

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 7**

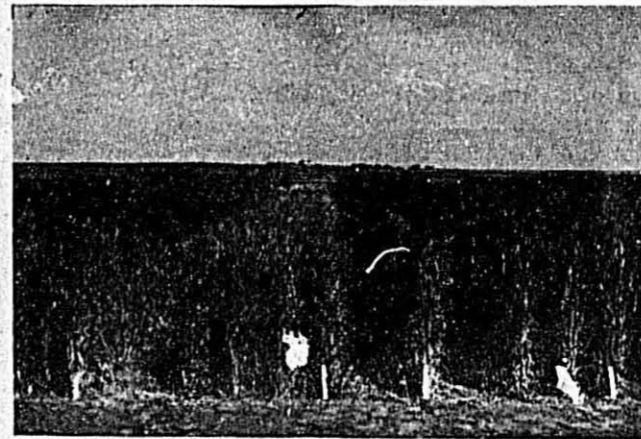
November, 1946

NOVEMBER, 1946

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Breeding Better Durum



Scene at the North Dakota Agricultural Experiment Station, Fargo, where many types and varieties of durum wheat are used in durum breeding to improve the quality of durum wheat from the standpoint of Growers, Millers and Macaroni Manufacturers.

Official Organ
of the National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVIII
NUMBER 7



Here's Selling as a Fine Art

What is your conception of package art? Is it a job that, in your office, looks pretty enough to be framed? Or is it a package that, in stores, moves? The ROSSOTTI conception of the fine art of packaging is dynamic. We believe your label and carton design should do a self-service selling job for your products. To make sure that it does, our merchandising consultants start with a thorough study of your market. Only then, does our art department begin their creative work. As a result your Rossotti-designed package has competitive distinction. It stands out and urges consumers to select your brand.

Having engaged in this business since 1898, we have developed a vast store of modern packaging ideas. We add animation, foolproof directions, intriguing recipes, vitamin and health advantages or whatever feature elevates your brand above competition in consumers' eyes . . . and daily sales.

This postwar period is an opportune time to replace outdated packaging or introduce new sales stimulating containers for your products. Contact our branch nearest you without delay—without obligation. May we create a winner for you?

Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING CO., INC. • NORTH BERGEN, N. J.
BOSTON 9, Mass.: 200 Milk Street • ROCHESTER 4, N. Y.: 183 Main Street, East
JACKSONVILLE 9, Fla.: 6503 Sapphire Drive • CHICAGO 11, Ill.: 920 North Michigan Avenue
WEST COAST PLANT: 3700 Third St., San Francisco 24, Cal.

November, 1946

THE MACARONI JOURNAL

3

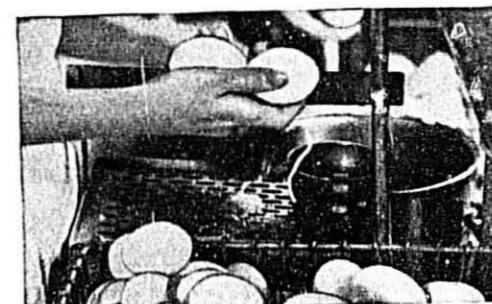
For Noodles Rich in Color, Insist Upon Yolks Like These



1. When eggs are finest, in the spring of the year, Armour selects breakfast-fresh shell eggs for Cloverbloom Frozen Yolks. That's only the beginning . . .



2. Every egg is candled after pre-cooling for 48 hours. Expert candlers check to be sure that there are no imperfections and that the egg meets the rigid specifications for the Armour Cloverbloom label.



3. Checked again for freshness. As eggs are separated they are again checked for freshness and purity. Then, to remove every trace of shell and fibre, they are run through a special clarification process.



4. Uniformity constantly tested. Every churn of Cloverbloom egg yolks must pass rigid scientific tests to assure deep color, as well as low bacteria count and fine flavor—to assure solid content of not less than 45%.



Guesswork Eliminated! The new-laid freshness and delicate, natural flavor of these yolks are preserved by Armour's quick freezing process. You can depend on richer colored, finer noodles from Cloverbloom Frozen Yolks.

MAKE YOUR NEXT CONTRACT WITH ARMOUR
Cloverbloom frozen whole eggs, whites, sugared and 45% solids
dark color yolks; spray-powdered whole eggs, whites and yolks.
UNION STOCK YARDS, CHICAGO 9, ILLINOIS

ARMOUR
Creameries



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

November, 1946

Number 7

Macaroni Prices Decontrolled

Macaroni, spaghetti and egg noodles are no longer under Government price ceilings. Along with many other foods, these products were set free from Federal regulations by a general order that became effective October 23, 1946.

Earlier last month, the Office of Price Administration on orders from President Harry Truman, released all meats from under what was generally considered an out-moded regulation which had set ceilings on meat animals and on butcher-shop prices beyond the period which many felt such regulations necessary.

Having started the decontrol as the result of an almost revolutionary demand by a public that could find no meat in the nation's shops and refused to "play the black-market," the administration found no other course than the decontrol of meats, and later on many other foods, including macaroni products. The only exceptions are sugar and products made therefrom, and rice, both of which are still considered as in short supply.

The order decontrolling prices on flour from wheat, including semolina and farina, coming so closely after denying a petition seeking relief as presented by the Wheat Flour Milling Industry Advisory Committee for removal of maximum prices on wheat and wheat foods, was no surprise, but it made millers and processors wonder just what brought about so sharp a reversal of attitude, and so quickly, if it were not political expediency.

Like meat, wheat is not in short supply, according to the arguments presented at the hearing on the millers' petition. Just as there is plenty of meat "on the hoof," they argued that there is an ample supply of wheat on the farms and in the elevators, the obstacles being the bringing of the big crop to the consumer in continuing quantities and at fair prices to prevent starvation (?) in a land of plenty.

As a war measure and as a preventative of threatened inflation when the country had its mind on more serious matters, the public had consented quietly to the regulatory measures promulgated by OPA. But when the emergency passed and the public found that the continuation of controls only served to create a condition of scarcity,

the enhancement of black markets and unlimited gouging of buyers, a silent rebellion was started, the rumbles of which reached even the ears of the politically minded extremists in the Government.

Naturally, with the lifting of maximum prices, food costs soared, some even to unbelievable extremes, but the wait-and-see policy of the American housewife soon had its effects, bringing prices down to fairer levels as supplies approached nearer the demand stage.

As to macaroni-noodle products prices, the removal of price controls brought little or no change. Most manufacturers have contracts for their raw material needs that will carry them well into the new year, and they chose to adopt the popular wait-and-see policy, too. The leaders are determined not to be stampeded into actions which they later may have reason to regret.

During the war and the months that followed, the ceilings on macaroni products served a good purpose. They permitted manufacturers to concentrate more on production than on sales, in a market in which production hardly kept pace with demand. While many processors felt that the profit margin was hardly in line with those in other food lines, there was little dissatisfaction with the OPA regulations. But with the passing of the emergency and the slowness with which they were permitted to reflect sharp increases in cost of equipment, shipping materials and higher wages into their posted ceilings, few were averse to the entire lifting of price controls.

Like most competing foods, macaroni products are now on their own as far as prices are concerned. That they will not be permitted to get out of hand, upward or downward, is the hope of the thinking manufacturers who appreciate the value of continued consumer good will and who realize that the industry can only hold the advantages that came to it under the war regulations, including non-rationing of their products, by giving the consumer the quality goods that they expect at prices within reason. After all, macaroni products are not luxuries and prices should be kept low, yet productive of reasonable profits that will encourage the production of better, consumer-satisfying foods.

Insect Control in Macaroni Plants

By Earl Brenn

Huntington Laboratories, Inc.

Insects are mankind's greatest enemies . . . and they are tough battlers. Scientists know a lot about them and have provided plenty of weapons with which food producers may fight them; yet in spite of all our efforts to control them, they still destroy about \$300,000,000 worth of grain products every year in the United States. The magnitude of this annually recurring loss makes it imperative that food handlers of all types make a continuous and never-ending effort to destroy insects with the best control methods available. It must be remembered that the destruction of flour and grain products is not the only loss, for the good will and prestige of the manufacturer who delivers infested merchandise to the user, however innocently, suffers greatly.

The first step in controlling insects is to know which insects are most important and what it takes to destroy them. Thousands of insects will attack cereal foods but only a handful are important and difficult to kill. The beetles, sometimes called bran bugs, attack flour but cannot attack denser grains and foodstuffs. They are usually reddish brown, oblong and vary from 1/16 to 1/8 inch in length. The more important beetles are the confused flour beetle (see Figure 1) and the grain beetles which probably account for 90 per cent of the infestation in flour. The weevils which are prime offenders, are long beaked bugs that attack hard food and breed in such products as macaroni and seed, although they do not attack flour. Figure 2 shows the rice weevil which is the most destructive member of this family. Finally, there is the cadelle which is an elongated, flattened, black beetle about 1/2 inch long. These insects can destroy hard foodstuffs and cut into bags and packaged goods. The larvae of the cadelle riddle woodwork with their burrows.

These beetles and weevils are very difficult to control. They attack the grain while it is still in the field, when the farmer stores it, when it is in the large terminal elevators and mills, when it is shipped in box cars, and after it has been processed into foodstuffs and cartoned. There are three effective means of combating these pests which must be used continually. These are:

1. Cleanliness
2. Spraying
3. Fumigation

1. *Cleanliness* is of paramount importance. If the premises are not kept clean, insects cannot be controlled. It is important to remove all accumulations of litter and waste foodstuffs

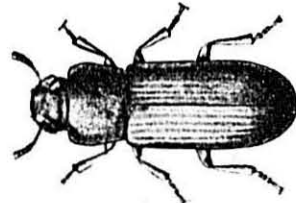


Fig. 1.



Fig. 2.

from cracks in the floors and walls, from corners and out-of-the-way places, from machinery units, and from all places where dirt might collect. It is in these places that the insects breed.

2. *Spraying* the premises regularly is a necessity. The spray should not be an ordinary fly spray. The insects found in macaroni plants are tough, hard-shelled crawling insects more resistant than the common house fly. To kill them, use an extra powerful spray designed especially to control crawling insects. Be sure the spray is non-

staining, non-poisonous to man and bears the Underwriters Laboratory label showing it to be non-explosive and relatively non-inflammable.

Close all doors and windows and get thorough coverage. Shoot the spray up in the air, saturating rafters, beams, ceilings and walls. Spray over, around, under . . . never directly on . . . foodstuffs. Spray several times a week in summer; once or twice a month in winter.

3. *Fumigate* machinery units and packaged stock. Use a safe fumigant that is not readily poisonous to man nor readily inflammable. The fumigant should bear the Underwriters Laboratory Seal attesting its relative non-inflammability. To fumigate correctly, the temperature must be 70° F. or more. Use enough fumigant to fill the enclosed space, and be sure the enclosed space is relatively airtight. A fumigation vault is ideal. Machinery units must be closed tightly preferably with masking tape and all outlets stuffed tightly and closed before pouring in the fumigant. The stacked stock in the warehouse is readily fumigated by covering a portion with a rubberized tarpaulin and placing a pan of fumigant at the top of the stack. The bottom of the tarpaulin should be well weighted so that the vapors will not escape.

Insects have always been with us and will continue to be with us. But they can be controlled if the premises are kept clean, if they are sprayed thoroughly at regular intervals, and if fumigation is regularly used in any space that can be made fairly airtight.

Egg Production September, 1946

Production of liquid egg by commercial egg breaking plants during September totaled 16,958,000 pounds compared with 13,677,000 pounds in September last year, reports the Bureau of Agricultural Economics. Much smaller quantities were frozen than last year but larger quantities were used for drying.

Dried egg production during September totaled 4,347,000 pounds, compared with 2,674,000 pounds a year earlier. Production consisted of 4,165,000 pounds of whole egg, 97,000 pounds of dried albumen and 85,000 pounds of dried yolk. Production of

dried egg during the first nine months of 1946 totaled 107,149,000 pounds compared with 104,976,000 pounds in the same period last year.

Frozen egg production during September totaled 2,874,000 pounds compared with 8,187,000 pounds during September last year. Production was the smallest for any September since 1940. Production of frozen eggs during the first 9 months of 1946 totaled 392,490,000 pounds, compared with 390,054,000 pounds in the same period last year. Storage holdings of frozen eggs on October 1 totaled 208,252,000 pounds, compared with 203,209,000 pounds on October 1 last year and 251,056,000 pounds the 1941-45 average.

COMING SOON . . .

All General Mills Durum
Products in this new sack
design.

General Mills, Inc.
DURUM DEPARTMENT
Central Division
CHICAGO 4, ILLINOIS

Brokers' Convention January 13-14, in Atlantic City

Brokers' Functions Explained

Watson Rogers, President of the National Brokers Association, has announced the dates of the Brokers' annual convention and conferences. Business sessions will be held in Atlantic City January 13 and 14, 1947, followed by conferences with principals starting January 15 and continuing the remainder of that week.

The food broker, according to a pamphlet prepared by John R. Bromell of the Marketing Division, U. S. Department of Commerce, "remains one of the least understood elements in the marketing picture, despite his long history and growing importance." Quoting further:

"The Broker—An Important Link in Food Distribution.
Food Brokers have long been used as sales agents by producers, manufacturers, canners, packers, refiners, and processors, and indications are that their position will be even stronger in the postwar period than it has been in the past.

