

**THE
MACARONI
JOURNAL**

**Volume 36
No. 4**

August, 1954



20-11-05

OFFICIAL
OF THE
NATIONAL
MASONRY
ASSOCIATION



offices on...

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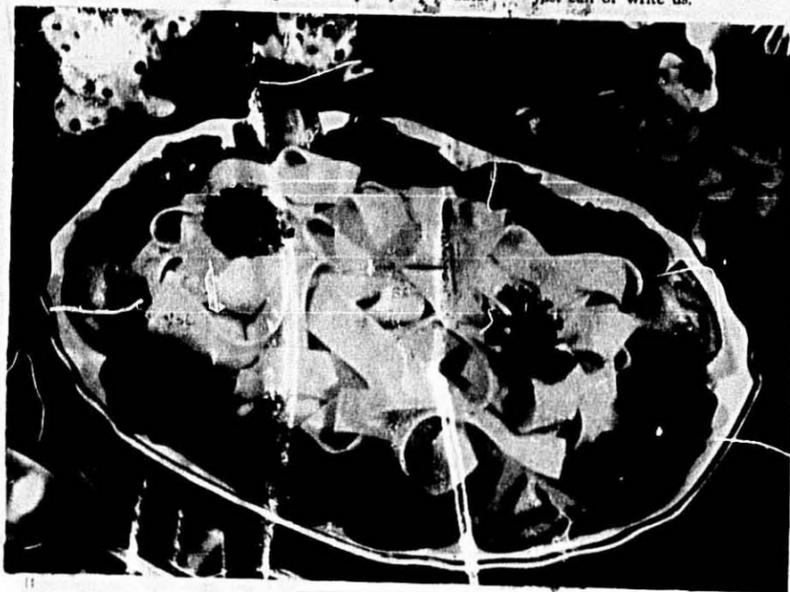
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August, 1964

THE MACARONI JOURNAL

MEET

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The
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 Volume 36, No. 4

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Cover Photo

Peter La Rosa, president of V. La Rosa & Sons, Brooklyn, Danielson and Hararo, elected president of the National Macaroni Manufacturers Association.

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PETER LA ROSA ELECTED PRESIDENT OF NATIONAL MACARONI MANUFACTURERS ASSOCIATION

AT the annual meeting of the National Macaroni Manufacturers Association at Shawnee-on-the-Delaware June 15-16-17, Peter La Rosa, President of V. La Rosa & Sons, Inc., Brooklyn, one of the largest manufacturers of macaroni products in the world, was elected President of the Association.

Throughout his business life, extending over the past 40 years, Mr. La Rosa has been associated with the La Rosa macaroni business. The growth of this great enterprise is another stirring saga of an American business growing from the most humble beginnings to a respected institution, one of the largest in its field and a vital factor in the nation's commercial life.

Peter La Rosa today 55 years of age, was born on August 2, 1897, in the province of Trapani, Sicily, Italy. When not quite 11 years old, he emigrated with his family to the United States, settling in the Williamsburg section of Brooklyn. There his father, Vincenzo La Rosa, established a small grocery store, specializing in imported Italian foods.

The entire La Rosa family worked hard to make the small grocery a success during the years from 1907 to 1914. Determined to make the finest macaroni produced anywhere in the world, the family then installed one macaroni press in the rear of the store, and embarked on their macaroni manufacturing project. Little by little the business grew, until the family's entire energies were turned to macaroni manufacture, and a small plant established. Today, V. La Rosa & Sons, Inc., has three of the largest and most modern macaroni products plants in the world, including canneries, in Brooklyn, Danielson, Conn., and Hatboro, Pa. In addition to macaroni products, La Rosa now makes and markets a line of four canned spaghetti sauces, and a new product, La Rosa Pizza Pie Mix and Sauce.

Truly a family business, the La Rosa enterprise was established by Vincenzo La Rosa, father, and his five sons; Frank, deceased 1916, Pasquale, deceased 1953, Stefano, Filippo, and Peter. Today, a third generation, the grandsons of Vincenzo are active in the business in every phase of production and management.

Throughout his association with the business, Peter La Rosa has been in charge of sales and advertising, helping to make La Rosa one of the nation's renowned brand names, and the leading seller of spaghetti, macaroni, and egg noodles. Under his supervision, the La Rosa name has been promoted extensively, year after year, in newspapers,



PETER LA ROSA

magazines, on television and radio. Now President, he has been an officer in V. La Rosa & Sons, Inc. since its incorporation in February 1926.

In recognition of his services as a leader in the industry, Peter La Rosa was elected and has continued to be a director of the National Macaroni Manufacturers Association for the past 18 years, and a Vice President for the past few years. He has always been active in helping to guide and foster industry progress. He is also a member of the Grocery Manufacturers Association.

Always prominent in civic matters, Mr. La Rosa has been a trustee of the Prudential Savings Bank of Brooklyn for the past 5 years. He is a trustee of the Wyckoff Heights Hospital of Brooklyn.

He is noted for his philanthropies, among them being the founding, with his brothers, and the continual endowment of the Home for the Aged and Infirm in the town of his birth, Santa Ninfa, Trapani, Sicily, Italy. For many years, and continuing today, he has been a trustee of the Italian Board of Guardians affiliated with Catholic Charities of the Diocese of Brooklyn. This organization aids and supports underprivileged children, and maintains a summer camp for them; it also does very commendable work in rehabilitating juvenile delinquents.

In private life, Peter La Rosa lives with his family in Manhasset, Long Island. His wife Mildred and daughters Josephine and Eleanor are well known to those attending Macaroni Association Conventions.

Lloyd E. Skinner Elected First Vice-President

Lloyd Skinner, president of the Skinner Manufacturing Company, Omaha, moved up from second vice president to first vice president of the National Macaroni Manufacturers Association in the election held June 16.

Mr. Skinner is Commander of the world's largest American Legion Post. He is president of the Nebraska Small Businessmen's Association; president of the Nebraska-Iowa River Development Association; member of the board of directors on the National Committee for the Hoover Report; and is a member of the Board of Trustees of the Nebraska Tax Council.

In 1950 Mr. Skinner was named Omaha's outstanding young man by the Junior Chamber of Commerce.

Guido Merlino Elected Second Vice-President

Guido Merlino has another typical success story. He came from the small Italian village of Taranta Peligna in 1920. With two other immigrants, cousin Joseph Merlino and John Madonna, they arrived in Seattle in 1928. By 1932 after working diligently and saving their money they were able to start the Mission Macaroni Company. From the depths of the depression they developed a flourishing business and have enjoyed fabulous growth in the past 22 years.

Mr. Merlino has been most active in getting the Association to hold regional meetings on the West Coast.

Horace P. Gioia Elected Third Vice-President

Horace P. Gioia, oldest son of the late Alfonso Gioia, president of the National Macaroni Manufacturers Association 1932-1933, is general manager of the Rochester, New York macaroni firm, Alfonso Gioia & Sons. Bravo is the brand name of their line.

Young in years but seasoned in experience, Mr. Gioia typifies the younger element stepping forward in the macaroni industry to take an active part in industry affairs.

Board of Directors Elected

The new Board of Directors is listed in full on page 5. Newcomers to the Board include Raymond Guerissi of San Giorgio Macaroni, Lebanon, Pennsylvania; John A. Viviano, Vivison, Detroit; Maurice L. Ryan, Quality, St. Paul; Dominic Palazzolo, A. Palazzolo & Sons, Cincinnati; Arthur Russo, A. Russo & Company, Chicago; Robert William, Robert William Foods, Los Angeles.

All former directors were re-elected and past presidents, active in macaroni manufacturing, were made directors-at-large.



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MACARONI FESTIVAL

Chamber of Commerce in Devils Lake, North Dakota
Sponsors Gala Affair June 9 and 10

A MACARONI QUEEN, cooking contests, an eating contest between North Dakota and Canadian mayors, displays, parades, floats, and free spaghetti served by a Chicago Chef to a crowd of more than 3,500 persons were highlights of the Macaroni Festival held at Devil's Lake, North Dakota, June 9 and 10.

Mrs. Yuland Conaway, wife of a Devil's Lake commercial photographer, was crowned "Mrs. Macaroni" at a Festival Dance.

Mrs. Conaway, mother of three children, was presented the crown by Mrs. Donald McGillis of Edmore. "Mrs. North Dakota of 1953" and runnerup in a recent "Mrs. America" contest in Florida. Mrs. Conaway won a week's expense paid trip to a Canadian resort for herself and family.

Nineteen mayors took part in a macaroni eating contest with H. G. Renfrow of Calvin winning over his competitors from the United States and Canada. He was awarded a plaque, which will be engraved with his name, to keep until the 1955 festival.

An international tug-of-war contest was held with the Americans being victors over the Canadians for the \$50.00 prize.

Three divisions were set up in a cooking contest including (1) salads, (2) hot dishes, (3) unusual desserts, with macaroni dishes being featured. Prizes in each division were \$50.00 for first, \$25.00 for second and \$10.00 for third.



MAYOR RENFROW
Champion Spaghetti Eater

which was split between the winner and the sponsoring organization.

Eighteen boys and fourteen girls took part in separate macaroni eating contests during the afternoon. Prizes awarded were \$10.00 for first, \$5.00 for second and \$3.00 for third in each division.

Macaroni officials, mayors and other dignitaries, including Governor Brunsdale and U. S. Representative Otto Krueger were on hand for the Festival, part of which was staged outdoors despite cool temperatures.

Speaking on the afternoon program, Governor Brunsdale said it was fitting that Canadian friends should be in Devil's Lake for Macaroni Day. He also took cognizance of the fact that the northeast quarter of North Dakota produces high quality durum for macaroni, the reason for the Festival.

Krueger quoted remarks by the Governor General of Canada, Sir Vincent Massey, before a joint session of Congress, a few weeks ago, reviewing the long history of peace between the two nations.

"It represents a symbol of friendship quite different from any other place in the world," said Krueger. "Most neighboring nations look at each other and face the muzzles of cannons and hear rattle of sabers."

Macaroni officials at the festival included Lloyd I. Skinner, president of the Skinner Manufacturing Company, and Cleo Haney, representative of Bozell-Jacobs Company, both of Omaha; Maurice L. Ryan of the Quality Macaroni Company, St. Paul; Joseph Fleming, owner of the Fleming Company of Fargo, wholesaler for Skinner; Walter Stone, sales representative for Fleming; and Tom Feeney, sales representative for the Minnesota Macaroni Company.

Chef William Gosal of Chicago's Hotel Sherman was sent to Devil's Lake by the National Macaroni Manufacturers Association to supervise the preparation of the macaroni dinner. Gosal had complete charge of all arrangements for cooking and serving the free dinner to the visitors attending the affair. He



CHEF WILLIAM GOSAL

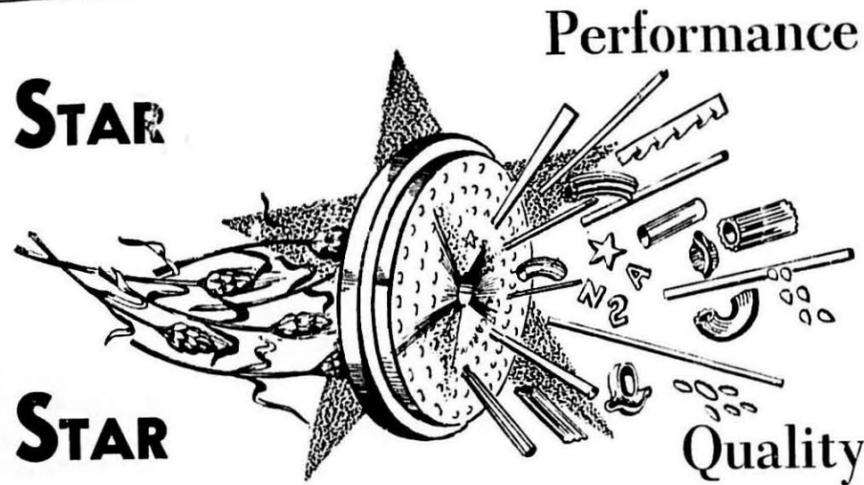
used his own nationally known recipe for "Spaghetti a la Gosal", which is a feature of the Sherman Hotel. The chef had 25 helpers to cook the spaghetti and sauce in eight G.I. containers. Some 1800 pounds of spaghetti was served.

Publicity was handled for the National Macaroni Institute by Don Handy of the Chicago office of Theodore R. Sills & Company.

Other features on the schedule included parades, dances, baseball games and a show with professional entertainers.



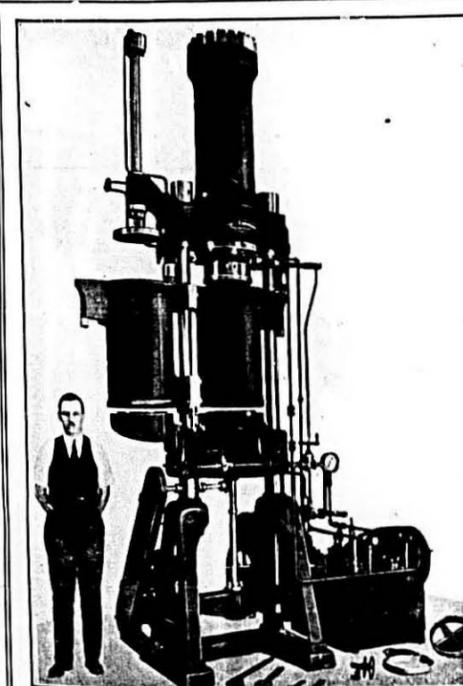
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ASSOCIATION HONORS PAST PRESIDENTS AT GOLDEN ANNIVERSARY MEETING

Plaques Presented at Shawnee-on-the-Delaware

EACH of the past presidents, upon the completion of his remarks, was presented a plaque with the following transcription:

"The officers and members of the National Macaroni Manufacturers Association present to (name is given) this testimonial in recognition and appreciation of his leadership and service rendered as President of this Association founded in 1901. Presented at the 50th Annual Meeting June 15, 1954."

Secretary Emeritus M. J. Donna was also presented with a plaque following his presentation of highlights of 30 years of service.

Charter member Henry D. Rossi was presented a plaque upon the completion of his presentation of a paper "How to Manufacture Macaroni", which was the same as he gave at the first annual meeting fifty years ago in Pittsburgh.



FRANK L. ZEREGA congratulated by Secretary Robert M. Green

FRANK L. ZEREGA
1930 — 1932

I am very happy to be here with you at this 50th convention of the National Macaroni Manufacturers Association and particularly so because I was present 50 years ago at the meeting in 1904 when the Association was organized. As I look back I doubt that any of us thought that it would ever develop into the fine organization it is today. To you who by your hard work and cooperation have achieved this result, I offer my heartiest congratulations.

As the oldest living past president and the son of the first macaroni manufacturer in this part of the world, I feel that I am qualified to speak as I have seen the industry change from a crude method of processing to the efficient streamlined operation it is today. Take for example our present raw materials. I recall that in the very early 1900's Dr. Carlton of the Department of Agriculture came to our plant and conducted a series of tests with durum flour which were not very satisfactory and a far cry from the fine semolina we have today. Truly, the milling industry is to be complimented on the progress made since those days.

Equal progress has been made by the manufacturers of macaroni machinery and allied trades and they should receive our heartiest congratu-

lations on what they also have accomplished.

May I again say I am very happy to be with you on this 50th Birthday of our Association and I know you will carry on as successfully in the future as you have in the past.

GLENN G. HOSKINS
1933 — 1934

I was vice president when the New Deal came into office and was elected president in June, 1933. I think that a direct quotation from the talk I made at the Association's convention on June 12, 1931, would be the best description of conditions as they existed at that time.

"... After three years of declining markets, most plants were battling to maintain sufficient dollar volume to pay running expenses and were thankful to receive even part of their overhead. Labor in some sections was being exploited to a degree which not only curtailed buying power, but in many instances left the worker with an income hardly equal to that of Asiatics inured through the ages of oppression to the acceptance of a bare existence.

"Standards of quality had fallen under pressure for lower prices. Millions of pounds of macaroni products were being made from low grade flours fit only for animal feed. Buyers and con-

sumers alike were losing confidence in the integrity of macaroni manufacturers. One macaroni manufacturer was being played against another by unscrupulous buyers until in many instances sales were made which did not return the cost of raw material and labor. With a slight mental effort some of you can remember business lost on 21-7 oz. packages when 43¢ was too high a price. Bulk goods brought 2½¢ a pound; 24-1# packages were sold right here in Chicago for 75¢ delivered.

"The wheels of progress were revolving in the wrong direction and no power within the industry seemed strong enough to stop them. We were going somewhere all right, but the road ended over a precipice. Let no one forget that we had traveled a long, long way on that backward path, and that the rate of travel toward destruction was increasing to an alarming extent. Neither an individual nor an industry can regain the lost distance without a sustained uphill pull toward a clearly defined destination..."

The talk then goes on to list a timetable.

"May 25, 1933—Your past president, Al Gioia, with the vision to see the possibilities of a Marketing Agreement for the Macaroni Industry called the Directors together to draw up such a document.

"June 20th—The Code approved by a majority of the industry. The first

Dott. Ingg. M. G.

