the West coast for its Italian cookery, proudly submits three out-of-the-ordinary recipes that have made a hit with thousands of its patrons, including most of the movie stars nearby. "They are not too easy to make, but certainly palatable to taste," says Caesar one of the three brothers who own and operate the popular eating place. The other two brothers are Antone and Barney. The recommendations are: Chicken Spaghetti—Tetrazzini—Antone; Arrigotoni—Caesar; Pineapple Macaroni a la Gauffre—Barney.

CHICKEN SPAGHETTI TETRAZZINI Serves 12

- 1 Med. Stewing Hen
- 3 Slices Bacon
- 1 Large Onion
- 1 Lb. Spaghetti
- 4 Ozs. Pimento
- 1 Large Green Pepper
- 8 Ozs. Mushrooms
- 1/2 Lb. Grated Cheese (Coarse)
- Salt, Pepper

Disjoint the chicken and cover with water, add salt and pepper and cook till meat starts to fall off the bones. Cool and bone the chicken; cut up the pieces. Replace in the chicken broth and bring to a boil. Cook the spaghetti for about 15 minutes; drain. Chop up the bacon and fry, add the minced onion and when brown, add the minced green pepper and the minced pimento. Last add the mushrooms and saute for another 3 to 4 minutes. Now mix the chicken and the spaghetti together and add the sauteed vegetables. If too thick, add a cup of the chicken broth, heat for a few minutes and if still too thick, add another cup of broth. Serve hot with a topping of coarse grated cheese, American Cheddar type for some and Parmesan for others, who may like it sharper.

ARRIGOTONI CAESAR Serves 6

- 1/2 Lb. Can Tuna

- 3 Tbsps. Butter
- 1 C. Stock
- 1 Lb. crimp Elbow Macaroni (largest)
- Salt, Pepper
- 1 Can Mushrooms
- 1 small Can Pimento
- 1 medium Can Red Beans
- 3 Tbsps. Flour
- 1 C. Milk

Melt the butter in a deep sauce pan, slowly add the flour; slowly stir in the cup of stock, let come to a boil. Add the milk, bring to a boil again. Add salt and pepper, the broken up Tuna, the mushrooms, the pimento and last the beans. Add the cooked macaroni to the above and stir. If you like, thicken it a little more, then break and stir in one egg and take from the fire. Pour the mixture in a flat baking pan, sprinkle with bread crumbs and top with Tillamook or Cheddar cheese. Bake until the topping takes on a golden color. Sprinkle with a little paprika, bake another minute and serve hot.

PINEAPPLE-MACARONI A LA GAUFFRE Serves 6

- 1 Pt. Clear Gelatin
- 4 Slices or small Can of Pineapple
- 1/4 Lb. Brown or Raw Sugar
- 1/2 Lb. Large String Macaroni
- Orange Food Dye
- 1/2 Pt. Custard made as follows:
 - 1 pt. milk, 5 eggs, 3 oz. sugar, vanilla, 1 tsp. brandy, 1/4 tsp. nutmeg

For flavoring a choice of either 1/2 lemon rind, grated, or 3 broken bay leaves in a net bag. Wet your 2-inch deep baking pan with ice cold water. Chill in the refrigerator. Cook the large string macaroni, drain and stir in the brown or raw sugar. Let this chill a bit. Get your clear gelatin ready. Bring out the chilled pan, string out the macaroni lengthwise and then crosswise, like a grill but with tiny open squares showing through. Pour in half of the gelatin and allow to set in the refrigerator. Color the remaining half of the gelatin with orange food dye and prepare the custard as above with either the lemon or the bay leaf flavor. Men will prefer the bay leaf and the ladies like the lemon. Bring out the jellied macaroni and spread the sliced pineapple around the top of the jell. Pour the rest of the orange colored gelatin over the pineapple and replace in the refrigerator. When set, serve with the custard in nice squares. An excellent summer-type entree. Serve it on a bed of escarole.

Meat Production Soars

According to figures recently released by the American Meat Institute of Chicago, production of meat is expected to total 23,500,000,000 pounds in 1953, an increase of 4% over the 1952 total.