Definition

There are different types of food brokers, just as there are different types of food wholesalers and retailers. Some take title to, and speculate in, the merchandise they sell. This article, however, refers only to the majority—those who (1) sell goods for their principals, (2) are not employed by or affiliated with any buyer, (3) do not take title to merchandise, (4) do not speculate in the goods they handle, and (5) get a commission or brokerage as their only compensation.

The National Food Brokers Association has established an industry code of ethics; long the above lines, to which its members must subscribe.

Products Handled

The products usually handled by food brokers are canned and processed foods, cereals and grains (including macaroni-noodle products), sugar, frozen and dehydrated foods, household supplies, and grocery specialties. Perishable produce is normally not handled by food brokers, except citrus fruits, nuts, and dried vegetables.

Trend

The use of brokers in the food field is increasing. This is apparently owing to the following factors. The first is the introduction to the civilian market of numerous new food products which were developed during the war for use by our armed forces and our allies. Where the new products are being produced by old established firms which normally use brokers, the brokers are usually given the new lines; where they are produced by new firms whose financial resources have been heavily taxed by the cost of getting started—including the purchase of machinery—quick and economical distribution is imperative and the brokers are being called in.

Another factor, most important, is that several manufacturers and processors, with established national distribution, who have

built their businesses with salaried salesmen have recently turned to food brokers. Some of these have dispensed with their sales staffs completely, but most have been more cautious—they eliminated their sales organizations only in the weak areas and retained them in the strong markets. They seem to prefer to make the change-over gradually.

Operations not Understood

That the food broker's operations are not better understood may be attributed to the fact that the brokers themselves have no standard name by which to describe their activities. Manufacturer's agent, sales agent, manufacturer's sales representative, food broker, merchandise broker, packer's representative, wholesale marketing agent, and resident sales representative—these are a few of the terms used by brokers to describe their functions and activities.

The food broker is often confused with the commission merchant who deals in fresh fruits and vegetables. The commission merchant takes possession of the merchandise, bills the buyers, and deducts his commissions for selling, also the freight, storage and other charges before remitting to the shippers. The food broker as a rule gets a straight commission, remitted to him by his principal. He does not ordinarily take possession of the goods, nor does he bill the buyers. He merely acts as a salesman for the shippers.

The food broker seldom takes title to the merchandise. To do so would make him a speculator and put him in competition with his principal. This would tend to nullify his value to both processors and wholesalers. Although brokers may split commissions with other brokers, they split no commissions with buyers, as this is prohibited by the Robinson-Patman Act.

The relationship between principal and broker is established by a contract which sets forth the duties and responsibilities of both parties. Generally, the broker operates in a limited trade area. This enables him to make frequent calls and to know his customers and their needs intimately.

Functions and Services

The basic function of the food broker is sales. On behalf of his principal the true broker sells to wholesale buyers only, with the shipment going directly to the buyer. He is not usually responsible for collections but may "prod" a delinquent account at the request of the seller.

The broker aids the processors in introducing new lines and items. Having the confidence of the buyer, he encounters less sales resistance than would a stranger salesman. Therefore, the results of introducing a new item through brokers are more immediate and less costly than would be the case with producers' salesmen.

The broker often furnishes up-to-the-minute market information to his principal. He is "on the ground" and knows through personal contacts exactly what his customers need and want. He is also in a position to advise his principal immediately of any new problems or radical price changes that may arise. And this is of especial importance to the small processor located at a distant point who would otherwise remain uninformed.

The alert broker usually knows the storage facilities in his market. He knows the companies with freezer storage, cold storage, mill-temperature storage, and warm storage. Therefore, he is in a position to arrange for the exact storage facilities needed by a principal located in a distant city. And where such service is given, the broker, acting as the shipper's agent, can arrange for the use of other facilities often available in public warehouses, such as relabeling, repacking, sampling, delivering, routing, shipping, prepaying freight, and maintaining perpetual inventory.

In shipping goods, there sometimes arises the question as to whether the buyer received the quality or the exact item he ordered. In such cases, the broker will investigate and endeavor to clarify the issue. If the dispute cannot be settled otherwise, he will attempt to get the disputants to submit the question to arbitration under the National Uniform Arbitration Plan.

Merchandising Services

Merchandising service is offered by many brokers. This usually takes one of three forms: (1) The broker endeavors to get the wholesaler to tie in with the manufacturer's advertising and other promotional plans; (2) he endeavors to arrange for co-operative advertising between principal and buyer; or (3) if requested, some brokers provide on a straight cost basis specialty salesmen to work with retailers in arranging displays and promoting the line.

Because all buyers cannot take advantage of the economies of full-car shipments, the broker often arranges with a number of local buyers to purchase the amounts required to make up a car. Not only the principal, but also the buyers benefit, for otherwise many buyers would at times not be able to purchase needed products in limited quantities at reasonable cost.

The broker can also help the wholesaler who wishes to promote a private label line of his own. Such a wholesaler may not know the packers who have the exact type and quality of products he wants. This information can easily be obtained by the broker and passed on to the wholesaler.

As he is on the ground and knows the needs of the various buyers, the broker can aid in the distribution of products where they are needed most. This is often a service to both principals and buyers. During the war, this function of the food broker was utilized by Government agencies in securing an equitable distribution of items that were in short supply.

Cost and Compensation

Because the broker acts as sales agent for many noncompeting concerns, he is able to divide his operating cost among his several principals thereby effecting sales at lower cost for all. And since the food market is highly competitive, the savings thus obtained are usually passed on to the ultimate consumer in the form of lower prices.

The usual form of compensation for brokers is either a percentage of dollar sales or a fixed sum per unit (case, barrel, or pound).

Because the broker has exclusive rights

(Continued on Page 30)

November, 1946

THE MACARONI JOURNAL

9

MACARONI-NOODLE MANUFACTURERS Take Your Pick—Make Your Choice

**"B-E-T-S"
ORANGE LABEL**

For enrichment of macaroni products produced by BATCH method.

**"VEXTRAM"
BLUE LABEL**

for enrichment of macaroni products produced by CONTINUOUS PROCESS method.

NOW READY!
SPECIAL
"ORANGE" LABEL "B-E-T-S"
tablets for enriching
macaroni-noodle products
to meet Federal Standards



Winthrop

now offers not One but TWO Agents
for Enriching Macaroni-Noodle Products

IF YOU USE THE "BATCH METHOD"

Winthrop now offers a SPECIAL formula of "B-E-T-S", Winthrop's brand of food enrichment tablet to adequately enrich macaroni products made from standard grades of semolina.

"B-E-T-S" offers these advantages to the manufacturer using the batch method:

1. ACCURACY—

2 "B-E-T-S" tablets contain sufficient nutrients to enrich 100 pounds of semolina.

2. ECONOMY—

no need for measuring—no danger of wasting enrichment ingredients.

3. CONVENIENCE—

simply disintegrate "B-E-T-S" in a small amount of water and add when mixing begins.

And "B-E-T-S" is a proven product. We at Winthrop developed and pioneered the tablet method of bread enrichment which is now used universally—proof of its acceptance!



Address Inquiries to—
Special Markets Division
WINTHROP CHEMICAL COMPANY, INC.
170 Varick Street, New York 13, N. Y.

"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

IF YOU USE "CONTINUOUS PROCESS METHOD"

Winthrop offers you a special "Vextram" formula for the enrichment of macaroni and noodle products, to meet Federal Standards.

"Vextram", you know, is the trademarked name of Winthrop's brand of food enrichment mixture. "Vextram" is a proven product, used by millers for enriching flour in practically every state in the Union.

"VEXTRAM" OFFERS THESE ADVANTAGES:

1. pH control assures stability—minimum vitamin potency loss.
2. Freer flowing—better feeding—better dispersion.
3. Uniform particle size of ingredients and carriers.

WINTHROP has incorporated these distinctive features in Blue Label "Vextram" for the macaroni products industry, and adjusted its vitamin and mineral content to insure adequate enrichment of macaroni and noodle products, according to Federal Standards. (Use Blue Label "Vextram" as directed—2 ozs. per 100 lbs. of semolina.)

Write us for any information you require. Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products

DURUM WHEAT NOTES

October—Semolina's Return

The Durum Wheat Products Division of the Wheat Flour Institute in its October issue of *Durum Wheat Notes* predicts the early return of semolina of the pre-war variety for the production of the quality macaroni, spaghetti, and egg noodles, which the American consumers so well relished in the days of yore.

In its November story, there are featured facts and information on Durum wheat that will be of special interest to the millions of Americans who are constantly inquiring about the raw materials from which are made the foods they relish.

"The good news announced on August 23 by the United States Department of Agriculture canceling the order requiring millers to make 80 per cent extraction semolina from durum wheat, was most welcome.

The announcement meant two things. First, it meant that the world food crisis had passed. Although there is still much hunger and suffering, enough grains have been produced to supply food to the world. Second, it meant that Nature had helped farmers to produce a bumper wheat crop. Because there is ample wheat for all needs, durum wheat millers may again make top quality semolina and durum wheat flour. In their turn, macaroni, spaghetti, and noodle manufacturers may again produce top quality products.

What this actually means to the homemaker is that macaroni, spaghetti and noodles, made from standard durum wheat will once again have all of these famous qualities which make them favorite family foods. A few of these most popular distinctive qualities are their creamy, translucent color, clear glossiness, and delightful, pleasing cooked texture.

Though folks found that emergency macaroni, spaghetti, and noodles gave satisfactory cooking results, they eagerly welcome the good news that soon food markets will again carry these three foods of top quality. A small amount of standard macaroni, spaghetti, and noodles is already moving into the market. However, it will take a short time for the durum millers and macaroni manufacturers to convert their machinery back to full production of standard semolina. By the latter part of October, production should once again become normal, and grocery counters will again carry only these top-grade macaroni products.

With meat difficult to get, durum wheat products can help to make the small amount of this good flavory food do its utmost in satisfying the family's taste for meat. Because these foods themselves are bland in flavor, they have a sort of flavor-extending magic which helps spread the goodness of a small amount of meat flavor over a generous amount of taste territory."

November—Durum Facts

Durum Wheat Notes celebrates its birthday this month, November, 1946. During its first year, readers have been kind to it and have said generous things about it. We hope the information it brings about that great durum wheat trio—macaroni, spaghetti, and noodles—has been useful.

During this first year, many folks have inquired about this special wheat called durum wheat. Questions such as, "What type of wheat is durum wheat?" "How and where is durum wheat grown?" "From what source was the word durum derived?" and many others, have come to us through the year. So, on its first birthday, *Durum Wheat Notes* turns the calendar backward to look at the family tree of durum wheat.

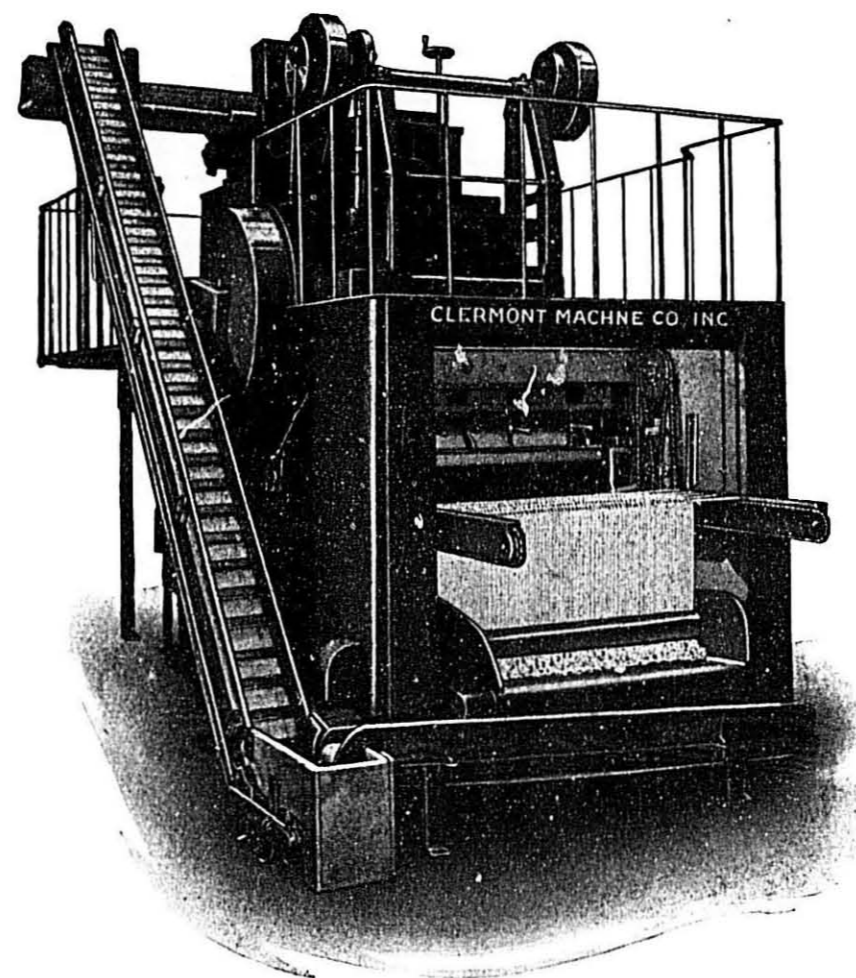
Durum wheat is a special kind of wheat known to the botanist as *Triticum Durum*. This special wheat is harder and more flinty than bread wheat and tends to be higher in gluten or protein content. Its color, like its hardness, varies from bread wheats, for durum wheat has a deeper amber color which gives macaroni products their country butter hue. When grown under proper climate and soil conditions, durum wheat glows with a ship translucence which in turn gives macaroni products their gloss and character. With qualities such as these, durum wheat is chosen as the best kind of wheat for making the best quality of macaroni, spaghetti, and noodles.