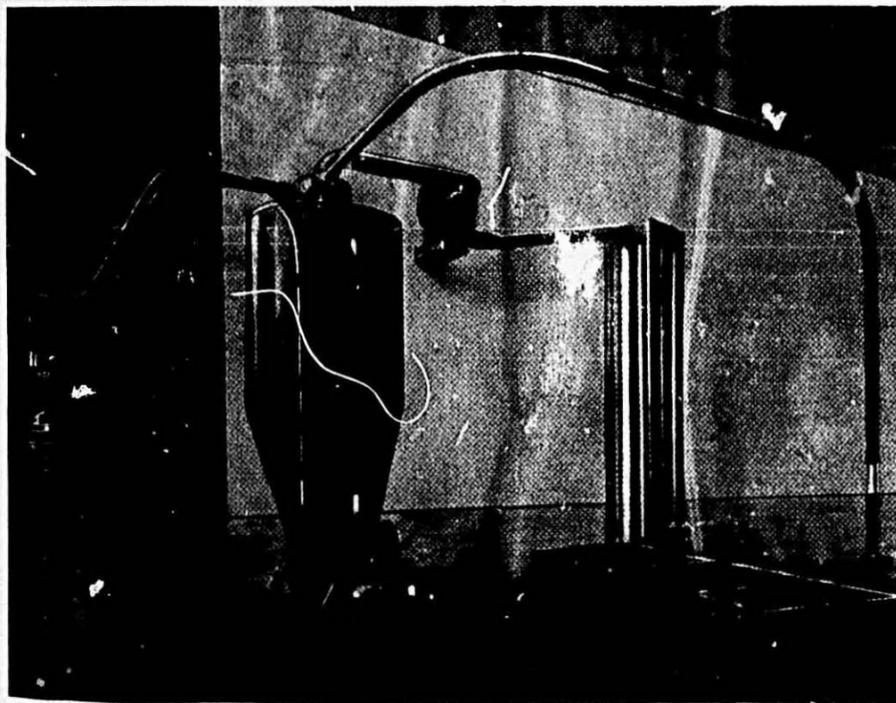
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time in history that so many manufacturers had agreed to one thing.

"July 19th—The Code filed with and accepted by the Agricultural Adjustment Administration.

"July 19th to August 19th—11 revisions of the Code to harmonize the desires of the Agricultural Adjustment Administration and the Macaroni Industry. Both organizations creating a new thing. Both drawing from the experiences of the past to write a law to govern the future.

"August 25th—the final Marketing Agreement and Code approved by your Directors after a three day session.

"September 20th—The announcement by the Agricultural Adjustment Administration Legal Division that the Macaroni Industry could not have a Marketing Agreement, but must be satisfied with a Code.

"October 5th—The nineteenth revision of the Code reviewed before members of the industry representing, either by proxy or person, 90% of the total production, and not a dissenting voice on any major problem.

"December 6th—President Roosevelt announces that all Codes, except first processors, must be under NRA supervision.

"January 29th—The Code signed.

"February 7th—The Code in effect.

"March 29th—The elements of cost as provided in Article 7, Section 5 A, approved. Please note this date because up until that time we had no authority to enforce the provision against sales below cost.

"April 10th—125 open prices filed.

"April 25th—225 open prices filed.

Most of the old ones changed and raised to bring them up to cost.

"June 1st—The regional organizations and regional adjustment agencies approved.

Which brings us to the end of my term as president, because I felt that I should not be both president of the National Association and chairman of the Code Authority.

LOUIS S. VAGNINO
1934—1936

Viewing in retrospect the happenings of the period 1931-1936, during which I was President of the Association, I see in dim panoramic outline a succession of events which in later years were to have a marked effect on the future course of our industry.

Back in the days of 1934, we manufacturers were envisaging a bright future. The NRA had become law; and our Code of Fair Competition had been approved. Under the Code minimum wages and maximum hours were established for employees; standards of quality for finished product provided; and unfair and destructive trade practices prohibited. In the words of Hugh S. Johnson, the Code "will tend to stabilize the industry, which has suffered

from destructive price-cutting by members of the Industry engaged in the distributing of an inferior product under claims of equal quality with better merchandise."

The 1934 June Convention held in Chicago was one of the largest ever assembled. There were 89 manufacturers, representing approximately 90 per cent of the total production of the country, and 64 allied members present. According to Secretary Donna, "The outstanding accomplishments of the convention were (1) The agreement between the durum millers and the macaroni manufacturers whereby the number of grades of semolina milled for macaroni would be restricted to two grades, (2) a general expression of faith in the Macaroni Code and in the manner of its administration as expressed in unanimous action of the Convention, and (3) the acceptance of the report of the Standards Committee on Sizes of Bulk and Package Goods.

Realizing that one of the Principal causes of unfair competition was the use of odd sizes and weights of containers, the Association set out to make a comprehensive survey of the industry with the view of standardizing on a minimum number of sizes and weights of packages and bulk containers.

The survey disclosed that there were 21 different sizes of package goods on the market, ranging from 3 ounces to 48 ounces, and 23 different sizes of bulk goods, varying from 3 lbs. to 100 lbs. The Committee recommended the abolition of 17 sizes of packages and 18 sizes of bulk containers. The findings and recommendations of this committee were unanimously approved and adopted by the Convention, but unfortunately they were never put into practice.

Many of us will remember with mixed feelings of dismay and confusion when on May 27, 1935, the Supreme Court of the United States handed down the death-dealing decision declaring all provisions of the National Recovery Act null and void. The staggering decision rendered the whole Recovery Act an empty shell and all the Codes thereunder inoperative. Not only the Macaroni Industry but the whole business world was astounded by the terseness and the thoroughness of the decision handed down by that judicial body in which it held, basically, that Congress had exceeded its constitutional rights in delegating legislative powers to the President, thereby voiding the principal provisions of establishing minimum wages, maximum hours, and the right of self regulation under government supervision.

Following the demise of the NRA, the Macaroni Industry at the June Convention in Brooklyn, re-affirmed their allegiance to the National Association and pledged both their financial and moral support to its officers and directors. They realized the need of a strong national organization for group action on problems common to all

members of the Macaroni Industry, and which problems could only be effectively dealt with through planned voluntary cooperation.

The most important action taken at the 1935 Convention was the resolution that a comprehensive survey be made of the macaroni industry to determine the extent, scope, and functions of the Association.

To undertake this task, the board employed Glenn G. Hoskins. Mr. Hoskins began his work in September and completed it the following February. The report covering 75 typewritten pages was the most comprehensive study ever made of the macaroni industry. The report was unanimously accepted by the Board of Directors, but unfortunately, because of inadequate finances of the Association treasury, the program was never put into effect.

A second shock to the industry, coming six months after the first which invalidated the National Recovery Act, was the voiding of the Processing Tax of the AAA by the United States Supreme Court. The decision was so sweeping, so definite that even those who bitterly opposed the AAA program were astonished. Wrote Secretary Donna, "Confusion and uncertainty may best describe the situation as affecting the Macaroni Industry." The immediate effect of this decision on macaroni quotations was a sudden drop in prices, in many instances more than 3¢ per pound. The question of how and when macaroni manufacturers were to proceed to obtain tax refunds on floor stocks and flour purchases became a most vexing problem as well as a costly one.

In reviewing the events of these two eventful years, 1934-1936, it may seem that progress was in reverse; what appeared in the beginning of 1934 to hold a promising and hopeful future ended in failure by 1936. But are not these failures but milestones in our industrial journey, marking the hazards and pitfalls in the road we have travelled? Have we not gained in knowledge and wisdom for having had these experiences?

It is for us to profit from our past mistakes and to appraise honestly our limitations and shortcomings. If we apply ourselves with diligence, coupled with strong resolve to face our problems with realism and determination, our collective efforts will result in a better Association and a more fruitful industry.

J. HARRY DIAMOND
1939—1940

I was very happy to see the end of the NRA. By that time I think I was about to go to jail.

Luring the administration of P. R. Winebrenner the noodle situation was very bad. No one could seem to get enough eggs in the noodles so a managing secretary was hired named Lester



1904... Some of you will remember. National Macaroni Manufacturers Ass'n founded. Lillian Russell... Gibson Girl, a plush age.



1912... KING MIDAS FLOUR MILLS mill their first barrel of Semolina at it's Dakota Mill in Minneapolis.



1914... Imperial yearning for power is balanced with alliance and counter-alliance. WAR inflames the civilized world.



1919... War ended. First issue Macaroni Journal off the press under M. J. Donna. Al Jolson, Babe Ruth and flappers.



1929... Wall Street Crash... Depression grips world. B. Holiday, N.R.A., C.C.C., W.P.A., F.W.A. etc., Alphabet soup on every tongue.

Golden Anniversary

National Macaroni Manufacturers Association



1929... KING MIDAS FLOUR MILLS mill first Semolina in Sept. in its newly acquired Daisy Mill in Superior.



1940-45... turbulent years. Hitler... Panzers... Blitzkrieg. Dunkirk, Coventry, Pearl Harbor became symbols. World War II. Peace in 1945.



1946-53... Unrest seems normal. Strikes and wage-price spiral up. Communism abroad. Aid to Greece. Berlin Airlift. Korea. United Nations. Peace in 1953.



In the years to come, as in the past 42, KING MIDAS will be facing problems shoulder to shoulder with you, the Macaroni Industry, proud of our past and confident of our future... together.

King Midas FLOUR MILLS

"YOU CAN'T BE IN BETTER HANDS"

Dane. After a couple years of hard work I think that situation was pretty well cleared up except that the Association was broke. We got to the point where we couldn't pay Jacobs and Donna. That's when I got the job. My job was to try to get the Association on its feet. That's when we started the annual Macaroni Journal proposition (Anniversary Edition), and I am very happy to say that when this got started and business conditions picked up things went along fine and the Association at the present time is in good shape financially. The only reason for my interest in sticking around the Board meetings is to see that we keep some of that money because there is always a possibility that things will get tough again.

C. W. JACK WOLFE
1941 — 1948

After hearing the talks of Frank L. Zerega, Glenn Hoskins, Louis Vagino and Harry Diamond, I have changed my ideas of what I was going to say. I feel like they do that the NRA was police action and now our world is concerned about Communism and revolution. I want to say to you that in the great Revolution of 1776, when the people fought for free enterprise, the capitalistic system, they founded a country that we all could come to and live under a free enterprise system and accomplish each one's will. That is what the macaroni people have done since we have had free enterprise since the NRA.

War did come along six months after my election as president. War brought price control, 80% extension flour, and the War Production Board was brought into being. The problem of a war economy brought all manufacturers closer together and more frequently. The influence of individual manufacturers making statements and giving opinions in front of their competitors was both refreshing and inspiring. Frequent meetings, talking out our problems led us to begin in earnest a publicity program. M. J. Donna had been promoting a "pass the hat" program for ten or more years before we hired our first publicist Bert Nevins. Under Bud Norris, my successor, a bigger and better publicity program was continued and a better publicist was hired. It was necessary to have a better system to finance a better program. Fred Mueller was vice president in charge of publicity and was a constant leader and promoter for the kind of a program that we have today. Our activities broadened and the burden of the National Macaroni Institute, and the National Macaroni Association caused Bud Norris to make the decision to add Bob Green to our staff. Those are the highlights of the years of my and Bud Norris' terms in office.



PAST PRESIDENTS HONORED. Seated, left to right: Louis Vagnino; Frank Zerega, Glenn Hoskins. Standing, Tom Cuneo, Harry Diamond, Jack Wolfe, Fred Mueller.

C. FREDERICK MUELLER
1950 — 1952

The President of the National Macaroni Manufacturers Association for all practical purposes is a man who has been selected by his fellow directors to work about three times as hard as he did before. He, in actuality, is the coordinator among the various committees and works very closely with Secretary Green.

The real power behind the Association is the membership acting through its Board of Directors who in turn give unstintingly of their time and effort to do whatever is necessary as committee heads.

The Association has gone far under Jack Wolfe as Publicity Head, Bud Norris and Maury Ryan in Durum Relations and the officers of the Association, Peter La Rosa, Lloyd Skinner and Guido Merlino.

The 1950-1952 period was noteworthy in building a publicity program inaugurated under Bud Norris, March 1, 1949, and carried out through Ted Sills.

It was further noteworthy for increasing the services of the Association to its membership through the good efforts and accomplishments of its present Secretary, Bob Green.

The industry in general met the problems of increasing costs and the Korean war economy and emerged unscathed.

I think we grew and became more mature and we are now continuing to grow through our new maturity.

**Annual Convention
Committee Reports**

We, your Committee on Resolutions, present the following for your consideration:

1. RESOLVED, that we express our sincere thanks to the participants on the 50th Annual Meeting program:
Past Presidents Frank L. Zerega, Glenn G. Hoskins, Louis S. Vagnino, Harry Diamond, Jack Wolfe, Fred Mueller;
To Past Secretary M. J. Donna and to Charter Member Henry D. Rossi;
To J. Sidney Johnson of the National Biscuit Company;
To moderator Fred Mueller and his panel members: Vincent DeDomenico, Vincent F. LaRosa, Dominic Palazzolo;
To Ted Sills, public relations counsel for the National Macaroni Institute and Secretary Bob Green;
To Frieder Birkel and the Birkel representatives from Germany.
2. RESOLVED, that we commend the officers and directors of the National Macaroni Manufacturers Association and National Macaroni Institute for capably carrying out their responsibilities and duties during the past year under the able leadership of President Thomas A. Cuneo, Vice-Presidents Peter La Rosa, Lloyd Skinner and Guido Merlino.
3. RESOLVED, that we compliment the employees of the National Macaroni Manufacturers Association National Macaroni Institute and the

(Continued on page 20)



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B·E·T·S
(The original food enrichment tablets)

FOR THE BATCH METHOD

VEXTRAM
(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

Both Enrich Macaroni Products to Conform with Federal Standards of Identity

**ACCURATE, ECONOMICAL
EASY 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.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

Plant delivery from strategically located
bulk depots: Boston, N. Y., Long Beach,
St. Louis, Kansas City, Mo., Memphis,
Portland, Oregon, Los Angeles, San Francisco,
Portland, Ore., Dallas, and Atlanta

THE PRESIDENT'S ADDRESS

By THOMAS A. CUNEO

at the Golden Anniversary Meeting

WELCOME to the 50th Anniversary Meeting of the National Macaroni Manufacturers Association.

Fifty years ago macaroni and noodle manufacturers of America met in Pittsburgh on April 19 and 20 to form a trade association: The National Association of Macaroni and Noodle Manufacturers of America.

Edwin C. Forbes of Cleveland, editor of the Macaroni and Noodle Manufacturers Journal, was the spark plug who called the meeting and got the manufacturers together.

The man that welcomed the manufacturers to Pittsburgh was John Piccardo of B. Piccardo Company of Pittsburgh.

A committee of Thomas H. Toomey of A. Zeraga's Sons, Ernesto Bisi of U. S. Macaroni Factory in Carnegie, Charles Maull of Maull Bros. in St. Louis, J. D. Robb of the Chardon Macaroni Company, Chardon, Ohio, and Oscar M. Springer of the Michigan Macaroni Company, Detroit, were appointed to draw up the constitution and by-laws.

The problems discussed at that original meeting are still the problems that face us in some form or other today.

Oswald Schmidt of Davenport, Iowa, presented his views on "Present Low Prices: Their Causes and Remedies".

As to the causes of low prices, Mr. Schmidt asked, "if it is on account of enormous or even fair profits that the manufacturer of macaroni yields? We have as yet to find the man who could claim this and prove it. Is it over-production? Is it the particular kind of competition—competition from abroad where labor is cheap? Has this industry, comparatively new for our country, not found its basis yet? Are its manufacturers still groping in the dark as to the cost of manufacturing, believing it costs nothing to properly dry and cure and put up macaroni? Does flour, box material, labor cost nothing? Is there no capital invested in buildings, machinery, stock of goods, accounts, working capital for manufacturing and selling expenses? Are macaroni manufacturers so philanthropically inclined as to wish to furnish the consumer with an article of food for the sake of love and mercy to all mankind, for nothing or next to nothing? Doesn't it almost appear so?

"The remedy," said Mr. Schmidt, "is not the formation of one big company or a trust or even price agreement. To this I would answer it is against the law and our courts have decided so.

What is the remedy? I would say make goods of a quality that American macaroni will be recognized as the best, not only in our own country but all over the world. Have courage and backbone enough to ask and obtain a price that is fair and which will yield a profit commensurate with the investment, cost of goods, labor, and the like. Get acquainted with your competitors and the mutual interests will bring you closer together and, possibly, you may find that not all are pirates in business, but are striving, like you, to make an honest living. In unity there is strength. I greet with pleasure the move of forming an association."

Those sage comments made by Mr. Schmidt fifty years ago are as good today as the day they were spoken.

Other matters that were considered by the first association convention included the freight rate question, "How to Increase Demand for Macaroni Products", "The Standardization of Packaging", "The Modern Macaroni Manufacturer", "The Benefits of Association", "Broken Macaroni—a Menace to Package Goods", "Should American Manufacturers Use an Imported Style Package?", "American Versus Imported Macaroni—Why Imports Increase and the Remedy", and "How to Manufacture Macaroni".

This last paper was given by Henry D. Rossi of Braidwood, who is with us today and will give a repeat performance.

I'd like to refer briefly to the talk given by Mr. N. V. Fontana of the Pittsburgh Macaroni Company on the paper "How to Increase the Demand for Macaroni Products". Mr. Fontana said, "Thanks to the energy of this country, production will adjust itself to demand, and this can be constantly increased by properly attending to business, studying the wants of the people, advertising independently and demonstrating collectively.