Demand Parity Price Protection

Nearly 4,000 stockholders and delegates attending the recent 15th annual meeting of Farmers Union Grain Terminal Association in St. Paul reaffirmed their demand for parity price protection on the farm.

Representing nearly 200,000 northwest grain growers, the GTA members passed a resolution expanding their demand for 100 per cent of parity of income "for producers of perishables and nonperishables alike."

The resolution proposed a program of federal price supports as "incentives to shift production," rather than the punitive policy of the 75 to 90 per cent flexible price supports now incorporated in federal farm laws.

It urged repeal of these flexible support prices, terming them "a disaster level for farm families."

Another resolution urged the administration and Congress to "re-examine the methods of computing parity, looking toward the early enactment of legislation which will create a true parity formula," fairly treating wheat, corn and other grains.

With perfect weather, a record number of GTA stockholders and delegates from the Dakotas, Montana and Minnesota came in to the convention, December 8-10. GTA is the largest grain marketing co-operative in the country.

All available hotel space in the Twin Cities was jammed. Farm wives, taking advantage of the opportunity to do some Christmas shopping, joined the throngs that milled through metropolitan department stores.

Headlining the program of nationally known speakers that appeared at the three-day meeting was Senator Frank Carlson of Kansas, a top farm advisor and close friend of President Dwight D. Eisenhower.

Other speakers included Senator Hubert Humphrey of Minnesota; James G. Patton, president, National Farmers Union; Dr. Rainer Schickele, North Dakota Agricultural College farm economist; Ivy W. Duggan, governor, Farm Credit Administration; Roy Hendrickson, executive secretary, National Federation of Grain Co-operatives; and A. M. Camp, president, North Pacific Grain Growers.

Lower Butter and Egg Prices

A year-end review shows a distinct decline in prices of butter and eggs on the basis of heavier production of both. There is a general feeling that the lower price on butter may be due to the increased demand for butter substitutes which show increasing popularity since anti-coloring rules on oleomargarine, et cetera, were lifted.

Shellmar—50c Dividend

Directors of Shellmar Products Corp. have declared the regular quarterly dividend of 50c per share on the common stock, payable January 2, 1953, to stockholders of record December 15, 1952.

Also declared was the dividend on the corporation's issue of 4 1/2 per cent preferred stock. This preferred stock dividend of 56 1/4c per share is payable on December 30, 1952, to stockholders of record December 15, 1952.

Cheese Consumption Increases

Americans are becoming heavier cheese eaters, according to government statistics. It is estimated that per capita consumption of all kinds and types of cheese may reach 7.5 pounds, as against the record of 7.2 pounds per person in 1951. The increased demand has outrun that of a year ago in comparable weeks, something like 30 per cent. Oddly enough, the increased demand has brought prices down.

Seek Tariff on Tuna

The Tuna Research Foundation has presented to the United States Tariff Commission a study to substantiate the American tuna industry's claim that it must have higher tariff protection to survive the competition of both Japanese and Latin-American cheap-labor imports.

The tuna industry enjoys a 45 per cent ad valorem duty on tuna in oil, in effect since prior to World War II, but despite this, imports of tuna have increased 5,000 per cent between 1948 and 1950, much of this in fresh tuna

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	326,488	570,119	589,313
May	845,109	774,911	574,887	549,168
June	866,612	666,774	678,792	759,610
July	726,694	561,915	654,857	587,453
August	748,864	915,988	1,181,294	907,520
September	938,266	827,485	802,647	837,218
October	1,151,103	1,197,496	776,259	966,115
November	873,325	882,617	700,865	997,030
December	873,509	827,986	944,099	648,059

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1952, to January 2, 1953..... 5,311,761
 July 1, 1951, to January 4, 1952..... 5,323,705

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 A Publication to Advance the Macaroni Industry.

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Vol. XXXIV January, 1953 No. 9

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Non-Toxic Wood Preservative

Preservation of dimensional control of raw lumber is now possible with the use of non-toxic sealer developed by the Wilbur & Williams Co., Boston.