Some folks wondered about the origin of the word "durum." The name durum is derived from the Latin word "hard" and is used in the milling industry more appropriately than the word "hard" since many grain markets apply the adjective "hard" to those varieties of bread wheat which are also vitreous and hard in texture. Perhaps, at this time, folks should be reminded that durum wheat is spelled *durum*—not durham or duram as it is frequently written by those not understanding the meaning of the word "durum" or the role it plays in the manufacture of macaroni.

Durum wheat was introduced into the United States during the latter part of the Nineteenth Century and since that time this famous wheat has rightfully achieved a place of honor in the manufacture of macaroni products. These days of shortages and scarcities, the durum wheat food trio also occupies a place of honor in feeding families thriftily and well.

1946

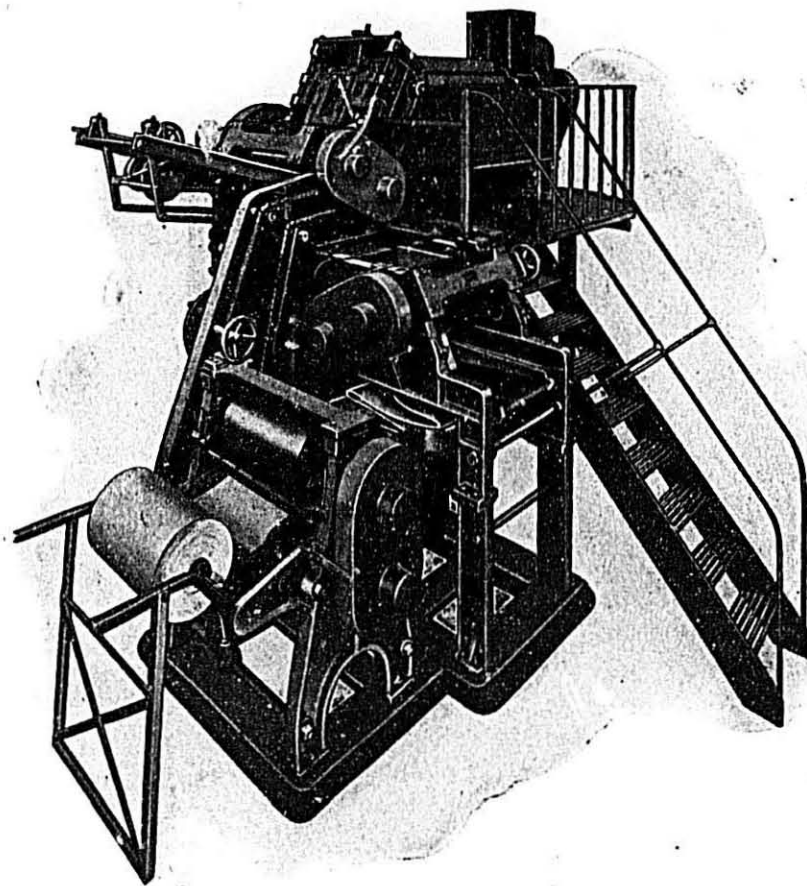
CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



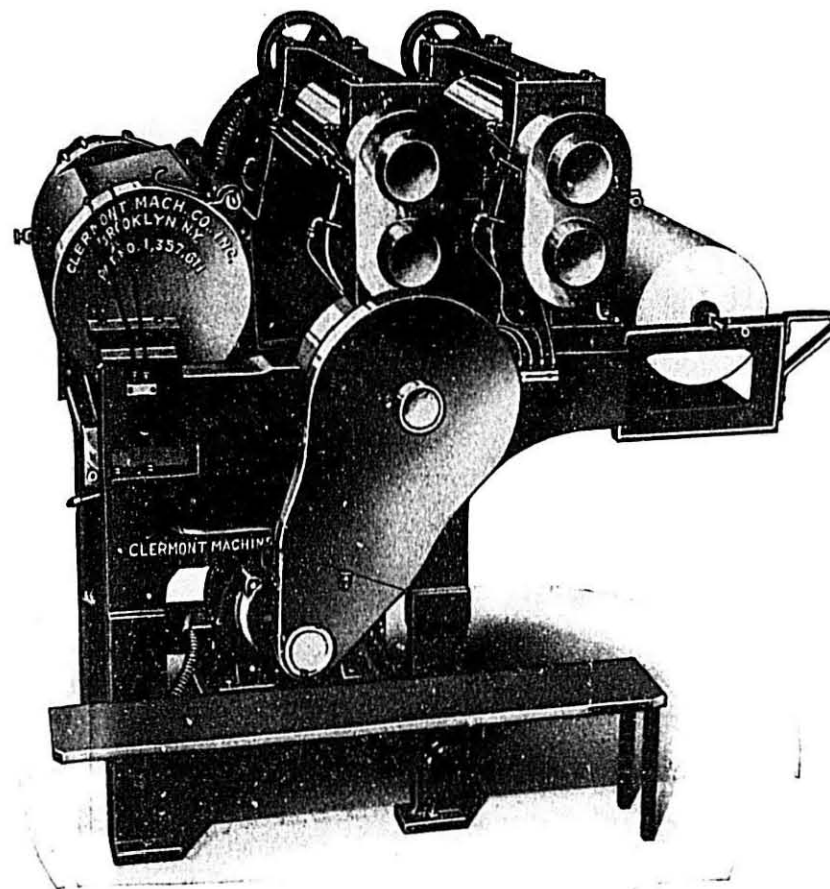
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

CLERMONT

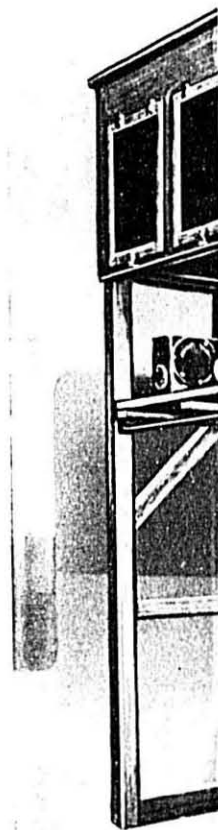
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER



Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

CLERMONT

The Clermont Continuous Automatic Macaroni Press with Automatic Spreader is the largest producing machine of its kind on the market, producing from 1,800 to 2,000 pounds of finished goods per hour.

It is built on the same principal of the Clermont Continuous Automatic Short Cut Macaroni Press—No Cylinder, No Piston, No Screw, No Worm. Produces the same high quality product because the dough is worked out in thin sheets between the rollers before pressed and extruded at slow speed through the die, producing a uniform and smooth finish with brilliant amber color. The process is fully automatic. A large number of sticks is fed at one time in the magazine, rendering a supply for about 25 minutes. The trimmings are automatically carried back to the Mixer.

This Press is a masterpiece of engineering and ingenuity. Designed with simple but efficient slow running mechanism, all electrically controlled, noiseless in operation, sturdily and accurately built. Skill and workmanship typical of Clermont's well-known products.

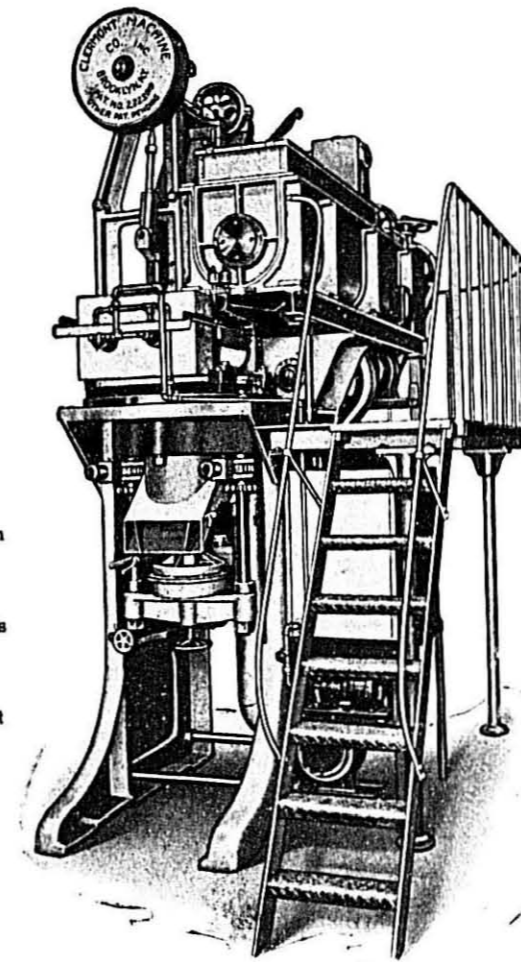
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

CLERMONT MACHINE COMPANY, INC.
266-276 WALLABOUT STREET
BROOKLYN, NEW YORK

*Presents the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

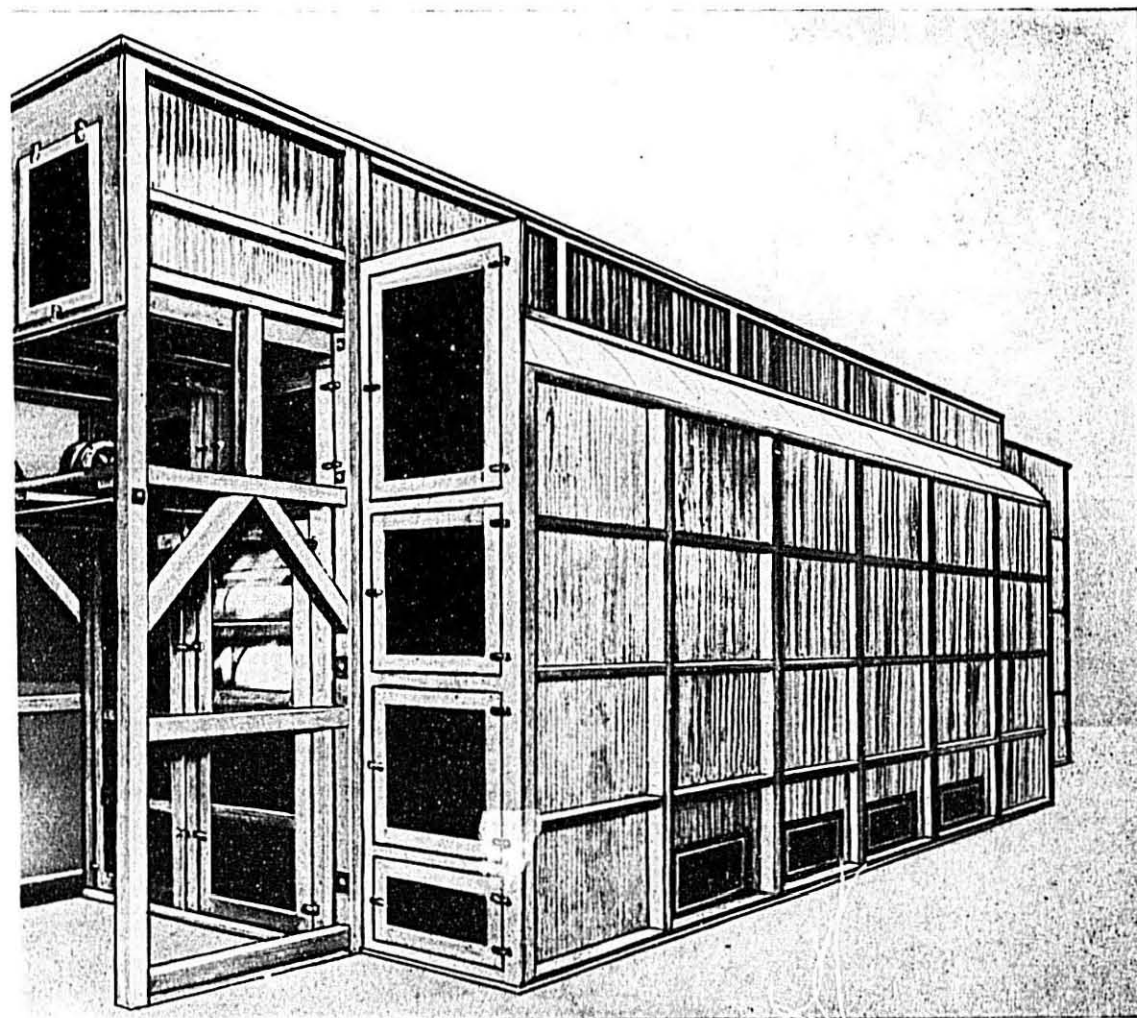
Brand new revolutionary
method

Has no cylinder, no pis-
ton, no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a prod-
uct of strong, smooth, bril-
liant, yellow color, uni-
form in shape, free from
specks and white streaks.