"Advertising, being one of the arts that this country excels in, there will be no need of enumerating how and in how many different and efficient ways it can be done, but demonstrating we think is more useful to our industry and far more reaching.

"Still in the line of advertising it is within our providence to foster the tendency of making macaroni products fashionable. Of late years none of the first-class hotels have dreamt of submitting a menu to their patrons without soups, spaghetti, vermicelli, noodles and the like, and no fashionable or state



THOMAS A. CUNEO

dinner has been given without some of these dishes on their menu.

"Many daily and weekly papers have rubrics giving out menus. Let us approach the gentlemen entrusted with this task and induce them not only to insert in the menu some of the dishes made with our macaroni, but influence them to publish some recipes of the so many different ways in which our products can be prepared and relished.

"Let us get together and share the expenses of some like enterprise and do it in such a way that it will not benefit any individual or firm but our industry at large, and the money spent in this way will bear fruits that we would not get in any other way."

The plea made by Mr. Fontana fifty years ago has been heard, and today through our collective efforts in the National Macaroni Institute we are telling the consuming public more about macaroni, spaghetti and egg noodles.

This has had a definite effect on the trend this year. First quarter sales for the industry were running about 7% over those of a year ago, and much of the credit for this accomplishment was due the Salmon Macaroni Dinner campaign, which involved such firms as U. S. Steel, the Pet Milk Company, Campbell Soup Company, and industry organizations as the Can Manufacturers Institute and our own National Macaroni Institute.

At the end of May macaroni production stood at some 6% over a year ago, and in view of the brighter prospects for general business during the last half of this year and 1955 we should do even better.

The supply situation in regards to durum wheat is one of our chief troubles today. You will hear later during

(Continued on page 44)

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

HOW TO MANUFACTURE MACARONI

Presented by Charter Member HENRY D. ROSSI at the 50th Anniversary Meeting of the National Macaroni Manufacturers Association. As It Was Presented at the First Annual Meeting.



HENRY D. ROSSI

MY talk today is one of interest to every macaroni manufacturer, namely—How to Manufacture Macaroni.

In the first place good semolina should be used; when this can't be had Gold Medal flour or a good macaroni wheat flour will do. However, semolina is the best of all.

Pour the semolina into the mixer, also sufficient boiling water to make a stiff dough (not too hard or too soft), let it mix about 15 to 25 minutes, according to style of mixer. Some mixers will do it in 5 to 10 minutes, others will take twice as long. Then transfer dough from the mixer to kneader or ramola and let the same knead from 25 to 30 minutes, or until the dough has a very fine texture. When the dough is thoroughly kneaded, it is placed in the press. In this machine it is pressed downward through copper moulds of many different shapes.

Suppose spaghetti is being manufactured—spaghetti is solid macaroni about 1/16 of an inch in diameter. As the spaghetti has projected to a length of 24 inches, the operator stands at the press with a knife and cuts the spaghetti about 4 inches from the base of the press and lays it on a table. The operator then takes up the spaghetti in his hands and combs it with his fingers. When done, he holds the spaghetti in his left hand and with his right coils the spaghetti into "marella" or figure eights.

The above description applies to the marella goods. This method of laying macaroni was originated by the Italians of Northern Italy, the Piedmontese Genoese, and in fact the whole Northern people as far down as Tuscany use it. Genoa Style macaroni commands the highest price in the world.

To cure, the marella product is laid on trays, 7 feet long by 26 inches wide: 1x2 inch lumber is used for the frame, with wire or rope bottoms to support two layers of paper. Good absorbing paper is always used, as this helps greatly to absorb the moisture. When the above is done, the trays are taken into the drying room.

Our process of curing in winter time is no draughts and a temperature of about 75 degrees Fahrenheit. The above description applies to the marella and cut goods only. The cut product, as stars, alphabets, biavetti, ditali, ditalini, mostacioli, and many other different kinds too numerous to mention, are dried in the same way as the marella goods. The only exception begin that the morning after manufacture they are turned over. By turning over I mean that the papers on the trays are drawn up to meet, causing the macaroni to contract or pile up in the middle of the tray. It is then spread back to its proper place.

Some manufacturers claim the above method takes too much time to cure and quite a large room for its accommodation. That is true, but in the end you have better and cleaner macaroni. To meet competition and save time in manufacturing some factories lay the cut macaroni on floors, and the turning is done with a wooden rake. This method is very poor and unclean. For instance, macaroni laid on floors is hard to dry as the moisture always goes downward instead of upward. The product is spread about two or three inches thick and it is impossible for macaroni in this position to cure without turning dark, sour or mouldy. Furthermore, it is a poor sanitary condition.

During the mild weather it requires more skill to dry and on favorable days the rooms should be ventilated while the macaroni is still fresh, that is, two days old. As the end of two days it will be out of danger of spoiling, and in this state it is left to stand until it cures which requires two to four days more. Macaroni in our process, which is spread very light, say one layer of the

product on each tray, has a great advantage over the "floor and wooden rake method," as we term it.

Regarding the prices of macaroni I would say that, taking into consideration the high price of the raw material used in the manufacture, the price of macaroni today has been knocked down to very low figures. Instead of the market going upward, it seems as if it has taken a downward course. We manufacture only one grade, and that is the best, and for this we get an all around price of 5 cents per pound at wholesale. Lately a number of our steady customers complained, stating our quotation was too high. They claimed that they could purchase from other factories located in the East at much lower prices. This we did not believe, unless it was for a lower grade of macaroni. These customers sent us price lists received by them from factories in the East. The prices on 20 pound boxes are as follows:

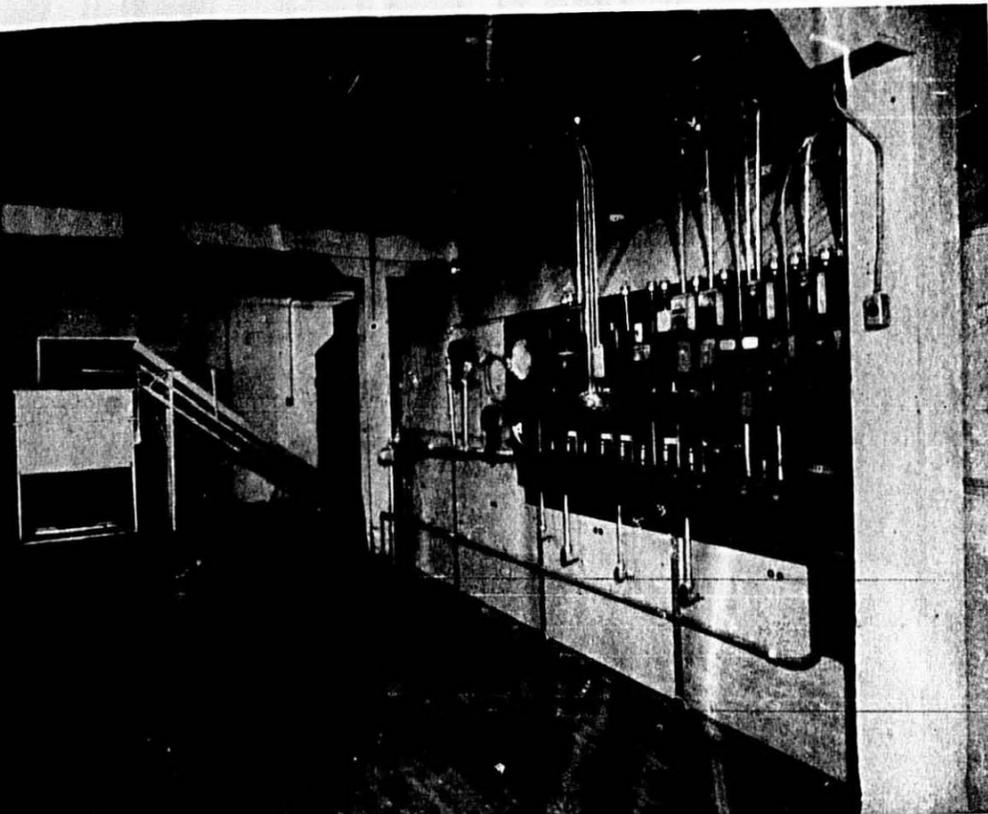
Long or cut, in lots of less than 50 boxes	90 cents.
In lots of 50 to 100	85 cents.
In lots of 100 or over	80 cents.
Mostacioli, in barrels, per lb.	03 cents.
Pastine (such as stars, alphabets, etc.) per lb. in barrels	3 1/2¢ and 3 1/4¢.

If the above quotations are the Eastern ruling prices, how in the world can the product of their factories be first grade. It certainly must be a cheaper grade to sell at such close figures. I think something should be done at this meeting of the Macaroni and Noodle Manufacturers' Association to abolish such low prices, to establish a living price and also enforce the manufacture of goods fit to market and eat.

All visitors are welcome to our factory. We pride ourselves on the cleanliness of our factory (cleanliness is next to Godliness). A manufacturer who keeps his place clean should not be ashamed to allow visitors, as this helps much to increase the trade. Most of our visitors are people who never saw macaroni manufactured. They tell us they would like to eat it, but are afraid that it is not a clean product. When they visit our place their minds change at once, and they want to purchase some. This we forbid them to do, as we always give the sightseers a sample with directions for cooking. I think if all

(Continued on page 20)

"One Shift" Automatic Short Cut Drying



Repeating type finish dryer showing electronic control panel board, taken at plant of U. S. Macaroni Co., Spokane, Wash.

CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement of existing quarters.

The dryer consists of two units: a preliminary dryer and a finish dryer of repeating type. It can be had in capacities ranging from 8,000 to 12,000 pounds per day.

Please consult us for full information.

Clermont Machine Company Inc.

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

M. J. DONNA'S FIRST YEARS WITH THE ASSOCIATION

By **MODESTO J. DONNA**—Secretary Emeritus at the Golden Anniversary Meeting



M. J. DONNA

MANY are here who recall the emergence of the National Association from its semi-social once-a-year gatherings of manufacturers and allies into an active year-round business organization pledged to effectuate the policies agreed upon at annual conventions, and in between meetings, starting in 1919 when permanent headquarters were set up in charge of the Association's full-time, paid secretary.

I had the honor of being appointed in that capacity on March 1, 1919, succeeding Edwin C. Forbes of Cleveland, Ohio, the National Association's first Secretary for the first fifteen years, 1904-1919 as the convention secretary.

Almost simultaneously with my acceptance of the secretary job, the National Association had launched its first co-operative advertising campaign in an attempt by that means to recover some of the lost per capita consumption of macaroni products from about 5 to 3½ pounds due to restrictions imposed by the government during World War One to conserve wheat.

In a six weeks campaign, the \$50,000 fund contributed by progressive manufacturers and allies was spent in full and half-page advertisements in the leading newspapers east of the Rocky Mountains. Besides arousing wide consumer interest in quality macaroni products, this initial "EAT MORE WHEAT" campaign created an ever-enlarging nucleus of advertising-minded leaders who sought, through the years that followed,

to set up a continual educational and promotion campaign as a regular association and industry activity, to make macaroni, spaghetti or egg noodles as a regular, rather than an occasional dish.

"Launching of The New Macaroni Journal"

Little did I realize when I said "I'll take the job", that in addition to serving as Association Secretary, I was expected to help develop a suitable magazine for the Association and Industry, and to serve as its Managing Editor.

With the help of President Williams, I met the May First deadline, traveled to Minneapolis with a briefcase filled with editorial material and advertising copy.

Deadlines for a total of 410 issues were met and edited by me to June, 1953.

My First National Convention

Never will I forget my anxiety over my first convention. While wrestling with the launching of the new Association magazine and setting up the permanent headquarters, I was confronted with the preparing of a suitable program for a 3-day convention in The Planters Hotel in St. Louis, Mo., June 10-12, 1919, including the selection of subjects and speakers and planning of social features.

For the social affairs I leaned heavily on the St. Louis Manufacturers Committee headed by Joseph Freschi and John Ravarino, of Ravarino and Ferschi, Inc., co-chairmen who had successfully solicited donations more than sufficient to pay for a sumptuous banquet and floor show, leaving a healthy balance which was donated to the badly depleted association treasury.

Association Treasurer, the late Fred Becker, Pfaffman Egg Noodle Co., Cleveland, reported a balance of \$701.74 after paying all 1918 convention expenses; total receipts of \$2,395.90 for the 12 months; expenses of \$1,913.45 during the same period and a balance of \$1,181.19 at the beginning of the convention.

Here was a national association starting its convention with a solid treasury of \$1,181.19, with all dues collected from its members for the year 1919, with convention expenses to be paid and money found to pay salaries and necessary running expenses to the end of the year, with no further dues income except from new members.

The St. Louis convention of 1919 changed the name of The National Association of the Macaroni and Noodle Manufacturers of America, adopted April 19, 1904 to the *National Macaroni Manufacturers Association*.

Improper Macaroni Products Freight Classification

To fight for a fairer freight rate and minimum carload weight for our products, interested manufacturers in 1916 voluntarily contributed about \$3,000 to a special fund and the Association hired Engineer Bert L. Benfer of Cleveland to fight the industry's cause.

With him and four manufacturers in the Chicago area I attended a meeting of the Chicago-Eastern District Freight Committee in August where evidence was introduced by Mr. Benfer to prove that Macaroni Products are NOT A COOKED FOOD and that it deserved to be given what is known as the cereal rate, which was then only 25 cents a cwt., as against 50 cents on our products.

The Semolina Sack Problem

In November 1919, the flour and semolina sack situation became most serious due to raw material shortage for sack-making and the ever-increasing cost of suitable bags. A special committee of manufacturers and millers was appointed to study the matter and to recommend relief.

Incorporation of the National Association

At a special winter meeting in LaSalle Hotel, Chicago, January 5, 1920, Attorney Frank J. Williams, special legal counsel of the Association, presented a legal form of application for a Charter. He recommended that the National Association be incorporated under the laws of the State of Illinois.

The Certification of Incorporation was granted January 12, 1920.

A new Constitution and By-laws for the Association were adopted at the January 5, 1920 meeting.

Technical Adviser and Government Contact Man

Dr. Benjamin R. Jacobs of the U.S. Bureau of Chemistry, Washington, D.C. was one of the leading speakers at the Niagara Falls convention, June 22-24, 1920.

Because of the fine impression made by his address to the convention, he was unanimously named the second permanent executive of the National Association.



BECAUSE LLOYD FERREY'S A "BORN" SALESMAN— You get better Durum Products from General Mills



Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

At the age most youngsters are learning to say "mama" and "daddy", Lloyd Ferrey was trying out words like "durum", "spaghetti", "wheat" and "macaroni"! These were household words in the Ferrey family. Because Lloyd's father was also a flour salesman—for 30 years.

Besides inheriting "know-how", Lloyd Ferrey got special training from General Mills before he started to sell in 1941.

Now he also has 13 years of experience to share with macaroni manufacturers like Emil Spadafora of Superior Macaroni Co., Los Angeles, Calif., right.

Lloyd's a good man to help you with merchandising ideas—and to work with you on manufacturing

problems. The entire General Mills Durum family's behind him, too—every man working to bring you the best General Mills Semoblend possible, to help you manufacture the finest macaroni products.

DURUM SALES

General Mills



tion with the title of Technical Adviser and Government Contact Man.

The Macaroni Laboratory

To handle the many technical problems confronting the industry, most of which grew out of World War One, experiences such as the wheat shortages, and the indiscriminate use of substitutes, etc., the June 1920 convention at Niagara Falls, voted unanimously to establish a National Macaroni Laboratory in Washington, D. C. in charge of Technical Adviser, B. R. Jacobs.

About \$8,000 was contributed for its promotion by the National Association, the Manufacturers Association of the Eastern States and individual contributions by manufacturers and allies.

Artificial Coloring or Painted Macaroni

One of the most serious problems that grew out of the wheat shortage and following World War One, was the ever-increasing use of artificial coloring in macaroni products to enhance their color when inferior ingredients were used.

At the June 1920 convention a resolution asking that Congress pass a law or that the U. S. Department of Agriculture issue a ruling entirely abolishing or prohibiting its use in macaroni and noodles was passed.

Six years later, and after the National Association had spent thousands of dollars in prosecuting the most flagrant violators on evidence collected by its Technical Adviser and Macaroni Laboratory Board, the U. S. Department of Agriculture issued a definite order declaring artificial coloring of all types of macaroni products illegal, effective June 1, 1926.

Macaroni vs. Paper

By the summer of 1920, the contents of macaroni-noodle packages were gradually growing less in quantity and the size of the cartons increasingly larger, causing housewives to wonder if, when buying this food in packages, they were paying for the macaroni or the paper. A noticeable trend towards buying in bulk caused much worry among those who had started selling their products in consumer packages.

An editorial that I wrote for the August 1920 Macaroni Journal brought about needed remedial action. It read in part: "Heeding the almost-too-frequent complaints by housewives that the contents of macaroni and spaghetti packages had gradually dwindled and that consumers were asked to pay nearly as much for the package as for the food contained, the manufacturers agreed to take the advice of the Federal Trade Commission,—that the 8-ounce package should constitute the minimum weight of contents in packages of suitable size".

Too many were too slow in taking the advice with the result that the unfair relation of weight of contents to the size of package continued with damage to trade and to consumer interest.