For a long time there has been a demand for a wood preservative which would control swelling and checking in raw lumber without the use of toxics which sometimes are detrimental to the hands and face of the users. Wilbur & Williams' checkmate is produced with a clear synthetic resin sealer, particularly recommended to prevent shrinking and swelling of plywood, wood siding and sash and doors.

Martin I. Cowan Retires

Martin I. Cowan has announced his resignation as secretary and treasurer of Consolidated Products Co., Inc., New York City, and his retirement from the firm. He had been affiliated with the firm, dealers in machinery and plant equipment, for 30 years. His son, Robert C. Cowan, will continue to serve as sales engineer with Consolidated.

Mr. Cowan plans to continue his association with the chemical and allied processing industries as a consultant, advisor and appraiser.

Important Industry Dates

Winter Meeting—Hotel Flamingo, Miami Beach, Fla., January 20-22, 1953.

49th Annual Convention—Broadmoor Hotel, Colorado Springs, Colo., June 23-25, 1953.

National Macaroni Week—October 15-24, 1953.

Premium—Minnesota Macaroni

Pen and Pencil—To promote sales of "Quickies" macaroni and "Quick-teens" spaghetti, the Minnesota Macaroni Co., St. Paul, is offering a personalized pen and pencil for 50 cents and a trademark from the package of either product.

Answer the Call

Every month in the year, thousands of people in need or distress reach out to the Red Cross for the help they must have, help that comes from the generous efforts and support of housewives, businessmen, industrial workers, school children, professional workers—your next door neighbors—and countless others who serve their fellow man through the Red Cross.

In a time of tension and cynicism, it is well to be reminded of the inherent goodness of people, to call attention

CLASSIFIED

RECONDITIONED WEIGHERS
 Factory reconditioned TRIANGLE weighing and filling machines. All units in operating condition and attractively priced.

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to their constant voluntary efforts to make life a little better for the men and women in the armed forces, for hospitalized veterans, for disaster sufferers, and for those in need in other lands.

Although the heart and hands of the Red Cross are provided by hundreds of thousands of volunteers, money is also needed to collect blood; to provide financial assistance for servicemen, veterans, and their dependents; to furnish emergency aid and rehabilitation to disaster victims—services that can be provided only through the voluntary financial support of millions of Americans.

Every March Red Cross volunteers turn to their neighbors and ask help in answering the call of those in need. Let us respond generously to this appeal so that we can answer the call of humanity through our Red Cross.



Already a "BUY"-word

Market studies indicate that already many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn grits, enriched corn meal, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

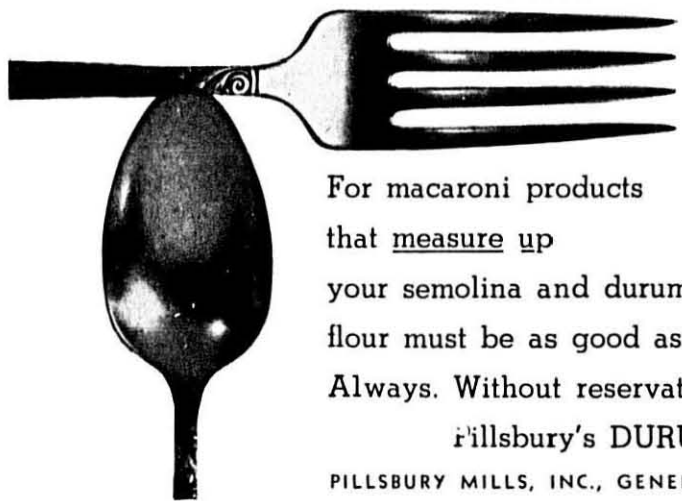
HOFFMANN - LA ROCHE, INC.

Do they see the familiar "BUY"-word, "ENRICHED," on your packages? If not, act now to bring your products up to date.

Write today for all facts on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

'ROCHE' Vitamin Division

NUTLEY 10, NEW JERSEY



For macaroni products
that measure up
your semolina and durum
flour must be as good as you are.
Always. Without reservations.

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