Pat. No. 2, 223, 079
Other Pat. Pending

MACHINES CONVERT AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

Studying Distribution Problems

Following a recent meeting of the newly organized National Distribution Council in Washington, D. C., the U. S. Department of Commerce, its sponsor, issued the following statement on plans and intentions which is of great interest to macaroni-noodle manufacturers who are vitally concerned in the nation's problems of more efficient distribution.

The National Distribution Council is concerned with the distributive mechanism of the nation.

This is a nation of mass production. Mass production depends on mass consumption. The mechanism of distribution must be so efficient, so up-to-date and so responsive to the needs of the country that it will at all times enable our genius for mass production to result in a high and sustained level of mass consumption.

To this end, business and government must co-operate to make sure that all parts of our system of distribution are fully adequate to the demands of this postwar era.

We need a system of distribution that is smooth working, flexible and fully adapted to moving goods from the man who produces them to the man who can use them.

All of the techniques of distribution need to be studied, from the process of getting goods from producer to consumer, down to the means by which public desire for goods and services is translated into effective demand for goods and services.

This means that money spent on distribution, if the distributive system is properly conceived and organized, makes a direct contribution to the desired goal of more goods, sold to more people, at lower prices.

The goal of the American economy is a rising level of production and consumption at a constantly declining unit cost. By making the distributive mechanism more effective, business and government can make a major contribution to a more prosperous and stable economy.

To achieve this end, the National Distribution Council, composed of representative leaders in the field of distribution, has been called into action with the Department of Commerce. It is undertaking to determine how the distributive mechanism can be made most effective, most economical and most genuinely contributive to the well-being of the American people.

The function of the National Distribution Council is to stimulate American business to use every practical means whereby America's ability to distribute and consume the products of its farms, waters, mines, and factories can keep abreast of America's enor-

mously increased capacity to produce. The National Distribution Council represents a voluntary, joint effort on the part of business and Government to implement the kind of sales, advertising and other programs which will keep consumption in balance with our increased production. To this end, the NDC undertakes:

1. To stimulate the gathering, creation and in particular, the wider circulation of factual information about what distribution is, how it functions and the service contribution which it makes to our American way of living.

2. To improve the "know-how" of distribution by collecting, tabulating and particularly by giving wider circulation to authoritative data on—

- (a) the selection, training and supervision of distribution personnel
- (b) the planning of sales programs including sales promotion and advertising
- (c) the reduction of distribution wastes and malpractices where they exist
- (d) the opening of new markets and the expansion of old markets
- (e) the methods for measuring distribution efficiency
- (f) statistics on distribution, population, production, consumption and markets

3. To set up universal definitions for the terms commonly used in the field of distribution.

4. To point out the advantages of distribution as a career, with special attention to war veterans, in order to attract the highest calibre of personnel to all phases of distribution.

5. To assure the free flow of distribution through the channels of trade, in both domestic and foreign commerce, by both large and small business.

6. To reduce duplicate and overlapping effort between the various organizations dealing with one or more phases of distribution.

7. To co-operate with educational institutions, organizations and leaders of all types to improve general and specific understanding about distribution.

8. To co-operate with all types of media in disseminating factual information about distribution.

9. To advise and counsel with the Secretary of Commerce and other Government officials on matters pertaining or related to the field of distribution.

10. To carry out such other objectives as may from time to time be approved by the Council.

Of Interest to Shippers

Tests of "Load-Lok," an adhesive especially designed to keep shipments from sliding about in railroad cars, trucks and steamships, thus cutting transit losses, are now being conducted at Jacksonville, Fla., under supervision of the Association of American Railroads.

Load-Lok, a product of National Adhesives, New York, is automatically applied in two parallel strips to the bottom surface of each shipping container, which is then lifted off the loading and going conveyor and glued into the unitized load. It has a high sheer strength which prevents sidewise or lengthwise shifting of the stowed units, yet a single sharp upward blow of the hands against its low tensile strength releases each container for easy unloading.

Shipments on which Load-Lok is being applied during these tests are being sent to all parts of the United States, and full reports are being made on their condition at arrival.

Shifting and sliding of containers, especially paper board cartons, and bags, has resulted in huge annual losses to shippers and carriers, because of breakage, leakage and other damage to merchandise. Freight claim payments for all commodities amounted to \$78,791,370 in 1945. Shippers have found it almost impossible to stack boxes and bags in railroad cars tightly enough to avoid shifting during transit, unless the packages are jammed against the doors of the cars; then, when the cars are opened, the packages are often damaged by the scraping of the sliding doors.

In applying Load-Lok, the glue cost is insignificant, and the only equipment required is an inexpensive glue pan installation on the loading conveyor.

Napoleon and Food: In 1795, Napoleon Bonaparte's armies were winning battles but his men were dying of scurvy. An appeal to all Frenchmen to find a way to preserve fresh food was answered by one Nicholas Appert, who discovered the secret and won a \$5,000 prize.

Easy to enrich with **FLEISCHMANN'S**

You can enrich your macaroni and noodle products easily and simply with Fleischmann's Fortified Yeast with Iron.

For the manufacturer of batch mixes, this product is supplied in a 1.4 lb. package, sufficient for a 140 lb. batch.

For the manufacturer using continuous mixes, it is supplied in bulk. It flows easily and lends itself for use in metering machines that are available.

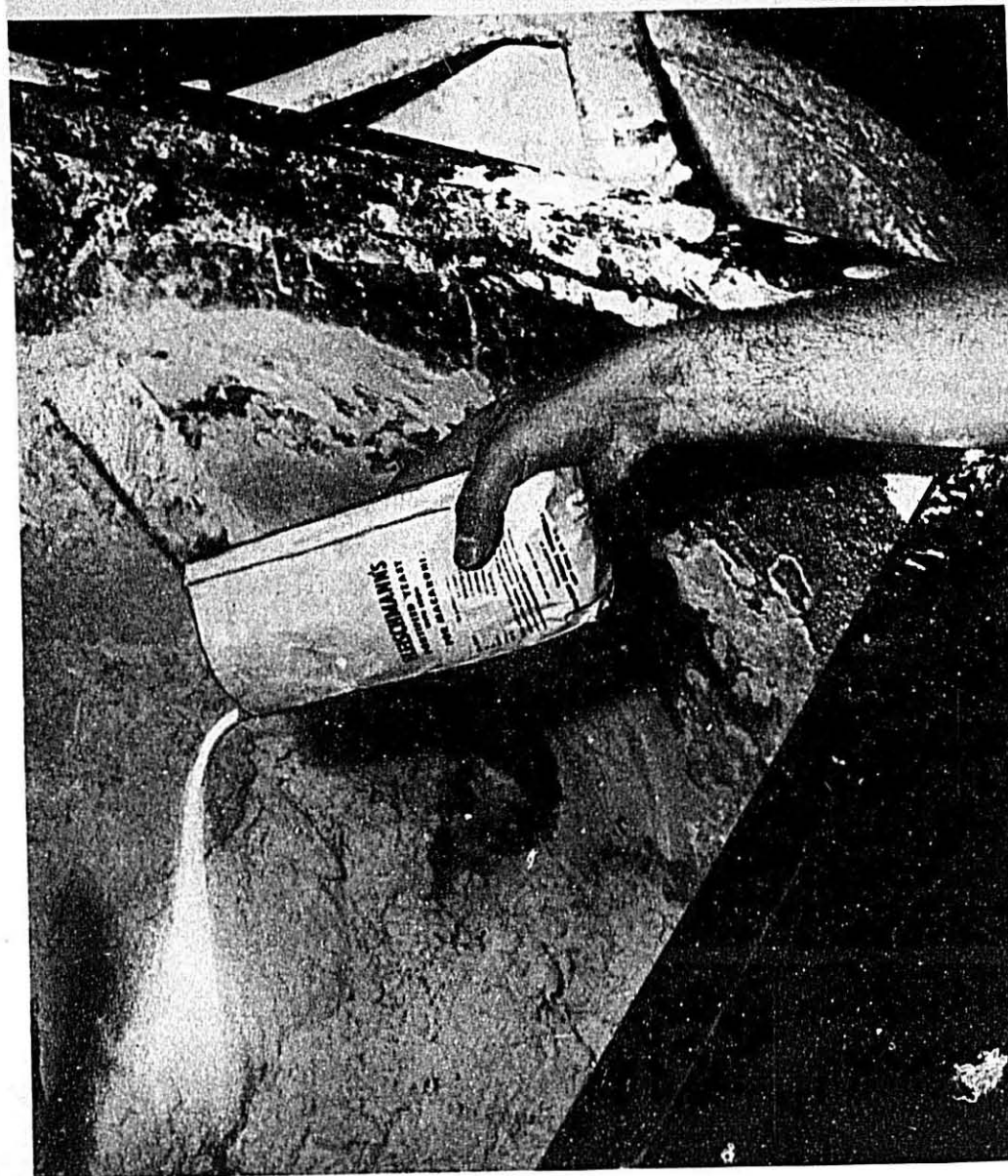
Fleischmann's Fortified Yeast with Iron enriches macaroni with the vitamins: thiamine, riboflavin, and niacin—and with iron—in amounts specified in the definitions and standards. This product also contains Vitamin D and the other factors of the B complex natural to the yeast.

We will be glad to assist you in any problems you may have about enriching macaroni and noodle products. Write to us in confidence.

STANDARD BRANDS INCORPORATED

Pharmaceutical Division • 595 Madison Avenue • New York 22, N. Y.

macaroni and noodle products **FORTIFIED YEAST WITH IRON**



The Responsibility of the Package in Self-Service Selling

By L. B. Steele

Manager—Advertising and Promotion
Cellophane Division, E. I. du Pont de Nemours & Company
Delivered at Packaging Conference and Exposition, Atlantic City, N. J.
April 4, 1946

The attendance at the Packaging Conference and Exposition is definite testimony to the importance of the subject of packaging. Packaging can only hope to continue to be important by keeping fully abreast of all basic trends and developments in merchandising practices.

One such trend is Self-Service. It is timely that we examine this trend in order to determine just what opportunities and responsibilities it assigns to packaging.

For a number of years our organization has been devoting considerable attention to research on this subject. In preparing for this talk, we have also had opportunity to check the opinion of a number of well posted executives in the various channels of distribution. We consider it a privilege to review our findings with the thought it may be of some help in stimulating and crystallizing the thinking of those interested in packaging.

This review will have three divisions—*First*, as a necessary background we would like to examine consumer buying practices—this thing called "shopping"—and to establish just what important factors are present that affect self-service selling and therefore packaging for self-service.

Secondly, we will review the spread of self-service selling operation, its significance, and its outlook, in view of consumer buying habits.

As the *Final* step we will set up the factors that experience to date indicates are vital if packaging is to accept the full challenge and opportunity that self-service seems to provide.

Consumer Shopping Habits

So let us look at the matter of the consumer shopping habits of Mr. and Mrs. America, remembering of course that Mrs. America does 80 per cent to 85 per cent of all the buying of non-durable consumer goods and therefore the feminine viewpoint is most important for many types of merchandise.

Retail store authorities divide consumer buying into two main divisions—*planned* purchases—and *impulse* purchases. As the names signify, planned purchases are those the customer intends to buy before entering the store—impulse purchases are those decided on in the store.

While impulse buying has been recognized in principle by many, our organization was really a pioneer in measuring its *extent*. As early as 1934, these surveys started in grocery stores to determine what part of the purchases had been on impulse.

The results showed three out of four shoppers had bought one or more products on impulse, and 24 per cent of the total items were bought in this manner.

Later, similar surveys were run in department stores where the impulse purchases were clocked at 42 per cent and in variety stores where the totaled 51 per cent—one out of every two items sold.

Invariably the reasons given by shoppers for these impulse purchases could be translated into "I SAW IT—I BOUGHT IT." The products therefore most certain to be bought on impulse were those on display—in sight.

In order to determine what effect the war may have had on impulse buying, our surveys in this direction have been resumed. One such survey conducted recently among 1,300 super market shoppers in seven different cities (Atlanta, Ga., Springfield, Mass., Yonkers, New York City, Cincinnati, Minneapolis, and San Francisco) throughout the country, showed that 38 per cent of the products bought had been on impulse. In addition, 13 per cent of decisions of what *brand* to buy had been made at the time of purchase. This made 51 per cent of all purchases decided on in the store. Therefore, under strictly self-service operation, impulse buying jumps to very sizable figures.

It has been our experience that most executives in the consumer goods field realized the presence of impulse buying but what they did not appreciate was its extent. The figures from the surveys will help clarify this point.

Impulse buying is likewise divided into two classes—*Reminder* and *Suggestion*. Reminder buying happens when the shopper sees a product displayed and remembers that the stock on hand at home is exhausted or at least running low. Suggestion buying occurs when the shopper sees a product on display and a use or need is visualized . . . on the spot.

During the war still another type

of impulse buying developed—*substitute* purchases. The store would not have the product desired and as a result the shopper began to consider alternatives. This was very prevalent in the case of certain foods. A big factor in these decisions was products that were on display.

And so it can be summarized, that insofar as shopping practices are concerned, they are not static but very fluid, very flexible and influenced definitely by factors at the point of sale. These factors may be the recommendation of retail sales people, by store signs, by the package or by the sight of the product itself. In the absence of the first two, the package or product carries the full burden.