A Special Conference

So serious had become the relation between Government, the National Association and the industry that a special conference open to paid Association members only, was held in Atlantic City's Traymore Hotel, November 16-17, 1920, to confer with Victor Murdock, chairman and John G. Pollard of the U. S. Federal Trade Commission.

Among the matters considered were: (1) The Macaroni Laboratory Relation to the Food and Drugs Department; (2) Tariff on Macaroni Products, both import and export; (3) The Macaroni Service Bureau, as conducted by the Armstrong Bureau of Related Industries, and (4) Minimum Weight of Macaroni-Noodle Products in Packages.

Told what could be done legally and in the consumer interest much good resulted from the friendly conference, though some of the more desperate manufacturers persisted in their violations until cited by the Government and forced to sign "Cease and Desist" agreements.

Tariff on Macaroni Products

Italy exported very little macaroni to this country during World War I. By 1920 imported Italian macaroni products had reached such proportions that there was a general feeling that something should be done to protect the infant macaroni industry in this country against the imports from abroad.

The first tariff duty on imported macaroni was set at 1½ cents a pound in 1897. For some unknown reason this duty was reduced to 1 cent in 1913, just before the outbreak of the war in Europe.

The fight for proper tariff protection went on for years, the duty raised to 2 cents then to 3 cents, led by Technical Advisor B. R. Jacobs of Washington, D. C. and a special Association Committee. This was followed later by a regulation entirely prohibiting the importation of "painted" or artificially colored macaroni products.

First National Macaroni Week

The National Macaroni Manufacturers Association set the week of February 27 to March 5, 1921 as the week for nation-wide window displays of macaroni products hoping to see this food displayed in bulk or in packages in the half million retail stores of the nation. That Lenten display was to be supported by timely releases to newspapers and magazines, picture of recommended dishes for lunch and dinner, and approved recipes for their proper preparation, with prizes for the best window displays.

Packomatic Notice

The J. L. Ferguson Company Eastern Sales Division Offices have recently moved from their location at 790 Broad Street, Newark, New Jersey to #19 Beechwood Road, Summit, New Jersey.

How to Manufacture —

(Continued from page 16)

factories allowed visitors, it would help wonderfully to increase sales.

Gentlemen, it was fifty years ago that I wrote this article for the first meeting of the National Macaroni Manufacturers Association. I had forgotten all about it until Mr. Green found it in the files. We have been through wars, depressions, good years and much plain time since then, but the problems we had then are basically still with us—raw materials, manufacturing technique, prices, plant sanitation and public relations to name a few.

This past fifty years has seen us lift our industry to one of national prominence by working together to solve our problems. By continuing this united action the next fifty years should be even greater.

It has been a pleasure to give this talk today before our Association. My best regards for a prosperous macaroni future.

Convention Reports —

(Continued from page 12)

Macaroni Journal for jobs well done.

4. **RESOLVED**, that we thank our hosts for the pleasant social functions of this Convention:

The Clermont Machine Company for the Golf Tournament;

Rosotti Lithograph Corporation for the Spaghetti Buffet;

The Durum Millers for the Early Birds Breakfast;

General Mills for their Tour of the Poconos;

The Ambrette Machinery Corporation for the Barbecue;

William Oldach and Associates and the players in "Tillie, the Memmonite Maid";

The DeFrancisci Machine Corporation for the Thursday Breakfast;

To all who had a part in making this a successful convention.

Respectfully submitted,
Roger DePasca
Nathan J. Roth
Joseph Scarpaci

We, your Committee for Audit, having examined the reports of Wolf and Company, certified public accountants, and the statements of the National Macaroni Manufacturers Association, The Macaroni Journal, and the National Macaroni Institute, find them in good order and recommend their approval.

Respectfully submitted,
J. Harry Diamond
Raymond Guerissi
Sidney Grass

Mr. Wayne E. Gary has succeeded Mr. Carl A. Claus as Manager of this Eastern Sales Division.

Mr. Gary will be assisted by Mr. Roger A. Schunk, Sales and Installation Engineer.



7 OUT OF 10

decisions to buy macaroni are made in the store



THAT'S WHY your package must catch the shopper's eye . . . show her immediately how good your noodle or macaroni products are . . . tempt her appetite. Sparkling-clear Du Pont Cellophane will do this job for you . . . and swing those store-buying decisions your way.

Take advantage of the impulse-sales-producing power of Du Pont Cellophane! Call your Du Pont representative or a converter of Du Pont films.

E. I. du Pont de Nemours & Co. (Inc.)

Film Department,
Wilmington 98, Delaware

Du Pont is packaging-film headquarters because . . .

- WIDE VARIETY OF PACKAGING FILMS** scientifically tailored to meet the needs of varied products and packages.
- TECHNICAL** assistance to help you plan the most practical and efficient construction of your package.
- MERCHANDISING** help through continuing nation-wide surveys of buying habits, to keep your package up to date.
- NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

DU PONT
PACKAGING FILMS

CELLOPHANE
POLYETHYLENE • ACETATE



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

MERCHANDISING IN TODAY'S MARKET

By J. SIDNEY JOHNSON, Director of Trade Relations,
National Biscuit Company at the Golden Anniversary Meeting

THANK YOU for your invitation. I am glad to be here for several reasons:

First, because I have some warm friends in your industry—Fred Mueller and Glenn Hoskins among others, whom I admire greatly.

Second, because I have some pleasant memories of past contacts with your industry. During war, I fought quite a battle for you among the nutritionists, when I organized the "No Point—Low Point" Foods promotion in the War Food Administration in Washington. Food was then in short supply, but macaroni products, cereals, oranges, eggs etc., were plentiful. I met with your group both in New York and Chicago. You generously contributed to the cost of financing the "No Point—Low Point" Foods promotion for plentiful foods in grocery stores.

Third, I am glad to be here because I always learn from contacts with industry leaders like yourselves; it broadens my knowledge.

There are approximately 36 classifications or commodity groups in food stores. Since the war, new sizes and varieties have expanded the number of items carried in super markets as much as two or three times—mixes, frozen foods, soaps and detergents, sugar coated cereals, pre-cooked foods and cookies, besides housewares, health and beauty aids and other non-foods. There is a serious space squeeze. What commodity groups do you think will first feel the squeeze and lose space? You're right—the least profitable—probably Nos. 34, 35 or 36 among the 36 in profitability. Macaroni products are 34th in profitability and 35th in sales among the 36, according to a survey in a representative chain of super markets whose sales last year were \$70 million.

Today, I'd like to talk to you about three things: (1) What you can do to improve the position which macaroni products occupy; (2) Packaging. You have made some improvements, but I think you lag behind other grocery store products; (3) I want to tell you that your industry needs more aggressive selling and advertising, to expand your present market and to persuade present users to buy and serve in greater quantities.

I should also tell you that I am in the same boat with you. My company has the controlling interest in Fabricas Nabisco Famosa in Mexico, which manufactures 15 varieties of macaroni products with sales of a million dollars annually.

Now about the unprofitability of macaroni products to food store operators, the results of the survey I mentioned: Of course, macaroni products carry a good mark-up—20% to 24% on the selling price. But food store operators today are studying profit margins by commodity groups, according to the shelf space they occupy, the sales, turnovers, and profits per square foot of shelf space. And that's where macaroni products show up badly, according to this super market survey.

These 94 stores carry from 54 to 85 varieties of macaroni products—one line with 8 varieties and 16½% gross; a second with 45 varieties has a gross of 19%. There is a third brand with only one variety that yields 20.8% gross. Altogether they occupy 62 sq. ft. of shelf space.

Sales per square foot of space occupied amounted to \$1.38 weekly (35th among the 36 grocery commodities.) The weekly gross profit was 33¢—(34th among the 36 grocery commodity groups). The average for all 36 grocery commodities was \$3.37 sales and 67¢ gross profit. Macaroni products showed only 41% of the average in sales, and 48% in average gross profit.

Total macaroni sales were 4/10 of 1% to total gross profit and occupied 1.1% of the total sales area.

Another successful chain store executive operating 34 stores with average sales of \$2,000,000 each tells me they devote 60 linear feet to 4 lines of macaroni products (more space than to cereals).

We grocery manufacturers for years have talked about mark-up. We've done that in the biscuit business. Our merchandise shows a gross of 20% to 24%, the same as yours. But high volume sales and fast turnover are far more important than mark-up.

An operator in Philadelphia recently told me that new products since the war, including new sizes or varieties, had expanded the number of items in their super markets three times. These include mixes, frozen foods, soaps and detergents, housewares, health and beauty aids, sugar coated cereals, pre-cooked foods and cookies. In 1939 they stocked 1200 items, now they have 4,000. They have increased display area 65% in one store to take care of new items and lines of grocery products.

On the other hand, the expansion of self-service with perishables has saved display space. But stores can't be too large or customers experience shopping



J. SIDNEY JOHNSON

fatigue.

There is murderous competition for shelf space. Logical conclusion is a "cold, impersonal evaluation to screen all new products and lines, to periodically re-examine and appraise existing standard lines."

At NABISCO we decided to make a survey of cracker departments in 41 super markets and 42 supermarkets, a total of 83 stores. We measured space occupied, sales, turnover and profit by seven product groups, and the relationship of each group to total cracker sales.

Instead of 20% or 24%, we found that crackers and cookies showed a gross profit of 51% on the average investment (considering turnover).

We found by eliminating slow selling varieties that we could actually reduce the space occupied by crackers and cookies by nearly 14% and at same time maintain or increase total sales. The released space used for other grocery products, could add as much as \$4,800 to \$9,600 additional sales annually in every super market!

I've shown this survey to over 75 operators in the past 3 months and found a highly receptive audience in each instance.

The Philadelphia retailer maintains manufacturers should get together, evaluate package sizes and shapes, and then standardize and simplify them. He is sure this would greatly stimulate sales, reduce out-of-stock and bring about greater food store operator support.

Today, package facings are the ex-

ception, rather than the rule in the cereal department—they display package ends or sides. And I've observed this applies also to the macaroni department in many stores.

Actual package dimensions are a deterrent to efficient allocation of space, and a major reason why some brands don't get adequate display.

Here's what I am trying to tell you—there has been a marketing revolution going on in this grocery business since the war.

Please remember—(1) The function of selling has changed so much in recent years that some sales executives themselves are unaware of what has happened.

(2) Commenting on this editorially, Tide Magazine pointed out that the traditional sales dynamo believed his product was the best of its sort ever produced—he "sold it by plaudits and platitudes," by whipping himself into a frenzy of enthusiasm, by pouring forth energy in gross lots. He "delivered the goods". He pushed today's sales only, but helped to set bigger goals for tomorrow. . .

(3) "The marketing expert, who has come up to match and in some companies, surpass—the super-salesman, deals in different things and talks a different language. He is a strategist, concerned less with this month's battle than with this season's campaign, less with today's sales than with tomorrow's position".

(4) We should ask ourselves, whether our sales methods are contributing to the successful operation of these new, streamlined, spectacular—yes, palatial super markets.

(5) You need only visit one of the large super markets, brilliantly lighted, with enticing displays of food and groceries to realize that your sales methods contribute very little to the success of this spectacular, dramatic form of merchandising. Patronage to these stores is attracted because shopping there is a thrilling and exciting experience. But honestly, have our sales methods helped these stores to operate more successfully—to sell our brands more effectively and more profitably?

(6) You and I must be concerned about the successful and profitable sale of our brands in these super markets. We must know more about how to operate a profitable macaroni department—a cracker department—in a super market than the operator knows himself.

And also remember "a little knowledge is a dangerous thing". Today we need to have a whole lot of knowledge. We must actually know how to sell our products profitably for our customers.

This leads me to the second phase of my subject today—your packaging, and the great number of duplicating varieties and brands with which you actually confuse shoppers in super markets. In

my book, that is one of your great problems.

Certainly your industry should be commended for one great improvement in your packaging which is apparent even to a casual observer—the cellophane windows that enable the housewife to select among the vast number of varieties and brands on shelves. Probably the Italian housewife is thoroughly versed in macaroni and spaghetti, but many others are merely confused.

You probably feel that you must offer a great many varieties in order to meet your competition. That one is so old it has barnacles! That's been the excuse of every manufacturer at one time or another for years.

So these are my recommendations:

(1) Do what is best for your distributor, the things that will help him develop maximum profitable sales, and you will do what is best for yourself.

(2) It is best for you as well as your distributor, to display package facings instead of ends, which I see in many stores. With so many varieties and brands, they are forced to economize on space. They cannot give adequate space to the fast sellers when forced to carry the slow sellers and sleepers so they are out-of-stock on big shopping days.

(3) You may tell me that your customers could operate more profitably if they handled only your line, supplemented perhaps by the most popular competitive varieties. Can you prove this? Have you conducted store tests that show greater and more profitable sales from less shelf space by eliminating duplicating brands or varieties? Operators discount exaggerated claims and demand the facts. Prove your case and they will welcome your guidance.

(4) You can do more about your packaging. In my opinion, your packaging has lagged behind the great improvements that have been made in other grocery packaging during the past few years. Many of your packages are dull and uninteresting. They lack appetite appeal. They don't say "pick me up, buy me".

(5) Few if any of you have sufficient distribution to advertise with full color pages in national magazines. But we all know the powerful influence that color exerts. You can make your packages 4-color ads that will encourage impulse buying in stores. Some of you are already using full color packages with great success.

(6) You can do more about short pack to replace some of your long pack macaroni and spaghetti. The short pack takes less shelf space and consequently will show greater sales and profit per square foot of space occupied.

Now, I come to the third phase of my subject—you need more aggressive selling and advertising, (a) to expand your present market and (b) to persuade present users to buy and serve more.

So here are a few suggestions:

(1) Your macaroni sales are greatest

in communities or neighborhoods where the population is predominately Italian, noodles in German neighborhoods. These are excellent foods. Coupled with cheese, meat or tomato sauce, washed down with red wine, they have produced one of the greatest civilizations of the world. But why not share this great food with other groups in our population? Distribute more recipes, talk up the goodness and palatability of macaroni, arrange more tie-in sales, step up your advertising and educational work. Get more publicity.

(2) Perhaps macaroni should be pre-cooked, so it can be prepared and served more readily.

(3) Certainly your great ingenuity can develop more uses and more glamor for this great staple food.

You and I deal primarily with people. Earlier I suggested a scientific approach through the study of sales and profit per square foot of space occupied, but we must always exercise the art of persuasion. No amount of facts and figures or scientific knowledge alone will replace the human factor.

I remember the last sales drive I conducted in the wholesale grocery business 20 years ago with macaroni products. We sold 6 or 8 carloads by offering salesmen free trips to the World's Fair in Chicago.

Bill Quinn of Red Owl Stores in Minneapolis, told me their most successful macaroni promotion offered a free package of macaroni with the purchase of 2 pounds of ground beef. The 8¢ package had the same effect as a price cut on ground beef, but in his words it was "a terrific sampling job, and continuing results were excellent."

Then Red Owl offered a 5 lb. pack in a bulk box with their "family promotion", devoted to showing how the large family can save money and still "eat high on the hog". This promotion doubled their tonnage of macaroni products in a single month.

Red Owl also stepped up their sales 20% by merely placing the one lb. and 2 lb. packages, at eye level on the shelves, dropping the smaller packages to the lower shelves. The 7 oz. size continued to hold its sales volume, but they succeeded in upgrading sales to small families, because the larger sizes sell better at eye level.

We all need more old-fashioned selling in business: each month salesmen need a dynamic, dramatic sales program that will be their spirit of accomplishment.

Today a salesman can't depend on personality. He must be well informed to do his job better than any competitor. He must have better sales tools. He should know more about how to sell his merchandise profitably out of stores than the customer he calls on.

Some may say salesmen don't have time. Dr. Chas. Mayo of Pittsburgh said hire salesmen with duodenal ulcers who have so much nervous energy they

will wear themselves out working.

I think above all we must have *faith* in the future and the *conviction* that we can do the job better.

I suggest one more thing, we must have vision—we must believe in ourselves, in our company, in our products, yes, and believe in our customers and have a merchandising program that will turn that belief into greater and more profitable sales for our customers.

You gentlemen must be practical, hard headed business men. You want to *know* where you are going. I believe you are reasonably optimistic and at the same time realistic.

Be practical, but don't be too optimistic—there's a job to do.

Durum from Russia

The Italian Government recently signed a trade agreement with the Soviet Union for 100,000 to 120,000 metric tons of durum wheat at \$98.50 ton f.o.b. Black Sea ports, reports the Northwestern Miller. Half of the Russian wheat is to be imported by Italy during the first half of 1954 and the balance during the second half.

Macaroni Plant Expansion

Golden Grain Macaroni Company San Leandro, California, plans a 27,000 sq. ft. addition to their plant. According to latest reports, bids have not yet been let out.

The Association and Standards Committee, at the request of a number of manufacturers, contacted the Quartermaster Corps through my office, in order to revise the Federal Specifications on the amount of flour present in the blend. I discussed this matter with the officials in Chicago, and at the present time, the sifting results are being viewed with a greater degree of tolerance, and most shipments are being passed by this department.

Bulletins dealing with the amendments to the Food, Drug and Cosmetic Act have been sent to you, dealing with the latest government activities. Recently, under bulletin #184, the Hale Amendment was discussed, which will expedite food standards procedures, and provide for more efficient methods of establishing Standards of Identity.