Self-Service (Super Markets)

With this analysis of consumer shopping before us, let us turn next to the part that self-service selling plays in the merchandising of consumer goods. Most people associate the term "self-service" primarily with the food super market and we have seen a remarkable development in that direction in the last fifteen years.

Two bottlenecks in the flow of traffic in the average self-service market, particularly during rush hours, were the meat and produce departments. Here the consumer had to wait while meat was cut and priced or produce trimmed and packaged. Progressive retail organizations, sensing the need to make these departments self-service like the rest of the store, have been experimenting in this direction. Since through the use of self-service, it has been possible to reduce operating costs on groceries about one-third, if similar savings can be effected in meat and produce operating costs, they will be very worth while.

However, the wartime shortage of proper display equipment, of required packaging materials, and in some cases necessary supplies of meat, have handicapped and postponed many of the plans. In one test of pre-packaged self-service produce conducted by A & P at Columbus, the consumer reaction has been very gratifying. A survey conducted there recently showed a 4 to 1 preference for buying produce in packaged form. The principal reasons

(Continued on Page 16)

November, 1946

THE MACARONI JOURNAL

15

"The multiwall paper bag is the ideal container for flour"

says official of large independent bakery.*

This Company owes a large part of its success to a policy of constantly seeking and adopting better equipment and methods . . . and always keeping a close check on sanitation. Protection of flour from the time it is packaged in the mill until it is dumped into the mixing hopper is of paramount importance. To help give its flour this protection, the Company was quick to adopt Multiwall paper bags.

When asked recently why he liked the Multiwall paper bag, this bakery official said:

"In our bakeries, as in all others, sanitation is important. We have found that paper bags protect our flour against weevil infestation and rodent excreta. And, because there's no siftage, these bags help keep our plants cleaner.

"These sanitary advantages alone are good enough reason for using Multiwalls. In addition,

I know from experience that flat, compact Multiwalls handle easily and stack well.

"The Multiwall paper bag is the ideal container for flour . . . and I've recommended it to others in the baking industry."

*Name furnished on request.



NEW YORK 17; 230 Park Ave. CHICAGO 1; 230 No. Michigan Ave.
BALTIMORE 2; 2401 O'Sullivan Bldg. SAN FRANCISCO 4; 1 Montgomery St.

IN CANADA
St. Regis Paper Co. (Can.) Ltd.
Vancouver, British Columbia
Montreal, Quebec

Allentown Birmingham Boston Cleveland Dallas Denver Detroit Franklin, Va.
Los Angeles Nazareth, Pa. No. Kansas City, Mo. New Orleans Ocala, Fla. Seattle Toledo

Self-Service Selling

(Continued from Page 14)

advanced for the preference were—"the produce is cleaner and less handled," "it keeps fresher and in better condition."

Likewise in those stores where pre-packaged self-service meats have been tested the reactions from the consumer have been very favorable. For instance, one survey showed 77 per cent preferred self-service meat for reasons such as—"convenience, speed and opportunity to inspect thoroughly before buying."

Regular Groceries

But self-service in the food field is by no means confined to the chain store super market. It is a factor in the smaller independent neighborhood store field. *Progressive Grocer* states in this connection—"Contrary to their early belief, independents are learning that self-service can be adopted just as successfully in country districts as in cities and in small stores as well as large stores." The surveys indicated the increase in profits made by the proper application of self-service have been substantial indeed for thousands of stores.

The secret seems to be in the higher sales per employe. One survey conducted by *Progressive Grocer* showed that in combination stores selling meat and groceries, sales per employe in self-service stores are 32 per cent higher than in regular counter service establishments. In stores selling groceries only and no meat this figure is 43 per cent higher for the self-service store than the service type.

In a recent survey conducted by our company among 27 wholesale grocers serving 44,000 stores, it was found that 40 per cent of the stores are on either a complete or semi self-service basis now. In addition, 28 per cent of the stores expect to convert to self-service partially or completely during the next two years.

As with the super markets, many progressive smaller food merchants wax enthusiastic about the possibilities of self-service for produce and meats when available in packaged form.

Department Stores

In the department store field open display of appropriate products for self-selection has definitely proved it is valuable as a sales builder and time-saver for both customer and clerk. The opinion of many department store executives is expressed by Mr. Sidney Reisman, Bloomingdale executive, in the statement—"We believe certain types of merchandise lend themselves to self-selection in our type of retailing. Merchandise, like men's shorts, is an ideal example of how packaging can aid in the self-selection and increased sales of an item."

In a survey we recently conducted among a cross section of department store executives 98 per cent stated open display did increase sales. In the same survey it was found that 86 per cent of the stores believed effective packaging of products displayed influenced customers to serve themselves.

No talk on self-service would be complete without a reference to vending machines. A substantial—and growing—volume of business in a wide variety of items is going through this channel. These, too, are sales on impulse—sales via self-service. According to latest announcements you will soon be able to buy even a hot dog sandwich, with the emphasis on the "hot," via vending machine.

This rapid panorama of different types of outlets serves to emphasize a number of things important to manufacturers of merchandise:

(1) There is a universal planning among retailers to make a real objective of making *extra* sales to customers who come into the store.

(2) This often takes the direction of adding supplementary lines ordinarily sold in other types of stores. The customer once in the store is viewed as a logical prospect for whatever item fancy or need dictates—if that item is on display.

(3) A maximum amount of open display is being provided for as the most direct route to this extra volume.

(4) Packaged merchandise has been proved to lend itself to open display and self-service.

The widening of lines of goods carried by different classes of stores obviously brings overlapping selling effort which is bound to intensify competition. On this point Harvey Runner, Business Editor of the *New York Herald Tribune*, stated a few days ago "Retailers are agreed they face a period in which there will be far more competition than at any previous time in history."

The National Association of Retail Druggists warns their members that 120 million dollars worth of drugs and drug sundries will sell through food stores this year. Mrs. Shopper is in the food store four times as often as any other store and if it is more convenient to buy the drug item there, she apparently elects to do so. More self-service and impulse buying at work.

It is also appropriate to refer to a definite consumer desire that is being capitalized on in much of the self-service store planning. That is the preference for "one stop" shopping particularly prevalent with many consumers who shop by auto. This is resulting in studies of shopper's extra needs and the stocking of these products by stores who hope to cater to the public with "everything under one roof" policy.

As self-service and self-selection move forward so aggressively, let us see just what requirements this type of merchandising places on the product.

First of all, it must be presented in such a way that the product will be "pick upable." Bulk merchandise is out—it must be packaged.

Here are the significant challenges to packaging if it is to do an adequate self-service job:

The Package Must Attract Attention

It must compete effectively in the all-important split second to catch a prospective purchaser's eye and hold it. It must be a "shopper stopper" in every sense. Color—design—shape—all are major tools in accomplishing this purpose.

How will your particular package compare with the other products in the store (2,800 in the average grocery) with which it must compete for attention? You may wish to check this in some actual stores.

The Package Must Tell the Product Story

What is it—what size—how much—these are a few of the many things the package must tell quickly and adequately. Informative labeling is picking up its progress, retarded somewhat during the war. Pictures are worth a lot and the sight of the product answers many questions.

The Package Must Build Confidence

Is it the quality I want? Is the maker reliable? Is it fresh? Is its original quality fully protected? These are some of the unasked questions the average consumer wants to know. The package is depended on to supply the answers. The "quality" product must look like one.

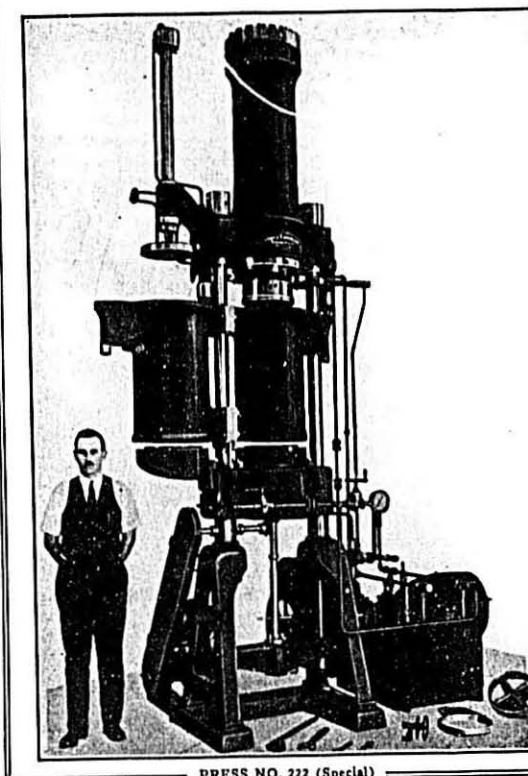
The Package Must Look Clean and Sanitary

Shoppers—*women* shoppers especially—are becoming more and more sanitation conscious—as a health protective measure. This is increasingly evident in the attitude toward the purchase of food—particularly food for children. The publicity given last summer to the statements by public health officials that open display of unprotected food might be a means of spreading infantile paralysis germs is bound to accentuate the shopper's interest in this direction. The package must serve as a guarantee to health protection.

The Package Must Be Convenient to Handle, to Carry Out of the Store and to Use

This factor applies differently to various products and to various shoppers but it is important to remember that most people worship convenience

(Continued on Page 18)



John J. Cavagnaro

Engineers
and Machinists

Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
New York City

Commander Durum Granular Flour and Durum Flour

"You command the best when you demand
Commander Durum Products."

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Self-Service Selling

(Continued from Page 16)

in every form. Improved opening devices and reclosures on packages are examples of satisfying the public in this direction.

The Package Must Look Like Good Value

Millions of American housewives found their wartime dollar didn't go as far when it came to buying food and other commodities. Then too, the spending of precious ration points made a double check of values necessary. This resulted in a more cautious, more careful screening of values by the shopper. Consequently, the package that looks like "full money's worth" is likely to do a real job in clearing up doubts, producing assurance.

In addition to these consumer factors, there are several factors important from the dealer standpoint. These include the following:

(1) The Package Must Look Like a Fast Seller

The shrewd retailer knows that fast turnover is one of his principal goals. This past experience concerning which types of packages sell and which don't sell will be drawn on in making his decision whether to stock the packaged product you are offering him. It will be sound judgment to submit your proposed package in dummy form to a jury of competent retailers so you can have these reactions to correct weaknesses if any exist.

(2) The Package Must Deserve a Preferred Display

Every retail store has its choice spots—the places where things "go like hot cakes." The aim of your package is to get a position where it will have maximum chance to be seen by shoppers in the store. You or your salesman usually won't be there to pick this spot. The package must so impress the dealer that he just naturally gives it a chance to go to work.

A survey among representative stores to determine just where your package is displayed in relation to self-service opportunities and why, might provide valuable data for future use.

(3) The Effective Package Must Minimize the Clerk's Selling Time Required

The package that answers questions—tells its story quickly—means faster handling by clerks—quite important in the rush hours. How does your present—or proposed package check on this point?

(4) The Effective Package Must Be Convenient to Stock and Display

Every progressive dealer prides himself on neat displays. Packages that topple over—that won't stack—that

roll around—are troublesome and need improvement. Here again retail surveys will show how your product qualifies in this respect.

(5) The Package Must Prevent Spoilage During Selling Period

No matter how good the product is when it leaves your plant, what is its condition when it goes out of the store into the home? This determines the degree of protection needed. Failure to provide the necessary protection means non-salable merchandise, or worse still, a dissatisfied customer and a complaint. Adequate protection at lowest cost is the objective. On the other hand, over-packaging from a functional standpoint is needless expense.

(6) The Package Must Resist Soilage

Dust and handling are constant enemies attacking packages that were clean and attractive when they left the maker's plant. How do they look out in the dealer's stores? For years one of the large drug houses has had damaged samples picked up from stores throughout the country and sent to headquarters to aid in a continuous study of package improvement.

These are a few directions of dealer factors. If you want others, retailers handling your own products can undoubtedly guide you.

In a broader sense the Effective Package for self-service selling should do two things:

1. It should be an *Advertisement*.
2. It should be a *Salesman*.

Regardless of how much advertising is being done to feature a product (old or new), little of this can function immediately. The urge to try the product prompted by the advertisement must be postponed. This may be an hour, a day, a week or more later. In the meantime, the "law of forgetting" is at work and the flame of the urge dies down—possibly goes out.

But when this particular consumer comes into a store where the product is on display the package becomes a follow-up clincher of the finest type, quickly re-creating the urge of the previous advertisement and translating it into action.

It is encouraging to note that more and more advertising agencies are becoming aware of the possibilities of the package as point-of-sale advertising—an important unit in the total advertising program.

The Package Can Be Its Own Salesman

We have gone through a period when retail selling efficiency deteriorated. Dr. Alexander of Columbia emphasized this in his talk several weeks ago before the A.M.A. Marketing Conference. This was due to many things—regular salespeople going to

war or war plant jobs—little time to train newcomers in the knowledge of the merchandise—the scarcity of goods with a result that "anything sold without effort." As Dr. Alexander pointed out, this is a real challenge to manufacturers to set up educational programs to improve the condition as soon as possible—to correct mistakes, false claims, etc., that are bound to arise due to inadequate knowledge on the part of clerks.

An effective package will help solve this difficulty. It will provide the information the customer wants to know and it will also help educate the clerks.

In the completely self-service store, of course, the package is on its own and either qualifies as a salesman or doesn't. The answer will be in the cash register.

In Conclusion

To sum up—the directions we believe significant are:

(1) The average consumer is potentially a prospect at all times for the sale of products that he or she needs or can be impelled to desire.

(2) The progressive retailers of all classes realize that much of Mr. and Mrs. Consumer's buying is done through impulse—by eye, by actual handling.

(3) As a result, store layouts are being designed to permit maximum display and maximum opportunity for self-selection and self-service.

(4) Packaging has an opportunity to fit into this self-service program by adequately supplying the factors that are important to consumer and dealer—to become an advertisement and a salesman. This is the responsibility of the package.

Will your package measure up? You will want the answer in advance if possible, and I recommend that you seek it by surveys in the stores—from the dealers—and from the buying public.

New "Enrichment" Firm

Benjamin R. Jacobs, long associated with the National Macaroni Manufacturers Association as its Washington, D. C., Director of Research, heads a new organization to deal in prepared ingredients for the enrichment of macaroni-noodle products. The company known as "Enrichment Prex-Mix Co. Inc." was formed in September and has its executive offices in New York City. Benjamin R. Jacobs is the president and his laboratory superintendent James J. Winston is Secretary-Treasurer.

It will specialize in the distribution of two prepared ingredients—wafers for batch mix and pre-mix for the continuous presses.

the kind
you look
at

**TWICE
TWICE**

Whether it's packages or people—eye appeal is the natural result of careful attention to detail . . .
. . . In Packages by Milprint design, material, color, and brand identity are all blended by experts into an outstanding, finished package—created to increase your sales by compelling EXTRA attention to your product.

Why not DOUBLE the shelf-appeal of YOUR package?
Consult Milprint today!

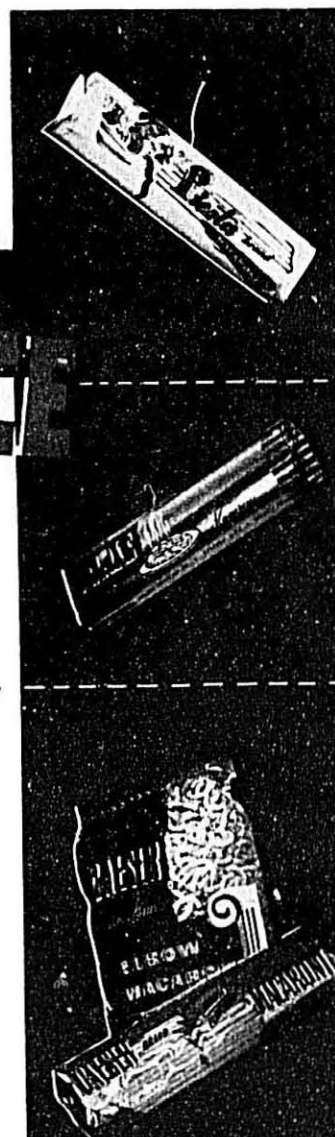
packages
by
milprint

MILPRINT Inc.

PACKAGING CONVERTERS · PRINTERS · LITHOGRAPHERS

plants at Milwaukee, Philadelphia, Los Angeles,
San Francisco and Tucson

SALES OFFICES IN AL



PACKAGING
HEADQUARTERS
TO
AMERICAN
INDUSTRY

"Vitamin" G W in Selling

By Joseph Spurgeon

Most salesmen have some natural G W, the good-will vitamin, in their systems most of the time. It's the OTHER times that a stiff shot of G W is extremely beneficial.

The power of G W is terrific. The after-effect of just one dose of G W used at the right time can be enjoyed for years.

Directions for use are to tear off a piece and swallow just before meeting every prospect or customer. G W works fast. G W is contagious. It's loaded with smiles, courtesy, sincerity, friendliness, tact.

Nowadays customers are making up their minds and *changing* their minds about business firms and their sales representatives. Someday when business is hard to get, they'll remember the salesman who had plenty of G W.

Tale of the snail: Ever heard the one about the snail and the cherry tree? One cold morning the snail started climbing slowly up the trunk of the tree. A know-all beetle, seeing the slow progress he was making, stuck his head out of a crack in the bark, and said: "You're wasting your strength. There ain't no cherries up there." But wise old Mr. Snail kept right on going, and replied, "There will be when I get there."

Getting G W is just like that. It's slow but sure. Sometimes the salesman may doubt whether it does any good to remember to keep selling his firm as well as to take an immediate order. Some beetle-inclined fellow salesman may comment that—"You're wasting your time trying to be a good-will ambassador. Get their money and get out."

One of the best and most successful salesmen had one expression he used constantly: "Yes, sir, I want you to be 100 per cent *satisfied* with this purchase. We're more interested in having you for a friend than in selling you this single article." It wasn't a waste of time. It helped speed up the sale, and helped dispel the customer's hesitation.

It's the repetition, the accumulation of many such little gestures of tact and courtesy, made to many customers, that slowly but surely builds healthy business volume—and, indirectly, the salesman's own earnings. It took a lot of time, wiggles and grunts for the snail to make the top of the tree, but he got the cherries.

Down on the farm: The sales manager of a great corporation once said that he liked to hire former farm lads for salesmen. He found they under-

stood the importance of sowing and cultivating before a good crop could be harvested. City-born salesmen are, he said, too anxious to start reaping results, getting the commission, without sowing and cultivating permanent, friendly relations.

Agriculture has its headaches, too. Drouth, storms, insects and weeds can hurt a crop, but the shrewd farmer is prepared for these unfavorable conditions, by doing the right thing at the right time. He gets good results on a long-haul basis.

Same with the salesman, Lord knows that he is up against plenty of suspicious, touchy customers. But the shrewd salesman tries to size up each customer, and give the kind of service likely to get results with each different temperament. RESULTS not only in immediate sales, but customers sold to the hilt on his firm.

Turn on the heat: Remember the one in Aesop's Fables about the hot argument between the north wind and the sun? North Wind was blowing off about his great powers. Finally wise old Mr. Sun said, "See that man walking along the road? Let's see what you can do to him with all your high pressure. I'll bet you can't even blow his coat off."

"Why, I'll blow him apart," replied N. W. "I'll murder him." Whereupon N. W. blew and blew until he was blue in the face. But the man held his hat on, and wrapped his coat around himself all the tighter. "I give up," panted N.W.

"All right," said Mr. Sun, "now let me show you something." Then the sun burst forth with all his warmth. The man in the road took off his hat, then his overcoat, and finally undressed and bathed in a nearby stream to cool off. "Well, blow me down," said N.W., "maybe you've got something there."

"Warm persuasion is more powerful than brute force," replied Mr. Sun. "What you need is a little G W . . . that's the good-will vitamin. Take selling, for example. Customers are just like the man in the road. Too much high pressure only stiffens their resistance. G W salesmanship, the kind that's warm, friendly, courteous, but still enthusiastic and aggressive, THAT gets 'em. That brings 'em back again and again. That's what builds a business."

These are days when we must turn on the heat as we've never turned it on before. I don't mean high-pressure hot air. I mean the persuasive, sin-

cere, warm G W kind of salesmanship—and NOT the wartime hang-over of "take it or leave it" attitude. Customers are like elephants—they won't forget the salesman who is thinking of nothing but the commission today, and to hell with the customer tomorrow.

Kerplunk! When you were a little brat, remember how you liked to throw small, flat stones and make them "skip" over the water? I did, too, but I got a much bigger kick out of heaving a big round boulder out into the deep water to hear it go "KERPLUNK." Somehow there was more satisfaction in one good kerplunker than in a hundred skippers.

People are like that, too. Most people go through life just skip, skip, skipping over the surface of things. Others are kerplunkers. They do things with a good, solid, healthy kerplunk.

Every business organization is proud of those of its salesmen who are kerplunkers. No skip, skip, skipping over the surface of things with THEIR customers. They kerplunk each customer, making him feel that he's doing us a big favor by buying from us. The kerplunker's cheerfulness and personality create a clear, fine ripple which establishes the *feel* of a friendly business house.

Kerplunkers have plenty of vitamin G W. Kerplunkers enjoy life. Kerplunkers make a success of life.

All of us CAN be kerplunkers. All we have to do is to choose between being a skipper or a kerplunker. The resounding kerplunks of each day are what save us from sinking into the boredom of stone-skipping. Be a kerplunker!

A Good Loser Always Wins! It was the last minute of the last round. Both fighters stood toe to toe in the middle of the ring, sugging it out. The Kid had fought his heart out, using everything he had, but he couldn't quite wear down the Champ. The Kid's face looked like a tomato sandwich. One eye was closed. The bell rang! The referee raised the hand of . . . the Champ. And what did The Kid do then? Why I'll be darned if he didn't walk over to the Champ with a smile on his battered face, slap him on the back, and say, "You're a superb fighter; but I'll get you yet!"

The crowd cheered itself hoarse . . . for THE KID . . . because of the gallant fight he had put up . . . and for the sporty way he took the decision. If he had yielded to impulse and kicked

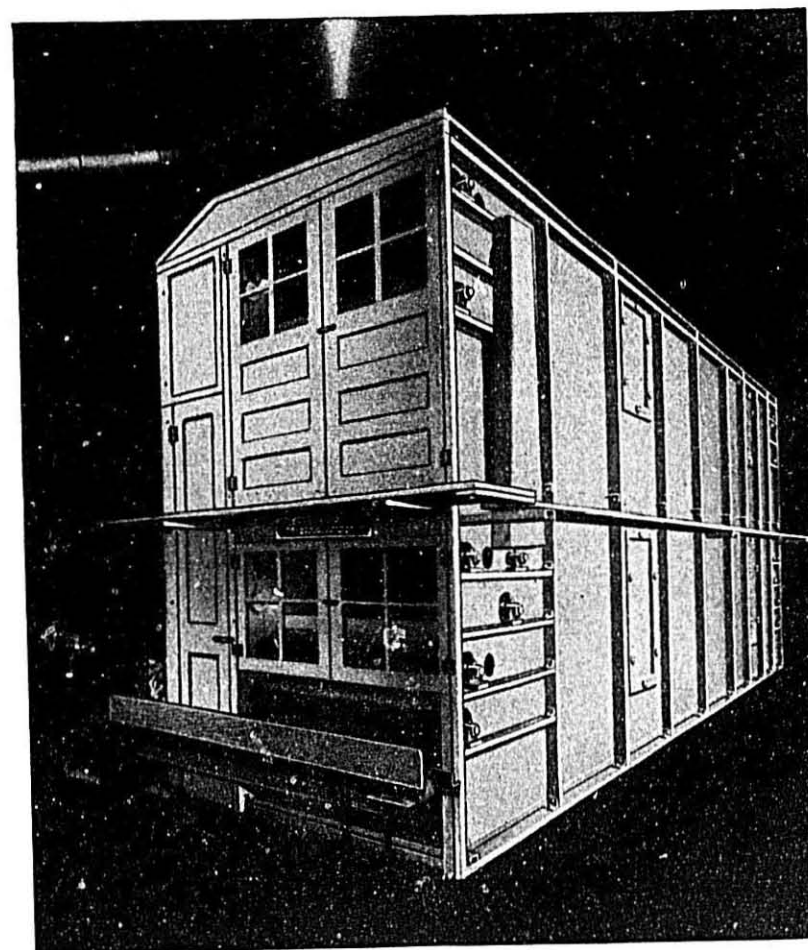
(Continued on Page 26)

November, 1946

THE MACARONI JOURNAL

21

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of second hand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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

Address All Communications to 156 Sixth Street

"Vitamin" G W in Selling

By Joseph Spurgeon

Most salesmen have some natural G W, the good-will vitamin, in their systems most of the time. It's the other times that a stiff shot of G W is extremely beneficial.

The power of G W is terrific. The after-effect of just one dose of G W used at the right time can be enjoyed for years.

Directions for use are to tear off a piece and swallow just before meeting every prospect or customer. G W works fast. G W is contagious. It's loaded with smiles, courtesy, sincerity, friendliness, tact.

Nowadays customers are making up their minds and changing their minds about business firms and their sales representatives. Someday when business is hard to get, they'll remember the salesman who had plenty of G W.

Tale of the snail: Ever heard the one about the snail and the cherry tree? One cold morning the snail started climbing slowly up the trunk of the tree. A know-all beetle, seeing the slow progress he was making, stuck his head out of a crack in the bark, and said: "You're wasting your strength. There ain't no cherries up there." But wise old Mr. Snail kept right on going, and replied, "There will be when I get there."

Getting G W is just like that. It's slow but sure. Sometimes the salesman may doubt whether it does any good to remember to keep selling his firm as well as to take an immediate order. Some beetle-inclined fellow salesman may comment that—"You're wasting your time trying to be a good-will ambassador. Get their money and get out."

One of the best and most successful salesmen had one expression he used constantly: "Yes, sir, I want you to be 100 per cent satisfied with this purchase. We're more interested in having you for a friend than in selling you this single article." It wasn't a waste of time. It helped speed up the sale, and helped dispel the customer's hesitation.

It's the repetition, the accumulation of many such little gestures of tact and courtesy, made to many customers, that slowly but surely builds healthy business volume—and, indirectly, the salesman's own earnings. It took a lot of time, wiggles and grunts for the snail to make the top of the tree, but he got the cherries.