Another matter of interest to the trade is the fact that the Food and Drug Administration will also permit manufacturers to make experimental products by means of a temporary permit. These products may vary from the Standards of Identity, providing that these variations are acceptable by the Food and Drug Administration under permits granted by them.

At all times, my office is available for contacting and seeing Federal and State Regulatory Officials for clarification of regulations.

REPORT OF DIRECTOR OF RESEARCH

By JAMES J. WINSTON

I WOULD like to review briefly the highlights of my activities for the past year.

The law enforcement activity on egg noodle products has continued with manufacturers submitting samples of products which appear to be deficient in egg solids, owing either to the price structure or the appearance of the product. In the majority of cases, most of the samples analyzed by our laboratory, showed compliance with the egg solids requirements. However, in a few cases, several manufacturers, particularly small ones, were producing an egg noodle seriously deficient in egg solids. These brands and manufacturers were reported to the proper authorities.

The Federal Specifications on egg noodles, known as N-N-591 A has been revised on my recommendation, to change the Lipoid P 205 requirements from 0.110% to 0.136%. The reason for this was that the Quartermaster Corps requirements of 0.140%, which is equivalent to 5.71% egg yolk solids, would penalize a manufacturer who manufactured a noodle with the required 5½% egg solids following the standard commercial formulation. The new Federal Specifications of 0.136% is equivalent to 5.5% egg yolk solids, and therefore parallels the requirements of the Food and Drug Administration.

In my monthly bulletins, I have stressed sanitation in macaroni-noodle plants and acquainted all members with the new Food and Drug Factory Inspection Law, which was signed by August, 1953. It is noteworthy to point out that attempts to improve your sanitation conditions in factories have not gone unnoticed by the Food and Drug Administration. In a letter dated December 11th, 1953, the Food and Drug Administration commended our Association for the progress that is being made, and that we will continue to make in the field of sanitation.

A bulletin regarding labeling of macaroni products during the durum wheat



JAMES J. WINSTON

shortage was sent to every member of our Association, stressing the fact that all new cartons should omit the statement referring to ingredients in macaroni and egg noodle products. However the manufacturer has the privilege of stating on the label that his product is manufactured from a blend of semolina and farina, or semolina and flour, as the case may be.

Analysis of blended farinaceous products and hard wheat flours was sent out to the industry in November, 1953, showing the variation in ash, protein, color and flour content, both in semolina blends and granular blends.

A number of companies have made attempts to sell to our industry different flour mixes to enhance the color of our finished products. In each and every case, these mixes, when admixed with our raw material, will result in a product that is artificially colored, and therefore in violation of the Federal Standards. I urge every manufacturer to refrain from the use of any of these advertised flour mixes.

when other salesmen **Stop!**

YOUR Milprint PACKAGE

KEEPS RIGHT ON SELLING!

Even the best of flesh-and-blood salesmen can't sell every minute, every day . . . but your Milprint package can — and does! Its combination of eye-catching design, appealing bright color and crisp precision printing enables a Milprint package to tell a selling story as long as there's a customer in sight!

Let Milprint packages help spark your sales! With the widest variety of packaging materials and printing processes available anywhere — plus the experience and craftsmanship of Milprint's design, art and printing experts — you'll find it pays to call your Milprint man — first!

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Printed Cellulose, Blotting, Polyethylene, Screen, Arctate, Glassine, Foils, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

An Effective Sanitation Program

By JAMES J. WINSTON

AT this time of the year, manufacturers should make an effort to evaluate their sanitation policy and take the necessary precautions to safeguard their plant and product. The following steps will serve as a guide:

1. Make sure that your plant is structurally sound. All places that can serve as harborage for pests, such as openings in walls, around pipes, ceilings and wall-flour intersections should be securely sealed.
2. Machinery and its parts should be thoroughly cleaned to remove accumulated flour dust and grime.
3. Exterminating service on a regular basis should be maintained.
4. Flour and finished goods should be properly stored on skids—at least 12 inches away from the walls.
5. Use effective insecticides to supplement the work of the exterminator. Driers should be treated with a non-toxic insecticide at least once a week during the warm weather.
6. Insist upon "wide-awake" porter service. Porters should be directed to get around and under equipment and do a thorough job.
7. Cartons should be examined carefully to make sure that the closure is tight. This will discourage insects from entering the cartons during the shelf-life of your products.

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

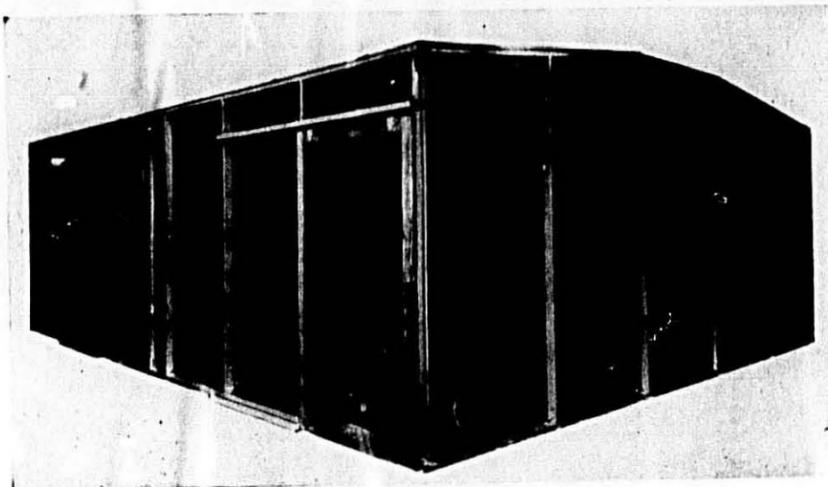
SAVES SPACE

SAVES MONEY

Spaghetti 070"

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.

Ambrette MACHINERY CORP.

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FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION

... HIGH VACUUM SYSTEM*

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

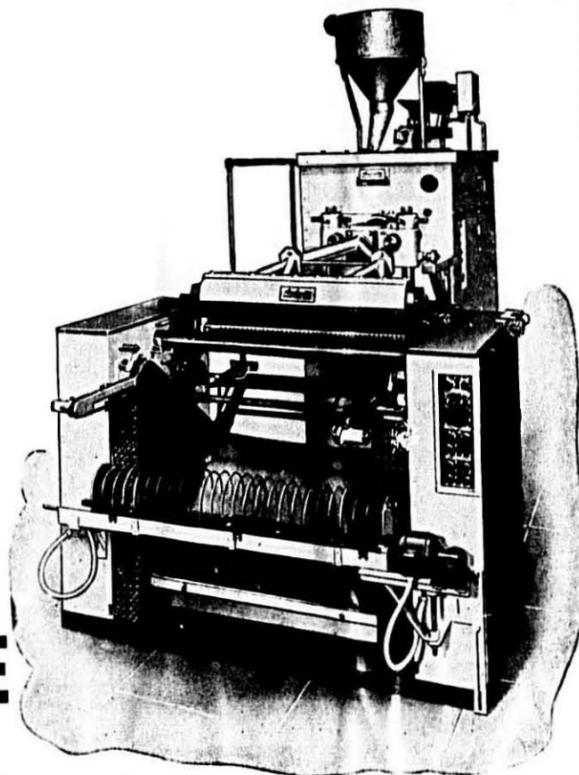
NOODLE
SHEET FORMER
TO PRODUCE
POSITIVE
RESULTS

VACUUMIZE YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS



MANAGEMENT MATTERS

A Panel Discussion
at the Golden Anniversary Meeting

LED by Moderator Fred Mueller, a panel composed of Vincent F. LaRosa, V. La Rosa & Sons, Brooklyn; Dominic Palazzola, A. Palazzolo Company, Cincinnati; and Vincent DeDomenico, Golden Grain Macaroni Company, San Leandro, sparked a lively discussion of "Management Matters" at the Golden Anniversary Meeting. The moderator started the questions and then the audience quickly entered into participation.

Question: What do you do to develop a good second line of defense among executives? What about middle management? What can be done to develop a strong and able group of junior executives who will assume top management in later years?

Dominic Palazzolo: I think it's a matter of having a training program. Two years ago I was brought in on such a program. I believe you have to have a genuine enthusiasm for the job—you have to like what you are going to do. You must find a man who has enough ability and enough interest to want to do the job.

Vincent F. LaRosa: There's a problem of age in most companies. Young men can offer assistance and bring in new ideas. There may be many men right in the organization able to handle management jobs. We should give these people the opportunity to better themselves. Take the traffic manager, for instance. Give him an assistant so that he will be able to learn the job as he grows up with it and be prepared to take over when the opportunity presents itself.

Vincent DeDomenico: We have to start with good material. After you learn what they can do, you can then train them along the lines that you want them to develop. More important, you have to pay them in accordance with the job they do. You have to give a man a salary commensurate with his responsibility.

Fred Mueller: I think an important thing is that the top executive should realize that he has a program he has adopted it. He should constantly tune in on his junior executives and his middle management. Give them leadership, encouragement and adequate compensation.

Sidney Johnson: We find that when you have younger men you must accelerate their progress—you can't wait for them to graduate through an organization step by step, because in the time they take you will warp their ability to be an executive. In a large organization it takes so many years

to go step by step that you will find that the man has lost initiative. My suggestion after you have learned of a man's ability is to accelerate him in the company and give him responsibility early. If you wait until somebody dies, he'll never really develop into a top executive.

Sam Arena: How does a small company apply such a policy?

Johnson: In a small company, you can take part of the executive's work and give it to some younger executive and see how he handles it and then you fit him early in life to be a top executive. If you keep him in the position of assistant for 25 years, he'll never develop into a top man. Give him part of the operation; at times let him do the whole job. Then you'll see if he has the ability to handle such a position.

Mueller: I think it's important that a small company knows how a large company does these things. At a GMA meeting we discussed General Foods' management. Members of smaller companies were exposed to Sid Johnson's know-how. We know how National Biscuit develops managers and I think that is very vital. When we know how others do it, we become conscious of the problem and see how to handle it in our company.

Ennis Whitley of the Dobeckman Company: We had a growth problem; we grew very rapidly and we initiated a system of personnel progress reports. Each man in managerial capacity was required once a year to make a rating of the personal progress of the men under his direction. We prepared a special form for it, and in rating the men we asked that each man rate his manager and in turn that manager was rated by his manager, and so on until the complete personnel progress reports were in and analyzed by those of us who were looking for additional executive talent—both actual and potential.

Anthony Gioia: Just who in the organization would be in charge of rating a man and seeing that he is brought along?

Vincent F. LaRosa: I think it is the responsibility of top management and it's the responsibility of the officers if you have a board of directors to appoint these people and to make the policies.

Bob William: I think that if you have picked the right man none will have to force him ahead, but he will be forging ahead and it will be impossible to hold him back.

Palazzolo: I think Mr. Johnson had a point when he mentioned that a lot of men will never accelerate themselves.



C. F. MUELLER

I've seen a lot of what I'd call potential young executives in our own organization. I think it was poor developing in our own organization that actually killed the initiative in some of them. I think top management has an awful lot to do with that.

Mueller: I think it's the responsibility of the man over the junior executive to see that he's ready and to train him as much as he possibly can. You can't put an assistant in a department and just let him learn by himself.

Question: What are the possibilities of injecting a little scientific know-how into marketing macaroni products?

Palazzolo: Before we launched a new line of products, it took up two years of planning so of course product research was a very important part. We had the Nielsen Survey give us a lot of important facts. We also did some consumer testing. We went into market analysis work. We took all of this information and with the deductions we got we were ready to launch our program.

At every convention we have attended we have heard a lot about packaging discussed, and we were among the worst along this line. We went and got a home economist, who worked out the recipes in back of our package. We thought that the consumer wanted taste appeal—a "buy-me" type package. So we went to New York and got a vignette made. We got hold of a top man from Collier's magazine and gave him our photographs. The vignettes were expensive, but I think the year it took to plan our package was well spent because in the new markets we were able to get in the top self-service markets about a 70% distribution.

Vincent F. LaRosa: In our Pennsylvania plant we do a little research with the housewife. From time to time we have little groups come up to our plant and give them a meal. We might be interested in a certain cut of macaroni with which a lot of people are not

familiar especially if they are not of Italian extraction. We will feed this to them and after the luncheon we hand them a questionnaire. The answers are very interesting and informative. We find that most people are familiar with just a few items of macaroni. We compile this information, put it in our statistics and then try to educate our salesmen with these facts. We tell them how the people are anxious to get certain cuts of macaroni.

Question: How do you evaluate the advertising that you do? You spend your money—how much good does it do for you?

Johnson: We employ an outfit over in Princeton, New Jersey to give information and analyze our advertising and they've been very helpful to us. But there is no scientific way of doing this job. I discount these readership surveys because while they may indicate that the consumer saw the ad and perhaps read a portion of it, it's not readership we're interested in, it's buyership. I'm not sure that when they read it, they'll always buy it, although it may create an interest which later may be realized in sales. I don't know of an effective way to evaluate advertising. It's just one of those things that we have to try and try again and have a lot of faith in the fact that it's really going to produce for you.

Horace Hagedorn: I'll make it very simple. I think sales is the ultimate and final answer.

Mueller: For a small company there is a myriad of literature on sales. Much has been said and much has been written. If you think there is something wrong with your sales techniques, study and read. I'm thinking of Elmer Wheeler, who has written some gems of marketing that very few people pay much attention to. In my own particular company I have preached Elmer Wheeler for the past fifteen years.

Question: How big should an advertising budget be?

Mueller: Small budgets should concentrate on the more recognized media



VINCENT F. LA ROSA

and if there were anything left over I'd go into some kind of newspaper advertising. If I had \$25,000 to spend, I think I would concentrate on a good radio job, tising to tie up with the radio. I wouldn't spread it because if it is spread too thin, you get nothing as a result. You have to push and make a show in one media.

Hagedorn: If you're tempted to use television, don't try it with a small budget. You can reach the greatest percentage of your customers using other media.

Sam Arena: What is your opinion concerning advertising with a lot of copy or less copy with pictures and illustrations?

Mueller: There have been many studies on the effectiveness of food ads. One theory is to have a recipe, a picture of a beautiful woman and a picture of the dish. I think you have a different problem if you're coming out with a new product. Then you would probably want a big headline—new, brand-new.



VINCENT DE DOMENICO

DeDomenico: On the west coast we have to go a long way to reach a lot less people than there are right here. We distribute over a pretty wide area in order to get enough volume to operate our plant efficiently. Rates out our way are high and many of our hauls are as long as 400 miles. Now, this is economically unsound unless you make use of back-hauls, which we have done in developing other businesses that give us back-hauls. We're not only in the macaroni business, but we pack other items such as rice, candy and dried fruits. For that reason we are able to haul a lot further than other people ordinarily would. We use our own trucks.

Palazzolo: I'm only in the selling end, but every time we have a board meeting the only thing I keep hearing is the expenses of freight are going up. According to some figures I have here, in five years the rate has gone up 31.8%. This presents a very, very serious problem.

Mueller: Another problem we have pertaining to transportation is the fact that all of our customers want more service. They want in-store delivery, we have a back-haul problem, and we figure that extra services amount to about 10% on the shipping and delivery bill.

Question: How about trucking delays? What can we do about them? Who is responsible and who pays for the lost time?

V. F. LaRosa: As far as responsibility is concerned, it's ours. We pay for the lost time. It's up to us to try to educate the customer's organization to try to schedule deliveries so that trucks are not tied up waiting to be unloaded when several arrive at approximately the same time.

Mueller: Another problem concerns drop shipments. I don't know how prevalent drop shipment is in the macaroni industry. We find that it's generally more expensive to the manufacturer to drop ship than if you analyze the market and make some arrangement with wholesale grocers to ship to his own customer.

(To be continued in next issue)



DOMINIC PALAZZOLO

You use an entirely different treatment. We leave it up to our advertising agency because we believe those people are specialists. We don't have the time and the opportunity to go into the scientific aspects on the return on advertising dollars spent.

Hagedorn: The recognized rating surveys tell you and the radio operator that one show with one station has half as much audience as another show but projecting those rating figures into actual terms of audience each survey comes up with a different figure. There is no correlation whatsoever. Which one is right we don't know, but each one is right within the framework of their own rating because whatever errors exist are constant errors. Therefore, your show rated at 15 by one survey is a good show in comparison with another rated at 10 by the same survey.

Question: What can be done to improve the efficiency of the methods of distribution? We're conscious of the fact that we have transportation problems—cost of shipments, labor and everything else is constantly going up, and what can we do about it?