Down on the farm: The sales manager of a great corporation once said that he liked to hire former farm lads for salesmen. He found they under-

stood the importance of sowing and cultivating before a good crop could be harvested. City-born salesmen are, he said, too anxious to start reaping results, getting the commission, without sowing and cultivating permanent, friendly relations.

Agriculture has its headaches, too. Drouth, storms, insects and weeds can hurt a crop, but the shrewd farmer is prepared for these unfavorable conditions, by doing the right thing at the right time. He gets good results on a long-haul basis.

Same with the salesman, Lord knows that he is up against plenty of suspicious, touchy customers. But the shrewd salesman tries to size up each customer, and give the kind of service likely to get results with each different temperament. RESULTS not only in immediate sales, but customers sold to the hilt on his firm.

Turn on the heat: Remember the one in Aesop's Fables about the hot argument between the north wind and the sun? North Wind was blowing off about his great powers. Finally wise old Mr. Sun said, "See that man walking along the road? Let's see what you can do to him with all your high pressure. I'll bet you can't even blow his coat off."

"Why, I'll blow him apart," replied N. W. "I'll murder him." Whereupon N. W. blew and blew until he was blue in the face. But the man held his hat on, and wrapped his coat around himself all the tighter. "I give up," panted N.W.

"All right," said Mr. Sun, "now let me show you something." Then the sun burst forth with all his warmth. The man in the road took off his hat, then his overcoat, and finally undressed and bathed in a nearby stream to cool off. "Well, blow me down," said N.W., "maybe you've got something there."

"Warm persuasion is more powerful than brute force," replied Mr. Sun. "What you need is a little G W . . . that's the good-will vitamin. Take selling, for example. Customers are just like the man in the road. Too much high pressure only stiffens their resistance. G W salesmanship, the kind that's warm, friendly, courteous, but still enthusiastic and aggressive, THAT gets 'em. That brings 'em back again and again. That's what builds a business."

These are days when we must turn on the heat as we've never turned it on before. I don't mean high-pressure hot air. I mean the persuasive, sin-

cere, warm G W kind of salesmanship—and not the wartime hang-over of "take it or leave it" attitude. Customers are like elephants—they won't forget the salesman who is thinking of nothing but the commission today, and to hell with the customer tomorrow.

Kerplunk! When you were a little brat, remember how you liked to throw small, flat stones and make them "skip" over the water? I did, too, but I got a much bigger kick out of heaving a big round boulder out into the deep water to hear it go "KERPLUNK." Somehow there was more satisfaction in one good kerplunker than in a hundred skippers.

People are like that, too. Most people go through life just skip, skip, skipping over the surface of things. Others are kerplunkers. They do things with a good, solid, healthy kerplunk.

Every business organization is proud of those of its salesmen who are kerplunkers. No skip, skip, skipping over the surface of things with THEIR customers. They kerplunk each customer, making him feel that he's doing us a big favor by buying from us. The kerplunker's cheerfulness and personality create a clear, fine ripple which establishes the feel of a friendly business house.

Kerplunkers have plenty of vitamin G W. Kerplunkers enjoy life. Kerplunkers make a success of life.

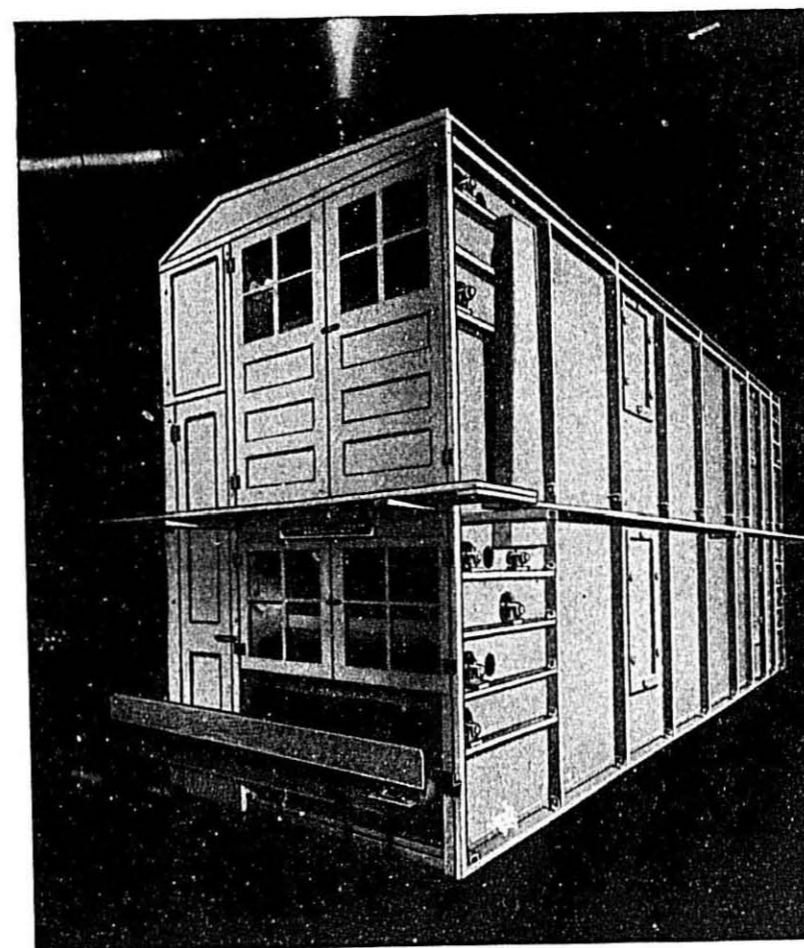
All of us CAN be kerplunkers. All we have to do is to choose between being a skipper or a kerplunker. The resounding kerplunks of each day are what save us from sinking into the boredom of stone-skipping. Be a kerplunker!

A Good Loser Always Wins! It was the last minute of the last round. Both fighters stood toe to toe in the middle of the ring, slugging it out. The Kid had fought his heart out, using everything he had, but he couldn't quite wear down the Champ. The Kid's face looked like a tomato sandwich. One eye was closed. The bell rang! The referee raised the hand of . . . the Champ. And what did The Kid do then? Why I'll be darned if he didn't walk over to the Champ with a smile on his battered face, slap him on the back, and say, "You're a superb fighter; but I'll get you yet!"

The crowd cheered itself hoarse . . . for THE KID . . . because of the gallant fight he had put up . . . and for the sporty way he took the decision. If he had yielded to impulse and kicked

(Continued on Page 26)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

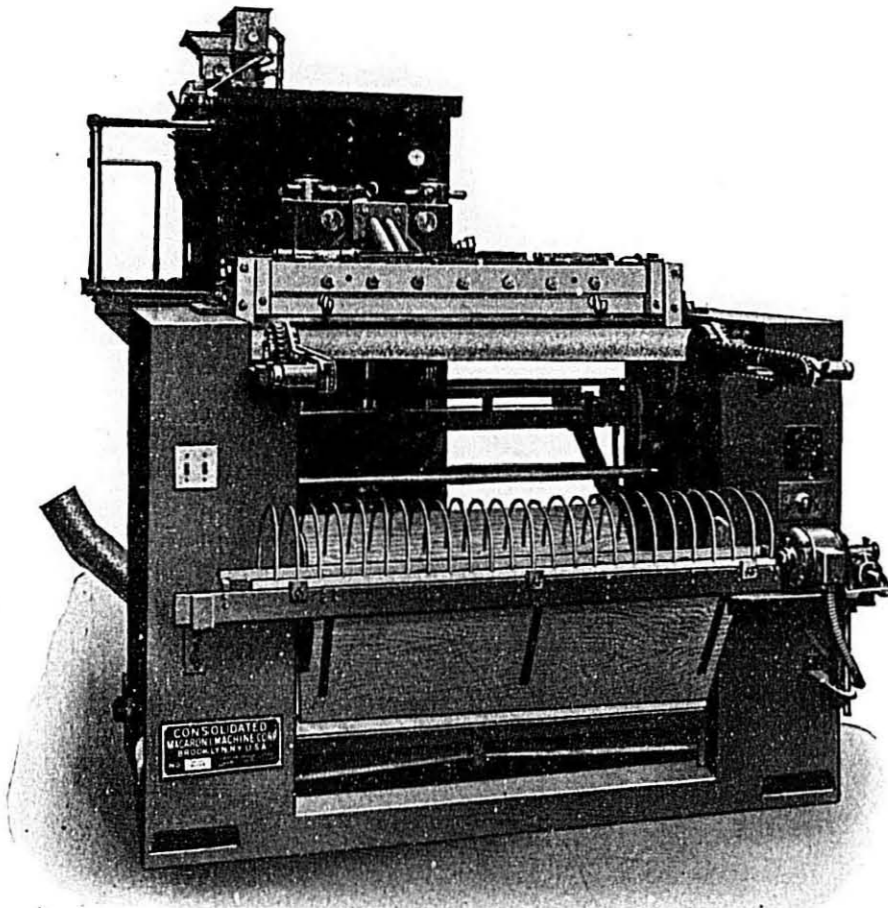
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of second hand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

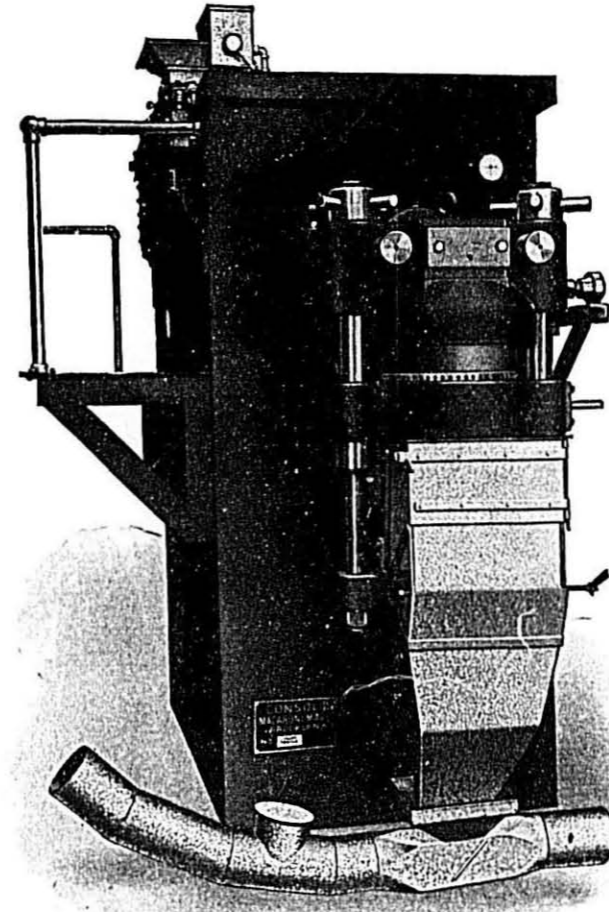
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

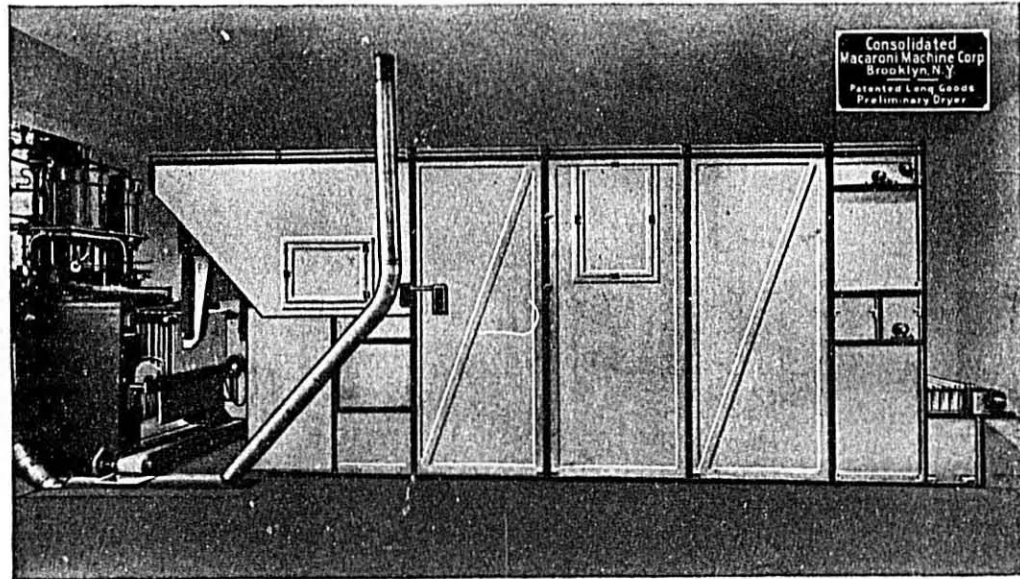
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