"TILLIE, the MENNONITE MAID"



RETHEE VA ASHER



DIRECTOR BILL DA LARHER



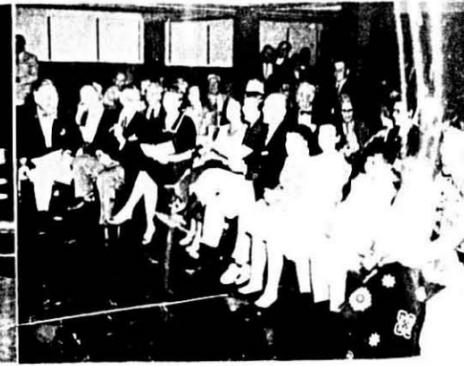
EDWARD



DOC



LA ROSA



A standing room audience

THE SOCIAL SCHEDULE

THE

Tillie, The Mennonite Maid

DEEP COLOR EGG YOLK

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PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

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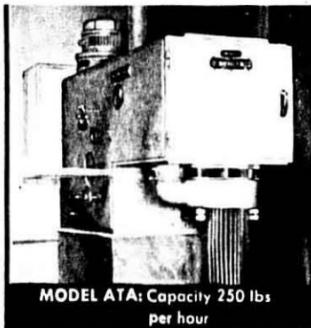
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If you are now using one of the continuous worm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

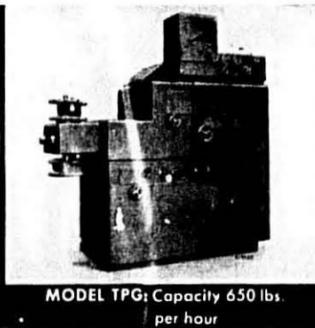
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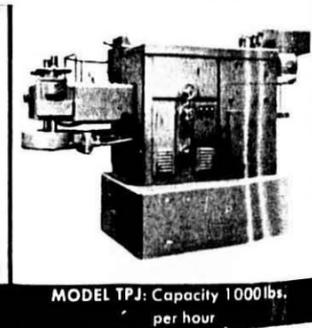
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MODEL ATA: Capacity 250 lbs per hour



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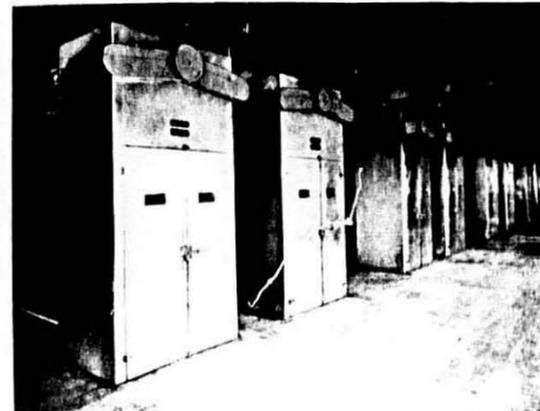
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BUHLER BROTHERS, INC. (U.S.A.)
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.
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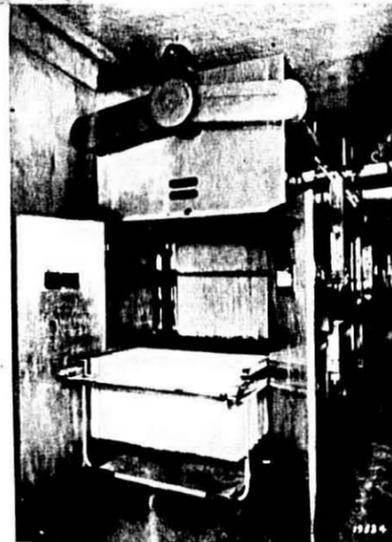
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(Model CGpl)

Preliminary drying and finishing
of any shape of long goods . . .
quickly, economically and uni-
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The loaded sticks circulate auto-
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through four levels of travel, in
alternate drying and resting
cycles.



Engineers for



Industry Since 1860



A VISUAL REPORT OF THE WORK OF THE NATIONAL MACARONI INSTITUTE

By THEODORE R. SILLS, public relations counsel
at the Golden Anniversary Meeting

THIS visual report is to enable you to visualize how really big and really encompassing the National Macaroni Institute publicity job is.

Whenever we give you an annual or semi-annual report we have talked about newspaper lineage. We realize this is very hard to visualize. The average newspaper runs about 2200 lines, and so when you think in terms of 59,000,000 lines you can realize what a vast amount of newspaper space the industry and its product is getting. We therefore decided to put all the clippings of one year into one presentation. We have discovered the importance of colorful advertising with all our experience of many years. We had no idea how much space such a presentation would take.

We have begun this report with magazines, and in the complete list we have included women's magazines, shelter magazines, magazines of the pressure groups, fashion magazines, chain stores and farms. Mr. Johnson mentioned the importance of colorful advertising. We as an industry know that few manufacturers are large enough to go into a colored advertising program, but as you see the magazines unfold here—the black and white and color jobs you will realize that the

industry has a very powerful black and white color program. Due to lack of space and time we have here only a sampling—10 or 2% of the magazines that carry our work. You will see that macaroni, spaghetti and egg noodles are carried equally throughout. This represents a circulation in this group alone of 100,000,000, and you can realize what a tremendous force this is to get your story across to the consumers. As was pointed out yesterday, it isn't only important to sell the grocer to put your product on his shelves, but you must sell it off the shelves. This is the part of impulse creating motivating power. This is the time to create the initial power.

The next part of the display is the farm papers. Following this are the trade papers and the news columns on general news. It is not enough for the Association to engage in promotions, to do important things, but you must tell the public about it and you must tell the retailer. When you are going into a "Some Like It Hot—Some Like It Cold" promotion or Lent or Macaroni Week, you've got to tell the trade about it so they can prepare for increased sales which we hope will come, and they know fully what to do

so they can display the products.

In between such promotions as mentioned above there are smaller ones and then our "non-promotional" period. In other words we not only hit the peaks, but we fill in the valleys to keep the macaroni message flowing to the public every day, every week, every month.

Here are stories that are appearing all over the country. Some of these clippings are from Fort Worth, New Orleans, Miami, St. Louis, Indianapolis, Los Angeles, Pittsburgh, Chicago—name the town, the papers are represented. You will notice as the next pages unfold we are getting these pictures in black and white; we are getting them in color and where they are in color they are getting full page treatment. Those of you who attended the Miami meeting last January may remember that the Miami paper came out on the day I gave my talk with a full page spread and commented on the fact that the macaroni manufacturers were holding a meeting in Miami. Everybody was particularly pleased with this color page. On the afternoon of the same day there was another full page on macaroni products. We suggested to the newspaper some of the recipes, and they went out and made



TED SILLS and staff members of his New York office.

some of their own. This is a full page from Minneapolis. This is the utilization of the colored photos which we furnished to the newspapers and the supplements.

Here is the "Some Like It Hot—Some Like It Cold" promotion for 1953 which is now unfolding before you—this is a combined promotion with the Tuna Industry. First of all the two dishes go well together; secondly, from the macaroni industry we have foot power and contacts with the retail trade; from the tuna industry we have the advantage of merchandising and advertising. American Weekly, a supplement that appears in 27 of the large metropolitan newspapers across the country, carried 3 separate stories, with a total circulation of something like 9,500,000. Parade, another Sunday supplement in 42 papers, has a circulation of almost 6,000,000. Through the syndicates we get tremendous usage of one of our stories. Now we back this up in the "Some Like It Hot—Some Like It Cold" campaign with other material, color photos on all of the products.

For National Macaroni Week we started out again with the weekly supplements, including Parade, This Week, American Weekly, in addition to other Sunday supplements to individual papers including Louisville Courier Journal, St. Louis Post Dispatch and the Chicago Tribune and others. Out on the Pacific Coast they have a syndicate that covers 42 papers and has a circulation of approximately 1,000,000 in a number of the small town dailies. The Associated Press carries a total circulation of some 28,000,000; King Features 6,000,000.

Regarding the 1954 promotions, we will give that a little fuller treatment. Here is the Rural Gravure, a supplement that appears in five states of the middle West (Minnesota, Wisconsin, Indiana, Iowa and Illinois). American Weekly had a story that appeared on February 28, and here are other syndicates and supplements, having a combined circulation of 95,000,000. This is bound to have a terrific impact on millions of people. In all of these clippings the story is told to the housewife over and over again about macaroni—how easy it is to prepare, how economical it is, how good they taste and how well they go with other foods. These clippings were hitting in every part of the country, in every major city, to get the story across.

Through all this newspaper lineage the consumer is bound to get the impact of a very hard-hitting Lenten job. The promotion that we haven't even touched upon up to this time is the Macaroni-Salmon promotion. We left that out because we just don't have the space.

Cecily Brownstone is a perfect example of a syndicate writer reaching millions and millions of people with one story. It's just like a pebble thrown into a pool with the circle growing wider and wider. Gaynor Maddox is another syndicate writer with NEA. He has something like 802 papers and a reported circulation of 35,000,000 a day. During the Lenten period Gaynor Maddox took recipes and pictures from us and he used these every day for a week. When you figure the whole week you get a circulation of approximately 150-

000,000 with his 802 papers.

As yet I have not touched on radio and TV publicity that the industry gets. For example, during National Macaroni Week last year, Arthur Godfrey devoted something like 6 or 8 minutes to a discussion of National Macaroni Week. Those of you who are radio advertisers know the value of any product that Godfrey endorses and kids.

Robert Q. Lewis devoted every day for six days a part of his program to mentions of the Week and also kidding the Week. Queen For a Day, a program carried over 510 of the Mutual Broadcasting stations, has a tremendous following and they devoted time to Macaroni Week every day for a week. Kate Smith also talked about National Macaroni Week, and then finally one of the No. 1 TV programs "Mr. Peepers" devoted a commercial to National Macaroni Week.

Now as a part of a steady program we are reaching 700 radio stations every month and 100 TV stations and when our programs are used by the stations, they will usually take our script and mail back a script reply card to indicate the use of our material. These are cards from writers who are asking for more material.

The promotion that is starting to break this week, a very important one, is "Some Like It Hot, Some Like It Cold". We have been sending to the manufacturers, through our own office and through Bob Green's bulletins, reminders of this promotion. Again this is in combination with the Tuna Industry who are certainly doing their part. Ladies Home Journal, Seventeen,



ELINOR EHRMAN and TED SILLS with radio-TV replies

Parents, Secrets, American Home, Family Circle and others have all promised to go along with the promotion and give it good space. Most of the important syndicates which I mentioned are also going to mention our "Some Like It Hot, Some Like It Cold." We will also be sending out to the newspapers who use color a color picture which many of you have seen. Every paper in the country will receive a copy of this clip sheet which has three black and white photos, stories and background so that the editors will have enough material to handle this promotion.

The farm press and the church press will be well covered with stories, pictures and recipes. The Negro market is being heavily covered with material. There are approximately 16,000,000 Negroes in the United States, which I think is about the same as the population of Canada. We consider it a most important segment of the market.

During this six-week period there will be four radio scripts going out and there will also be some TV mailings to the 100 TV stations on our list. For TV we send them a story, a recipe and a script and also a double printed picture, which means that if they do not have time to execute the recipe on their program they can show up the results, or the finished product so they won't have to go through the routine of making it.

One of the girls from our office, Mary

Ann Connors, is making a tour of Pennsylvania, appearing on different TV programs throughout the state. As the program expands she will go further west and hit the Cleveland and Toledo area and then on to Chicago. Eventually we will get her out to the Pacific Coast.

An important part of "Some Like It Hot—Some Like It Cold" is what others are doing for us. For example, on a local level in radio, TV and newspapers Dean's milk is featuring their cottage cheese with a "Some Like It Hot—Some Like It Cold" recipe. In a program sponsored by Van Camp which will appear in 212 radio stations, Robert Q. Lewis will be featuring macaroni and tuna, and Arthur Godfrey will feature a macaroni-tuna recipe twice during the month of July. Liberatec will feature a tuna-macaroni in his show starting in July. In the TV program "The Name's The Same" they will be featuring the tuna macaroni cottage cheese recipe on June 29. You can see from this that the Tuna industry is backing up this promotion with good solid commercials over a tremendous number of the nation's TV and radio stations. The question that they're going to ask is "What is the macaroni industry doing?" To help us out, and in order to get the backing from them, we have had to promise backing from you.

Now from a merchandising standpoint NROG has bulletined their 8,000 members urging them to get behind the

"Some Like It Hot—Some Like It Cold" promotion. Red & White, IGA and some of the others have done likewise. We have sent out from our office a letter to the merchandising managers of 135 of the top chain stores in the country and furnished them with copy and a couple of pictures of a hot dish and a cold dish for use in their newspaper advertising. As you know, more and more of the chain stores are going in for photographs of finished dishes. In the macaroni industry we have had many requests for color pictures which we have had to refuse because when we have given these pictures exclusively to editors we have to honor this exclusive privilege. So we have made up a color picture exclusively for the manufacturers this time and through Bob Green we have offered it to the industry. It is absolutely essential to us to know how you are using this picture.

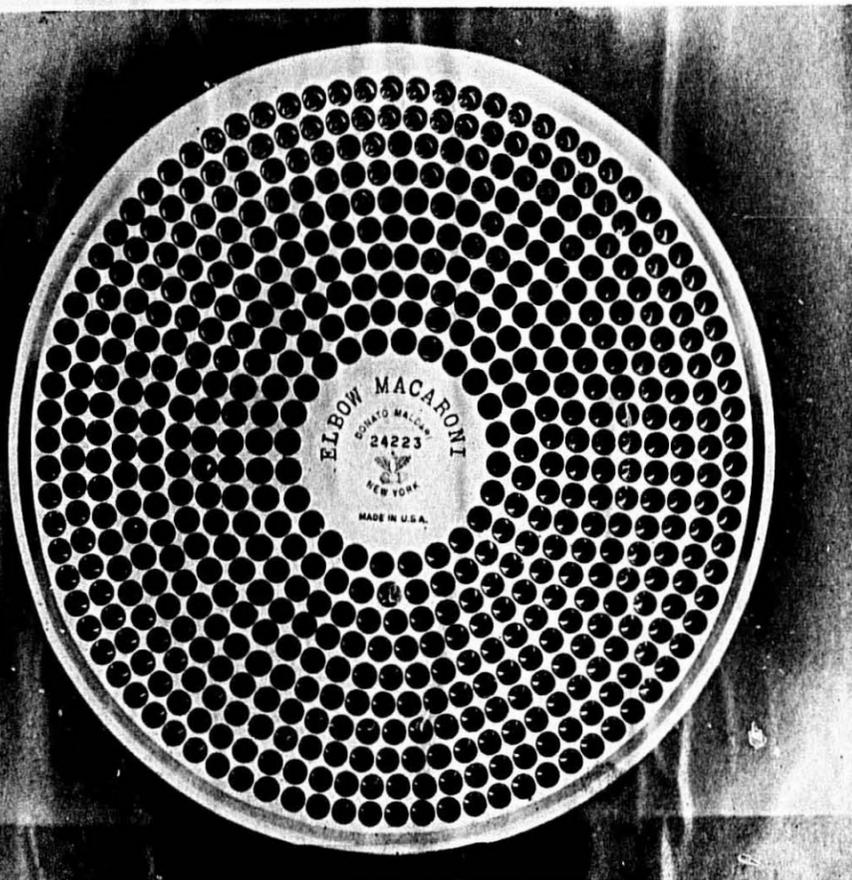
When we go to Can Manufacturers Institute, for instance, and we ask them for cooperation on one of our promotions—we ask them to have a steel company run a full page ad in cooperation with us—we have to tell them that we are going to do certain things, and then it's even more important to tell them what we've done so that that will aid them in doing a further story. Anytime we work with another industry or large company on a promotion, they want to know what we will do for them. While I know from past experience that many of you do an awfully good promotion job, we don't know precisely what you do. It is very important for us to know this if we are to get cooperation from other association or companies.

I'll switch very briefly now to our plans for Macaroni Week. This year the Week will run from October 21 to 30 which will include two Thursdays, two Fridays and two Saturdays, which are the important selling days. All the big magazines were notified and given material on Macaroni Week way back last December and last January. We expect to get some very good cooperation from the national magazines. The newspaper syndicates, the supplements, the direct mailings to the editors all will be taken care of, and I think we can guarantee you a very hard hitting National Macaroni Week from the standpoint of the publicity so the success of National Macaroni Week is going to depend on you—upon getting your sales people and brokers out and doing a selling job—and getting the retailers to do a combination display job to merchandise the Week and merchandise the publicity. A couple of years ago the Association adopted the policy that we would go along on these promotions on the publicity itself and not on any point-of-sale material, so we again do not have any point-of-sale material. This will depend on each individual manufacturer to do his own job and to get his own selling force to hit this thing hard.

(To be continued in next issue)

**Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-first Year



D. Maldari & Sons

180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

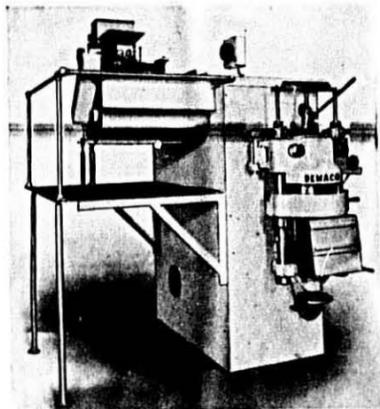
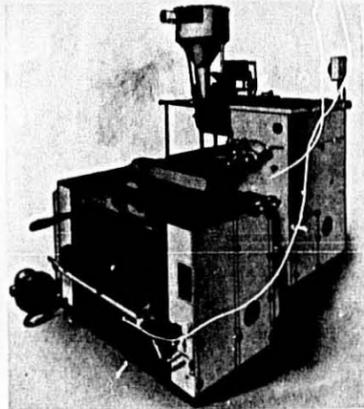
Manufacturers of the finest Macaroni Dies distributed the world over

DEMACO *DEFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone (Vergeren) 6 9880 1 7 • BROOKLYN 37, N. Y.

**DEMACO
SPREADER**

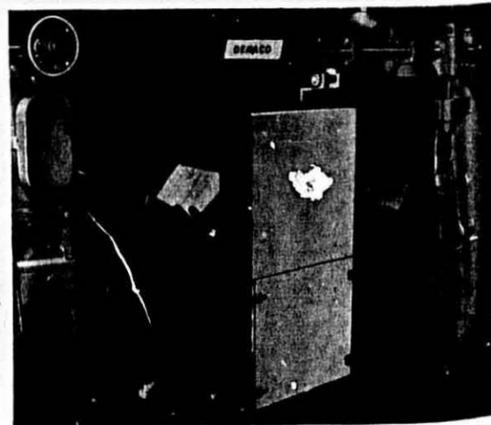
FOR
LONG GOODS
WITH VACUUM MIXER

Model SAS—1000 lb. Production
Model SAS— 500 lb. Production



**DEMACO
Continuous Automatic Press**

FOR SHORT CUTS
WITH VACUUM MIXER
Model SCP—1000 lb. Production
Model SCP— 500 lb. Production



**DEMACO
SHEET FORMER**

FOR
"Taste Tempting Noodles"
WITH VACUUM MIXER

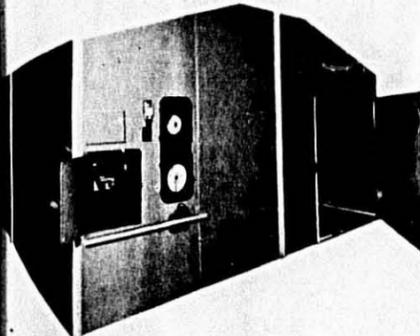
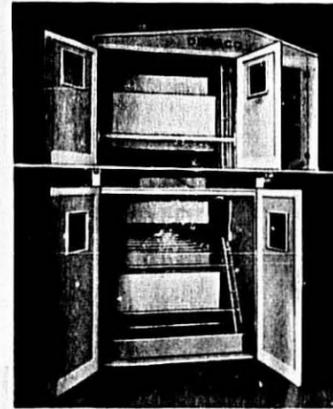
ON THE DEMACO VACUUM MIXER —

There is no change on the "trade approved" DEMACO SINGLE MIXER PRINCIPLE. Air is removed from the mix from the very first blending of semolina and water, no extra mixer, no extra feed screw, and no shredding after mixing. Can be adapted to any mixer.

DEMACO *DEFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone (Vergeren) 6 9880 1 7 • BROOKLYN 37, N. Y.

**DEMACO-HOSKINS
Long Goods Preliminary
DRYER**

WITH NEW PATENTED STICK PICK UP
and TRANSFER
*Hoskins Designed Humidity
and Temperature Controls*

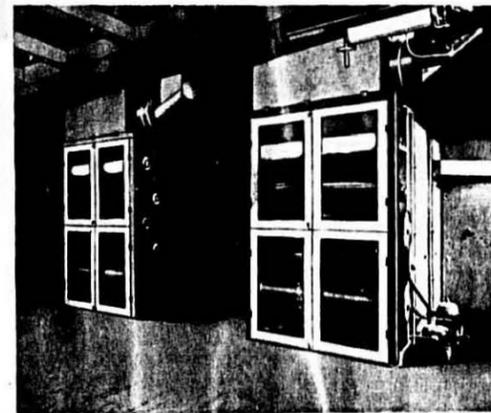


**DEMACO-HOSKINS
LONG GOODS DRYERS**

*with Glenn G. Hoskins Designed
Humidity and Temperature Controls*

**DEMACO-HOSKINS
Short Cut Continuous
DRYERS**

- Sanitary Construction
- Glenn G. Hoskins Designed
Humidity and Heat Controls
- Consistent Final Moisture



Write for your copy of the report on the DeMaco Vacuum Mixer, . . . a report prepared by
Jacobs-Winston Laboratories, Inc.

REPORT ON RUST

By DON FLETCHER,
Rust Prevention Association

STEM rust development and spread are always greatly affected by weather and crop conditions. Temperature, humidity, movements of air masses carrying rust spores, soil moisture, lateness of crop, succulence and density of stand, varietal susceptibility to the races of rust present, distance from and intensity of rust in areas where spores originate, presence of rust-breeding barberry bushes, and many other factors influence the yearly rust situation.

Reports of rust development during the growing season must be considered on a week-to-week basis. The many factors involved provide a constantly shifting rust picture, and the reports presented by the Rust Prevention Association at Minneapolis, Minnesota, should always be read with this in mind.

On April 26 Donald G. Fletcher of the Rust Prevention Association reported that stem rust in Mexico was very spotted this spring. In the state of Sonora where more than half the wheat in Mexico is grown, stem rust was light and caused only a trace of damage. Some of this rust was identified as race 15B but it is doubtful whether many of the spores that might have been transported northward found conditions favorable for development across the border.

Cold wet weather in the northern part of the spring wheat area has delayed seeding, was the report on May 13. This could be most unfortunate, especially for the durum acreage north of the main line of the Great Northern Railway in North Dakota. With late seeding, another factor in favor of the development of rust in 1954 has been established.

By June 1 the cool weather had been holding back plant growth, although there was adequate moisture. Earlier in the year, lack of moisture in certain areas and too much moisture in others prevented normal growth and seeding. A combination of circumstances has prevented the seeding of the hoped-for increase in durum acreage. The federal and state durum breeding program has been strengthened. The durum milling industry and the National Macaroni Manufacturers Association have pledged \$24,000.00 for a three-year project which will supplement research in this field.

A late crop is expected in Canada, with cold, wet weather delaying seeding in the northern part of the Prairie Provinces.

On June 21 spring wheat had matured jointing to boot. Prevalence of stem rust varies from trace to 15% of stems infected. Damage from mosaic, a disease caused by a virus and spread by a tiny mite, is more severe than ever seen

HOW MUCH BLEND?

Harry I. Bailey presented the following statistics for the Durum Millers Committee at their traditional meeting with the Board of Directors of the National Macaroni Manufacturers Association, June 14 at Shawnee-on-the-Deleware, Pennsylvania. He then presented the figures to the entire convention assembled with this preface:

"No one can predict the size of the durum crop at this early date; but, some thinking can be done along the line of a tentative and preliminary program that might be followed with various sized crops.

"Solely as a basis for starting such a discussion, the figures below are submitted. You will note that there is allowance of 5,000,000 bushels for minimum carryover or reserve; that there is no allowance for carryover from the 1953 crop and that the last line shows the total crop required to maintain a blend of the percentage shown in the top line. These figures are based on a normal mill grind of 24,000,000 bushels with normal use of farina and other substitutes prior to the emergency this year. It does not take into consideration the use of approximately 20% substitutes if the 1954 crop is again small."

The chart given below shows amount of Durum required for various percentages of blended product, based on normal grind of 24,000,000 bushels of Durum, with Normal use of farina, etc., prior to this year's emergency.

Percentage of Durum Used in Blends	100%	80/20	70/30	60/40	50/50
Amount of Milling Durum Required For Various Percentages of Blends	24,000,000	19,200,000	16,800,000	14,400,000	12,000,000
Seed Requirements	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Allow For Feed and Cereal	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Allow For Export—If Under \$3.00 Bu.	1,000,000	1,000,000	1,000,000		
Allow For Carry-over or Reserve	5,000,000	4,000,000	2,000,000		
Total Durum Crop Required for Various Percentages	35,000,000	29,200,000	24,800,000	19,400,000	17,000,000

The following chart shows total crop required for above percentages of blends after deducting for the use of additional substitutes, based on a sliding scale.

Estimated Usage of Substitutes	0	5%	10%	15%	20%
Total Crop Required After Deducting Est. Amt. of Substitutes	35,000,000	28,240,000	23,120,000	17,340,000	14,600,000

The following chart represents the minimum total crop required for above percentages of blends with no reserve included, and with estimated use of additional substitutes as shown in sliding scale above.

Percentage of Durum Used in Blends	100%	80/20	70/30	60/40	50/50
Minimum Total Durum Crop Required For Various Percentages	30,000,000	24,240,000	21,120,000	17,340,000	14,600,000

in South Dakota. The principal mosaic loss will be to winter wheat, but some spring wheat fields adjacent to badly infected winter wheat fields have a light infection.

On June 26 stem rust was found in every field of wheat inspected in North Dakota and Minnesota. Prevalence varies from 10 to 35%, with severity only a trace (1 to 3 pustules per stalk). Most of the early infection is located on the lower stem or basal leaves. The maturity of most of the wheat south of Fargo is boot to flower. North of Halstad, Minn., very little of the wheat has reached the boot stage. The rapidity of rust development in the spring wheat area in the Dakotas, Minnesota and Canada of course de-

pends on weather conditions and density of rust spore showers from the south in the coming weeks.

A report on rust development from the Plant Pathology Laboratory in Winnipeg, Manitoba, Canada, points out that while stem rust did not arrive any earlier than last year, it has appeared suddenly over a very much greater area. Owing to the lateness of the crop, there will probably be ample time for the rust to increase and produce heavy infection of wheat wherever weather conditions are favorable for rust spread in Manitoba and eastern Saskatchewan, or at least in the areas subject to the present early infections. Beyond that, there is no exact knowledge of the limits of present rust distribution.

Frank Lazzaro Dies

Frank Lazzaro, 61, passed away suddenly in early June.

He was born December 12, 1892 in Nasa, Sicily. He came to America in 1906 and went into business for himself.

His first venture was in the wholesale egg business. In 1913 he opened a grocery store at 219 Bleeker Street, New York City. Later he sold coloring for noodles. When coloring was forbidden by the government he opened a machine shop on Prince Street in New York City. He bought macaroni machinery, reconditioned it, and sold it on both the domestic and foreign market. He had been in this business for thirty eight years.

In 1927 he entered a partnership in the manufacture of macaroni dies with Vincent De Palo. They operated under the firm name of The Star Macaroni Dies Manufacturing Company. The company is still operated by Mr. De Palo at its original address 57 Grand Street, New York City.

In 1943 he purchased the Barozzi Drying Machine Company with all patents and equipment from Guido Barozzi. This company has been operating as the Frank Lazzaro Drying Machine Company since that time.

His wife, nee Christine Asimonti, originally from Beziers, France, will continue the business.



FRANK LAZZARO

King Midas Traffic Manager Retires

The retirement of E. J. W. Schellenberger, traffic manager of King Midas Flour Mills, and the appointment of George Hanson to replace him was announced this month by Henry E. Kuehn, general manager of King Midas Flour Mills. The changes became effective June 30.

Mr. Schellenberger has been traffic manager of King Midas Flour Mills since he came with the company June 30, 1918. Prior to that time he had been with the Russell-Miller Milling Co. from 1911 to 1918 where he was an invoice clerk. For four years before that he was assistant cashier and later

local manager of the Sleepy Eye Milling Co. at Sleepy Eye, Minnesota.

George Hanson has been with the company since 1916 when he started at the Hastings mill. He was later transferred to the blending plant at Peoria, Illinois, and joined the King Midas Minneapolis office staff in 1929. Mr. Hanson has been assistant traffic manager under Mr. Schellenberger.

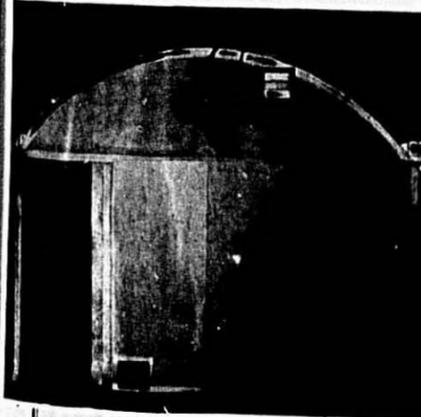
Named to become assistant traffic manager on the same date was James Greenwood. He has been chief clerk in the traffic department since 1952.

A farewell dinner was held in Mr. Schellenberger's honor June 16 at the home of Mr. A. L. Hale, central division sales manager of the flour concern. Mr. Schellenberger was presented with a coal tender (toy train size) purse in honor of the occasion. A leather suitcase was later presented to him by the office employees.

Eugene Kuhn Appointed

Eugene Kuhn has been appointed as the new manager of the Amber Milling Division of the Farmers Union Grain Terminal Association, it was announced in St. Louis by M. W. Thatcher, General Manager of the grain co-op.

He succeeds Jule Waber who has been promoted to manage the Great Falls, Montana division of GTA. Waber had been manager of the Amber Milling Division since 1942.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices—Plant and Service:

9101-09 Third Ave., North Bergen, N. J.

Union 7-0597

... GREAT SAVINGS ON

our large line of
completely rebuilt
and fully guaranteed:

**DOUGH BREAKS
VERTICAL HYDRAULIC PRESSES
KNEADERS • MIXERS
NOODLE MACHINES
DIE WASHERS
and many others**

THE GERMAN MACARONI INDUSTRY

By FRIEDER BIRKEL, Birkel-Nudel-Werke, Endersbach
at the Golden Anniversary Meeting

I WISH first to extend my hearty greetings to all of you. It is really impressive to see this big congregation here on the fiftieth anniversary of the National Macaroni Manufacturers Association.

I am glad that I have today the second time the pleasure to attend one of your meetings.

For this honorable privilege my two cousins and I feel very much obliged to the members of this association and especially to Bob Green.

Therefore I am happy to obey the request of Mr. Green to give the manufacturers of macaroni products here in America today an account of the inside story of the German macaroni industry.

The German macaroni production had its beginning around the year 1870 in southern Germany on a small scale.

The inspiration for the new art of food production from flour-egg dough to manufacture noodles, macaroni and related products came from the first pioneers of the new trade from southern Europe—from Italy.

Gradually and very slowly from this start in south Germany spread the knowledge of this new dough-product and its manufacture further to middle and north Germany.

By the way, I would like to inform you of a fact, which in my country is still prevalent and which you perhaps don't know, that in Germany many bakers also manufacture noodles, for they use egg white in sweet pastry and fresh egg yolk for egg noodles. Therefore, egg noodles are a suitable way for bakers in Germany to utilize the fresh left-over egg yolk.

The Birkel Company was founded in 1872 by my grandfather, but long before that, as was the custom in most families in that time, Grandmother prepared homemade noodle and macaroni products.

At that time an employee had the idea to sell these homemade macaronies in my grandfather's store and the unexpected success gave the stimulation to manufacture Grandmother's macaroni products commercially.

To my knowledge that date is about the time the macaroni and noodle production began in America.

Out of such small beginnings it was possible for my ancestors to develop slowly that small store to a flourishing noodle and macaroni manufacturing



FRIEDER, KARL and THEODOR BIRKEL

business. In the first years of the first World War it was difficult to obtain supplies of raw materials, and the result was coffee brown macaroni, but with deliveries to the army it was possible to maintain the production.

Also in the second World War, the population had to get accustomed to such unpopular substitutes because the import of good quality wheat and the production of egg noodles was stopped. Macaroni was strictly rationed, which situation lasted until the middle of 1948 until the currency reform allowed unrestricted sale of the food products. The people and industry lost their money and capital, and it took a long time to overcome this fate.

From 1933 to 1945 the whole macaroni industry was fully occupied. The Cabinet of Economy ordered price-ceilings for raw material and their finished products and controlled the distribution for the diverse workshops. But production was very difficult because of the labor shortage and the inferiority of material during the war.

Today West Germany has about 270 factories for the production of macaroni, spaghetti and noodles. Most of these plants are small or medium size and usually deliver to nearby places and villages. Only 6 or 7 large companies sell their products over whole West Germany.

Germany produces today per year about 385 million pounds of macaroni, spaghetti and noodles. The average consumption of those products per person annually is about 8 pounds. During ra-

tioning the requirements per person rose to 12.5 pounds. Today the German macaroni manufacturers would be able to produce the double amount of this quantity. From these actual conditions you can find the answer to the present bad position our industry is in. Many firms are working only short hours and in general the capability of our industry is not fully exerted. To be able to sell the goods many manufacturers are forced to offer their products at unusually low prices. Just in the last few months because of this depression, some companies were compelled to lay off help and stop work.

The German macaroni industry on the average produces about 30% egg noodles, and this is packed in folding cartons or in cellophane bags. The other products are packed in 20 or 30 pound bulk packages for shipment.

For production material we use for egg powder, fresh and frozen eggs in the egg noodle products. A large part of these materials are imported from overseas in addition to our wheat material which we classify in two groups—hard wheat and soft wheat. Our whole requirement of hard wheat we must import from the United States, from Canada, Syria and North Africa. The West German government supervises the buying, distribution and prices of the domestic and imported wheat, and also provides German importers with import licenses. Efficient and well run German grain mills are under strict regulations by the government. In the post-war years the quality of the raw ma-

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THE MANUFACTURE OF CHINESE
TYPE NOODLES

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Wet Noodle Cutters — Mixers — Kneaders

Rebuilt Machinery for the Manufacture
of Spaghetti, Macaroni, Noodles, etc.

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All Classes of Materials

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You will sell more of your brand of macaroni products if the market is expanded.

Learn how the National Macaroni Institute is creating greater demand for macaroni, spaghetti and egg noodles . . . and how you can tie in to sell more of your products.

Write for details:
THE NATIONAL MACARONI INSTITUTE
Box 636, Palatine, Illinois

terials was very different—often bad and infested.

The distribution of macaroni in Germany is done for the most part through the wholesaler, but is also distributed by branch or chain stores direct to the retailer and then to the consumer. On account of the very high cost of packaging material only about 25% of the products are packed in folding cartons or cellophane bags, the rest being packed in bulk packages of 20 or 30 pounds.

The German macaroni manufacturer is strictly under control of the government laws for health and foodstuffs. In the manufacture of egg noodles strict laws are enforced regarding egg mixing and declaration. Prices are free and anybody can sell according to his own judgment and calculation.

Machines and drying apparatus are imported from Switzerland and Italy. Next to television, we use the same advertisement routine as you do. Also in our country we have labor unions, maybe not as strong and determined as yours, but believe me we also have our worries.

Old age and sick benefit insurance is very well organized and every employee is entitled to these benefits.

The Birkel Company is a family owned firm and 30 years in existence. We have today 3 factories with 28 presses working. Our products are exclusively distributed by the wholesale method. The packages are composed of folding boxes with transparent cellophane windows. Within the past few weeks we have developed a new folding box with a recipe picture on it. Our own printing plant takes care of the need for printing the folding boxes, advertisement and so on.

About 160 steady employed salesmen are for the most part motorized and visit the wholesale and retail trade.

Every year in Milano, Italy, a fair takes place which is very important to the macaroni and noodle industry. It seems to be the only exhibition of this kind in the world, and we wish to say that our American friends of the macaroni industry will be greatly benefited from a visit of this presentation where the newest European macaroni machines and new learned methods of manufacturing are displayed.

And now I wish to thank all of you for the friendly welcome and for being given the opportunity in your great country to enlarge my knowledge, to study your methods of manufacturing and business, and to discuss problems concerning our industry.

I am highly impressed with the high grade status of your industry and my two cousins and I wish the American manufacturers great future success and prosperity. On behalf of today's fiftieth anniversary of the National Macaroni Manufacturers Association I wish a further and glorious period for a long, long time to come.

President's Address —

(Continued from page 14)

this convention what the industry is doing through the Association on this problem. I am sure that the meeting we held last August in Chicago when we were confronted with the fact that the 1953 crop was only going to meet half of our normal requirements was one of the best things we could possibly do collectively.

There are many of us in the industry who are alarmed however at the amount of substitution that is going on, and leaders in the industry all urge that the best quality material obtainable be used to hold the gains in consumer acceptance that we have made in the past several years. The trouble with substitutions is that you never know where to draw the line. If you use a cheaper product to save a half cent, then the next step is to use a more inferior product and save a whole cent, and so on until the entire industry suffers because of the poor quality goods on the market. We do not want a repetition of conditions that existed during the 30's.

Cheating on quality is just another form of price cutting.

Our problems today are much the same as they were fifty years ago: we must strive to get the industry to use the best quality raw materials possible, and the industry through the Association is contributing money, time and effort in research work to improve varieties of wheat and to lick such problems as rust.

We must raise the sights of management in the industry, and the panel discussion tomorrow on management matters will be a step in that direction.

We must continue to promote our products individually and through the National Macaroni Institute. The relations we have with the public are most important to us, not only the legislators and government officials contacted by the Standards Committee and our Director of Research Jim Winston, but the growers met by our Durum Relations Committee and the public contacted through the thought leaders reached by the National Macaroni Institute. All of our continuing efforts based on the foundation set by our predecessors fifty years ago are aimed at getting more people to eat more macaroni so that we will have a bigger and better business and a more profitable one.

Henry Rossi, Jr. Marries

Miss Jane R. Arnold of Peotone, Illinois, become the bride of Henry D. Rossi Jr., Braidwood, on June 26. He is the son of Henry D. Rossi Sr. and the late Mrs. Rossi of Braidwood.

**NATIONAL MACARONI WEEK
October 21-30, 1954**

At The Rossotti's Spaghetti Buffet

Photos on page 47

Top left: Mrs. Ray Gueristi, Hostess Charlie Rossotti, Mrs. Paul Ambrette. Top right: Dominic Palazzolo between the chefs, and left to right at the table, Alvin Karlin, Ken Forbes, Mr. and Mrs. Desjardins. Second row left: standing, Tom Cuneo; seated, M. J. Dosa, Louis Vagnino, Harry Diamond, Glenn Hoskins. Second row right: Mr. and Mrs. Fred Zoraga, John Zaraga, Jr., Hostess Charlie Rossotti. Third row left: Harry Bailey, Mrs. Diamond, Mrs. Vagnino, Vincent DeDomenico, Mrs. DeDomenico, Alfred Spadafora, Otto Koenig, obscured are Evans Thomas and Jim Affleck, Mrs. Cuneo, Mrs. Bailey. Third row right: Roger Toner, Ed Toner, Mrs. Toner, Dick Foux, Fred Mueller IV, John Mueller, Mr. Mueller, Fred Mueller. Fourth row left: Mr. Grimaldi, Michael Grimaldi, Nick Rossi, Paul Peterson, Alfred Rossi, Susan Diamond, Mrs. Glenn Hoskins, Mrs. Alfred Rossi. Fourth row right: Richard Weiss, Mrs. B. Weiss, Al Weiss, Mrs. A. Weiss; Melvin Golbert, Mrs. Golbert, Carol Weiss.

Photos on page 48

Top left: Mrs. E. Ronzoni, Emanuele Ronzoni, Misses Rita and Rosemary Ronzoni. At bid table: J. L. Kelley and Bill Lane. Top right: Theo. Birkel, Mrs. Schmalzer, Fred Birkel, O. E. Schmalzer, K. C. Birkel. Second row left: Bobby Arena, Mrs. S. Arena, Catherine Arena, Sam Regalbuto, Alfred Ricci, Sam Arena, Vincent Arena. Second row right: Mrs. Lupp, Stephen Lupp, Mrs. Hackbush, George Hackbush, Conrad Ambrette, Mrs. King, Edward King. Third row left: Mrs. Russo, Tom Bruff, Arthur Russo, Bill Hoskins, Mrs. Hoskins, Don Knutsen. Third row right: Vincent S. LaRosa, Mrs. V. S. LaRosa, Mrs. Giordano, Joseph Giordano, Peter LaRosa, Vincent F. LaRosa, Mrs. V. F. LaRosa. Fourth row left: Jack Oliveri, Louis Coniglio, Mrs. Coniglio, Frank Fodera, Joseph Oliveri. Fourth row right: Mrs. Amato, John Amato, Vincent Castiglione, Leo Ippolito.

Convention Congratulations

Many letters and telegrams were received at Shawnee during the Fiftieth Anniversary Meeting of the National Macaroni Manufacturers Association.

A few of our members were unable to attend the meeting due to illness, but they sent heartiest congratulations and regrets at their inability to participate in the meeting. Included in this group were Irving Grass of Grass Noodle Company, Chicago, and Paul Bienvenu of Catelli Food Products, Montreal.

Other well-wishers among our members who could not attend were Guido P. Merlino of Mission Macaroni Company, Seattle; Tom Sanicola of Color Offset Company, Brooklyn; and Luigi Abbenante of Colonial Fusilli Manufacturing Co., Brooklyn.

Many subscribers to the Macaroni Journal who watch our activities with interest also sent their best wishes by wire and letter, including Bridson, James (Australasia) Pty. Ltd., Melbourne, Australia; Revon of Paris, France; Verband der Teigwarenindustrie, Baden Wurttemberg, Germany; Birkel, Nudel Werke, Endersbach Buxtehude Schwelm, Germany; Teigwarenverband Frankfurt-Main, Germany; and Zaharya Papayani of Istanbul, Turkey.

AT THE ROSSOTTI SPAGHETTI BUFFET



AT THE ROSSOTTI SPAGHETTI BUFFET

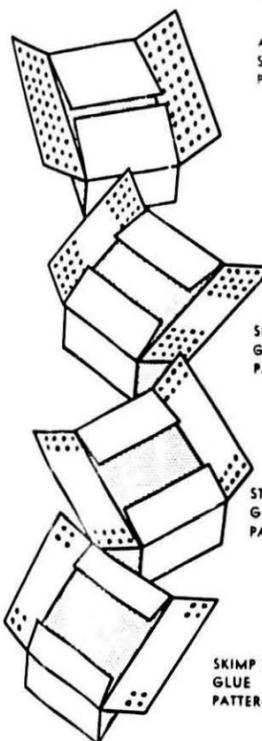


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Applies glue and seals all types of paper cases

**APPLIES GLUE
IN SPOT PATTERNS**

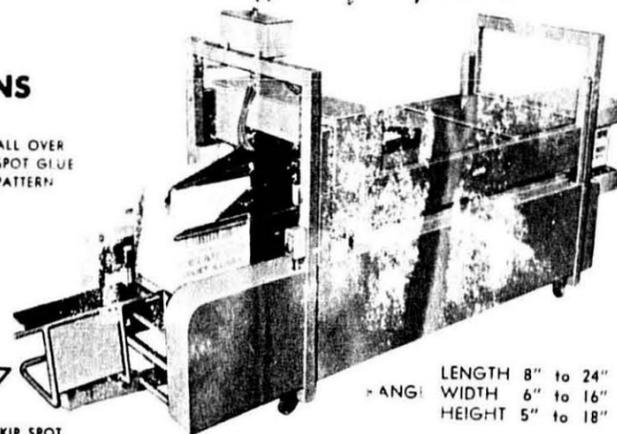


ALL OVER
SPOT GLUE
PATTERN

SKIP SPOT
GLUE
PATTERN

STRIP SPOT
GLUE
PATTERN

SKIMP SPOT
GLUE
PATTERN



LENGTH 8" to 24"
RANGE WIDTH 6" to 16"
HEIGHT 5" to 18"

SPEED 1 1/2" PER MINUTE ONE CASE PER MINUTE
1 1/2" PER MINUTE ONE CASE PER MINUTE

The Packomatic Packer-Gluer is intermittent in operation. The operator packs the case on a packing table and moves it slightly to ward, where it contacts a starting trip. All other operations are automatic.

Glue applying system is ALL NEW. By applying glue to the outer case flaps in spots at 3/4" centers each spot has the advantage of being aerated around its entire circumference, allowing the glue to spread and become absorbed much faster than when it is applied in an all-over design where the roll applying method is used. Spot application of glue makes a faster, tighter adhesion.

The Packomatic Packer-Gluer occupies less than 10 square feet of floor space; has fewer moving parts than any sealing equipment on the market.

Applies glue to inner surface of outer flaps while flaps are in a vertical position

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NEW YORK—CHICAGO—BOSTON—CLEVELAND—DENVER—LOS ANGELES—SAN FRANCISCO—SEATTLE—BALTIMORE—NEW ORLEANS—TAMPA—PORTLAND

INSPECTIONS

by
M. J.



AUGUST Cleanings and Recollections 35 Years Ago

The lead editorial in The Macaroni Journal says: "All macaroni products manufacturing concerns be classified into one of three groups—POOR, GOOD or GREAT. The poor ones hardly last long enough to merit much attention".

A good disposition makes a macaroni man's life more comfortable and joyous. The man with a naturally happy expression is always sure of a welcome and a hearing—The Optimist Magazine.

Pre-harvest estimates are that the industry can expect a durum crop of over 40,000,000 bushels.

The U. S. Grain Corporation has ruled that macaroni makers need not take out licenses under the presidential proclamation governing users of wheat and flour.

Some labor trouble arose when members of the International Macaroni Workers Union of America headquarters in Chicago struck for (1) \$3.00 per week additional in wages for all classes of workers, (2) a 48-hour week, and (3) a closed shop. Several plants in Illinois and nearby states closed pending settlement.

Peter Rossi & Sons Macaroni Co. built a large addition to plant—a two-story, fire proof, 40 by 120 feet extension.

25 Years Ago

By general agreement the honor of inventing spaghetti is credited to the Chinese, but for centuries it has been the national food of Italy.

A macaroni giant—the Cleveland Macaroni Co., Cleveland, Ohio, went into bankruptcy July 30. Its founders, threw in the sponge in 1927. The Armour Grain Company tried unsuccessfully to operate the monster plant for two years. Then the McLaren Cone Co. tried it for a year, followed by the Golden Age Macaroni Company. The plant equipment was auctioned off, bringing such low bids as \$1,100 to \$2,000 each for presses that cost \$20,000; 8-ft. kneaders brought from \$450 to \$700, and a \$12,000 noodle brake and cutter sold for \$950.

"Facts and Figures" published by the Wholesale Grocers National Association reports: "That Macaroni is a good profit food, but its sale must be pushed".

May macaroni imports were down to 272,713 pounds with a value of \$23,732.00. Exports were up to 793,757 pounds valued at \$69,361.

The D'Amico Macaroni Co., Newark, was incorporated in July, with a capital stock of \$25,000.

Hy-Grade Macaroni & Noodle Co., 215 Neptune St., Jersey City, N. J. filed voluntary bankruptcy in July.

15 Years Ago

Dr. R. H. Harris, Cereal Technologist, North Dakota Agricultural Experiment Station, Fargo, N. D. published The Macaroni Journal the first of his series of articles on "Durum Wheat and Macaroni".

The enforcement division of NMMA seeks a Cease and Desist order from the Federal Trade Commission against a supply firm that persists in selling the noodle makers an ingredient considered an adulterant sold under the trade name of "Vitaminized Pure Egg Yolks".

Charles C. Rossotti, vice president of Rossotti Lithographing Co., New York, and Miss Elizabeth Victoria Ossola of Pittsburgh, Pa. and New York City were married July 22.

C. B. Schmidt, chief executive of Crescent Macaroni and Cracker Co., Davenport, Iowa, who registered at the convention spent most of the convention time at the Carrier Igloo, a new air-conditioning drying room exhibit at the World of Tomorrow Fair, thus escaping the torrid weather that prevailed in New York City during Convention week.

5 Years Ago

Spaghetti is the favorite food of the major league baseball players, writes a sport columnist in the Louisville (Ky.) Courier.

A crop of 43 million bushels of durum is forecast in Government estimates as of August 1.

October 24-25 were announced by the Board of Directors, NMMA as the dates for the Pacific Coast Regional Conference in San Francisco, Calif.

While the true origin of macaroni making is more or less of a mystery, the Chinese claim that process was known there as long ago as 5,000 B.C.

Commander-Larabee Milling Co., Minneapolis, Minn. announced the appointment of C. M. Johnson as the new manager of its durum department to succeed Thomas L. Brown, who has retired. C. W. Kutz is named as Johnson's assistant.

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Class. Ads. 75 Cents per Line

FOR SALE
A complete installation with capacity of up to 10 tons of goods per 24 hour day available in London. The plant has a large Buhler press and automatic Short Goods Advertiser wish to dispose of complete plant with or without good will. Can be inspected in production at any time. Box F245, Strand House, London, W.C. 2. England.

FOR SALE: Triangle 3-section Electric Fat Weigher with conveyor and Ceco center sealer—perfect condition, hardly used \$1,000; 170 Macaroni Drying Trucks (48 stick) @ \$5 each; 7000 Drying Sticks @ 4¢ each. Write Box 101, Macaroni Journal, Palatine, Illinois.

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OPERA STAR Gerhardt Pechner, of the Metropolitan Opera Association, New York City, enjoys spaghetti as Fra Malitone in the opera "La Forza del Destino".

INSIDE SCIENCE

The Vital Story of MACARONI ENRICHMENT

by Science Writer

This is the fourth article in a series devoted to the story of cereal enrichment



Dramatic results have been recorded about the value of enrichment in improving health. From the United States, the Bataan peninsula in the Philippines, Newfoundland and many other parts of the world comes word of the great benefits which result from enrichment.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

Thiamine—also called vitamin B₁. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

Riboflavin—also called vitamin B₂. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

Niacin—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

Iron—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method, a powdered concentrate of the vitamins and iron, called a premix, is available. This is added by a mechanical feeding device.



Macaroni is used here in the generic sense. It includes all elementary pastas: macaroni, spaghetti, pasta, noodles.

These are the minimum and maximum levels in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched elementary pastas.

	Min.	Max.
Thiamine (vitamin B ₁)	4.0	5.0
Riboflavin (vitamin B ₂)	1.7	2.2
Niacin	27	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.



The Hoffmann-La Roche people, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

This article, reprints of which are available without charge, is published as a service to the macaroni industry by the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.



Bob William and

A FAMILY AFFAIR

of the National Macaroni Manufacturers Association are family affairs. Many firms in the Macaroni Industry family owned and operated. When convention time comes around frequently the entire family attends.

Programs are designed for family participation. The business sessions feature lectures as interesting to the ladies as to the men seeking business information. A year ago a panel discussion on the women's point-of-view had wives of macaroni manufacturers take the lead.

Social schedules on the convention programs are planned for everyone in the family. Interesting trips, parties and dining functions are arranged to appeal to everyone.

Conventions held by the National Macaroni Manufacturers Association have been at resorts for the past few years, so these meetings become opportunities for family vacations as well as important for business reasons.

Dates have already been set for the next two national meetings:

- The Winter Meeting will be held at the fabulous Flamingo, Miami Beach, Florida, January 18-19-20, 1955.
- The 51st Annual Meeting will be held at Del Coronado, across the bay from San Diego, California, June 21-22-23, 1955.

At Shawnee-on-the-Delaware Directors Bob William and Fred Spadafora, both of Los Angeles, extended a most cordial invitation to everyone to attend the first national convention planned to be held on the West Coast.

Plan now to attend both of these conventions, and plan to make it a family affair.