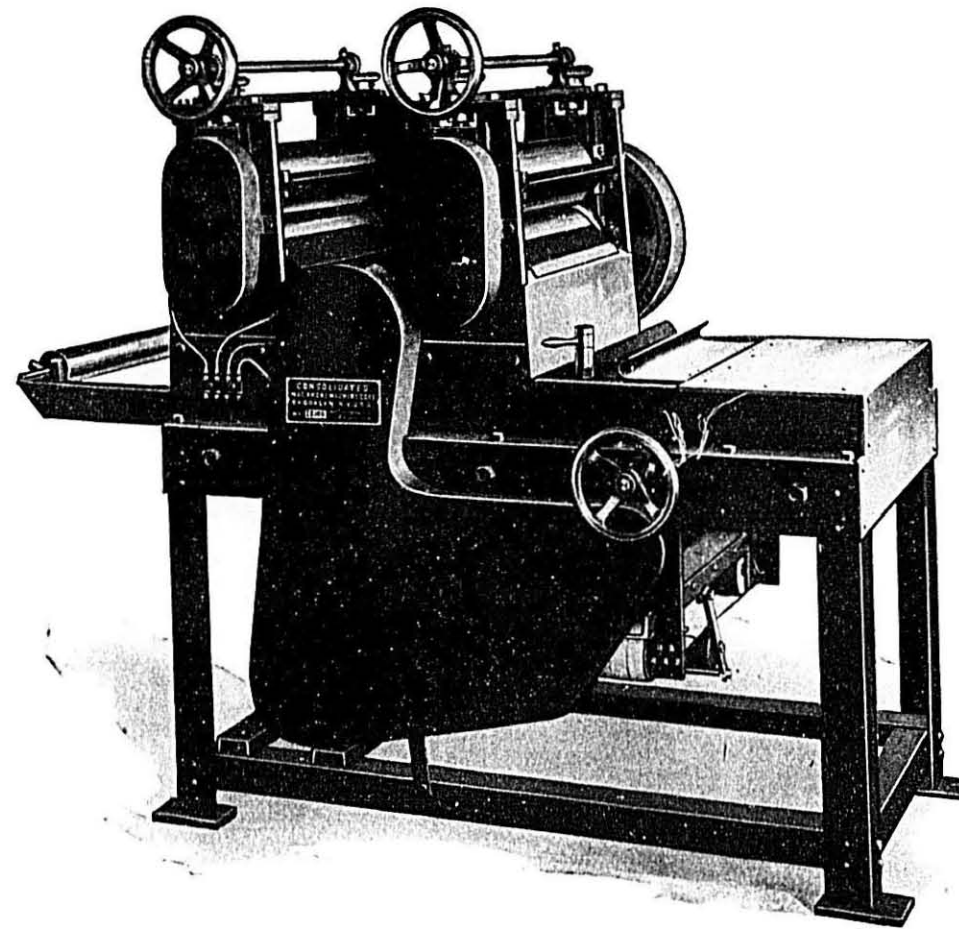
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

Death of Henry Mueller

Died Nov. 10; Buried Nov. 13

Henry Mueller, president of the C. F. Mueller Company, Jersey City, N. J., and member of the Board of Directors of the National Macaroni Manufacturers Association, died suddenly at St. Barnabas' Hospital on Sunday evening, November 10, following a brief illness. He was 66 years of age. The news of his death shocked his many friends in the macaroni-noodle trade and in the business world.

Funeral services were held Wednesday November 13 at the Smith & Smith Home for Services, 160 Clinton Avenue, Newark, N. J. They were attended by C. W. Wolfe, president of the National Macaroni Manufacturers' Association, representing the deceased's many friends in the industry which he had spent his entire lifetime fostering and promoting. Burial was private. Rev. Leonard B. Buschman, pastor of Central Presbyterian Church, Summit, N. J., officiated at the funeral and burial services.

Among the leading macaroni-noodle manufacturers who attended the funeral besides President Wolfe were Frank P. Zerega, Edward Z. Veraylen and John P. Zerega, Jr., of A. Zerega's Sons, Inc., Brooklyn, and Erich Cohen of A. Goodman & Sons, Long Island City.

Born in Newark, N. J., in 1880, Mr. Mueller moved to Jersey City as a youth and was educated in the schools of that city. He spent more than forty useful years as an executive of the C. F. Mueller Company, whose macaroni-noodle plant is located at 180 Baldwin Avenue, Jersey City, being president of the firm for many years preceding his death. He was the son of the late Christian F. Mueller who founded the noodle and macaroni firm on Kent Street, Newark, in 1887. The company moved to its present plant 37 years ago.

Mr. Mueller had the distinction of serving the longest term, six years from 1922 to 1928, as president of the National Macaroni Manufacturers Association of which his firm was a founder member in 1904, and in addition, served as a member of its board of directors for many years, serving in that capacity at the time of his death.

Mr. Mueller spent his entire adult life in association with the civic leaders of his community and with business leaders throughout the country. He was vice president of the Jersey City YMCA since 1934; president of the Jersey City Chamber of Commerce from 1941 to 1944, and a director since that time; a member of the board of directors of the Grocery Manufacturers of America, Inc.; a member



Henry Mueller
1880-1946

of the men's board of advisors for the Jersey City YWCA; a member of the Jersey City Rotary Club, Masons, Elks and Shriners, and of the Baltusrol Golf Club.

Mr. Mueller frequently represented his firm at the national gatherings of the macaroni-noodle industry. At the 1946 convention in Minneapolis last August he served as a member of the important panel to discuss the encouragement of the production of increased quantities of better macaroni wheats—a life-long hobby.

At the time of his death he resided at 51 Taylor Road, Short Hills, N. J., with his wife, Mrs. Margaret M. Smith Mueller who survives. Also surviving are two daughters, Mrs. Jean Hulshizer of Short Hills and Mrs. J. W. Pierce of East Millstone; a brother Samuel Mueller of Maplewood, vice president and treasurer of the company; a sister, Mrs. John Francis Burrows of Chatham and among others, a nephew C. Fred Mueller, who is well known to the macaroni trade.

In his untimely death, the macaroni-noodle industry has lost a firm friend, a recognized leader and an untiring promoter of its best interests.

Packaging Seminar at Institute Meeting

A special packaging seminar on Crackers and Baked Goods will feature the Eighth Annual Meeting of the Packaging Institute, Hotel Stevens, Chicago, November 25 and 26.

According to O. L. Scheller, Loose Wiles Biscuit Company, chairman of the Crackers and Baked Goods division of the Institute, in charge of this program, the latest techniques in pack-

aging procedure, materials and machinery will make up the seminar. All meetings of the Institute this year are open to members and non-members alike. Membership comprises 355 firms, principal manufacturers of all types packaging materials and machines as well as leading package users throughout ten principal industries. Serving in Mr. Scheller's division are D. B. Manischewitz, The B. Manischewitz Co., H. T. Fogg, National Biscuit Co., and W. B. Van Emburgh, Weston Biscuit Co.

Vitamin GW in Selling

(Continued from Page 20)

the Champ in the stomach after the bell, the crowd would have booed him out of the hall.

Once in a while, a salesman yields to impulse, forgets all about G W, and kicks a customer in the stomach after the bell has rung. You know what I mean. Like The Kid, you've made an exceptional effort, but you can't quite pull a "yes" out of the customer. He says: "Well, I think I'll look around." Then you freeze up on him. Unlike The Kid, you don't smile and say, "You're a careful buyer—the type I honestly admire. If, after looking around, you cannot find a better buy, I'll be glad to see you again." A good loser always wins. If he doesn't win the sale, he wins the customer's respect. And he may win the sale later, too—who knows?

Nuts: There's a nice kernel of thought in the story of the farmer who had a lot of hazelnut bushes. He was troubled every year by city picnickers who helped themselves to so many of his hazelnuts that he never had a decent crop left for himself. But when his son came home from agriculture college, they put up the following sign: "Rattlesnakes are never found here, but the Corylus Avellana abounds generally. Trespassers enter here at their own risk." That season the farmer had all his hazelnuts for himself. And his son, who had studied botany, enjoyed a laugh at the picnickers, who didn't know that Corylus Avellana is the Latin term for "hazelnut."

The average person distrusts, suspects and avoids things he doesn't understand, and places where he thinks he might meet with unpleasant experiences, whether the danger is real or imaginary.

A salesman is apt to make a slip which causes a customer to avoid the firm like he would "Corylus Avellana rattlesnakes." These transition days a salesman's problems are far greater than in normal times. That's all the more reason for putting increased vitamin G W into dealings with customers. When a sale cannot be made, MAKE A FRIEND.



LEADS IN QUALITY NOW, AS ALWAYS

Through the years the name King Midas has always been associated with "highest quality." And regardless of the circumstances or conditions, King Midas is determined to maintain this reputation.

That's why, now as always, King Midas leads in quality.

KING MIDAS FLOUR MILLS
MINNEAPOLIS 15, MINNESOTA



Spaghetti—2 Points Per Pound

Macaroni-Noodle Products Are Rationed in England

Burleigh W. Fincken, president of A. C. Fincken & Co. of Cheltenham, England, who with his son, Brian, plans to visit America in November, making the trip via the renowned steamship "Queen Elizabeth," writes to the Editor of THE MACARONI JOURNAL, October 14, 1946, that in his country, too, the big problem is that of "making the public realize the food value of macaroni products and the large variety of ways in which these foods can be served." He writes further:

"We were very interested to read in the MACARONI JOURNAL for August, your notes about the macaroni and spaghetti situation here in England.

"Bread rationing continues, but the macaroni and spaghetti position has been somewhat eased by a reduction in the number of "points" which consumers have to give when they make their purchases. Perhaps we should explain that every consumer here has eight "points" a week to spend, and that a large number of foods are only available against these "points." For

example, a 12-oz. can of luncheon meat needs 22 points (nearly three weeks savings). One pound of sultanas or currants require eight points. An 8-oz. package of breakfast cereal needs four points. Crackers are eight to twelve points a pound. Semolina, macaroni, and spaghetti are now two points per pound, although originally they were listed at four points. Even at their reduced pointage they do, however, take up some of the all too few points available and the demand has been affected.

"Other rations which are not on points, but which are limited by quantities are as follows:

- Butter—2 ozs. per week
- Tea—2 ozs. per week
- Milk—2 pints per week
- Butchers' meat—14s worth per week (About 27 cents worth)
- Margarine and Cooking Fats—5 ozs. per week
- Bacon—3 ozs. per week
- Cheese—2 ozs. per week

"Mr. H. Knoch, the managing director of Dryfood Ltd. whom we represent as distributors, kindly sends us the MACARONI JOURNAL each month, and we always find it most interesting.

"We have before us, in this country, the same problem of making the public realize the value of alimentary paste products, and the large variety of ways in which these lines can be served."

Awarded Medal of Merit

As a member of the War Production Board that functioned so efficiently during the war, James S. Adams, president of Standard Brands, was awarded the Medal for Merit at a recent ceremony, where other members of the WPB were similarly honored. The citation presented to Mr. Adams as penned by U. S. President Harry Truman, reads as follows:

"JAMES S. ADAMS, for exceptionally meritorious conduct in the performance of outstanding services to the United States. Mr. Adams, as head of the Automotive Division and later as Special Assistant to the Chairman, War Production Board, became one of the leaders in raising the efficiency of industry in converting to war production. His vast business ability and effective administrative talents were utilized to their fullest extent in organizing labor-management committees to avert the inevitable conflicts attendant upon the gearing of the United States to its full war effort and in promulgating, in particular, the plan of converting the automobile industry to war production. His accomplishments in these fields of activities enabled his country to fulfill the indus-



James S. Adams, left, president of Standard Brands, Inc., as he received the Medal of Merit from Secretary of War Robert P. Patterson in a presentation ceremony. Adams was awarded the medal by President Truman in recognition of his outstanding services in the war effort as a member of the War Production Board.

trial requirements so necessary for the successful waging of World War II. He served with distinction and honor; and has carried out all of his assignments and initiated others with great dispatch and efficiency."

Never look back at the man you have passed, but always look forward to the man ahead of you. He's the man you still have to beat!

Visiting Switzerland

O. Robert Schmalzer, Chief Executive of Buhler Brothers, Inc., in New York City has been visiting the main plant in Switzerland to get first-hand information about some new machines his firm is now producing. In a card mailed September 6, he reports: "Saw a lot of new, interesting macaroni machinery which will surprise."

To Increase Multiwall Bag Output

An increase of more than 500,000,000 units in the annual production of multiwall paper bags will be made possible through a planned program of expansion at the Florida properties of the St. Regis Paper Company. Roy K. Ferguson, president, told a recent meeting of the Pensacola, Florida, Rotary Club on the occasion of the first official visit of St. Regis representatives following the recent merger of St. Regis and Florida Pulp and Paper Company interests. The merger marked St. Regis' first entry into the kraft pulp and paper industry of the South.

Through the merger with Florida Pulp and Paper in Pensacola and plans of its subsidiary, Alabama Pulp and Paper Company, to construct a new \$10,000,000 kraft paper mill, "we are assured of a kraft paper center here in Pensacola capable of turning out 400 tons a day, or enough kraft to make over 500,000,000 multiwall bags a year," Mr. Ferguson stated.

Self-feeding Sealer

The new Doughboy Self-Feeding Sealer is completely original among heat-sealing devices, being developed in the Machines Division of Doughboy Industries, Inc., by the Master Mechanics who invented and developed the original Doughboy Rotary Sealer, thousands of which are now in daily use wherever there are bags to be sealed. All heat-sealing materials can be handled with this machine, and it will seal paper labels onto cellophane bags at far greater speeds than are possible with manually fed machines.

Uniform Preheating

All Doughboy self-feeding sealers include a built-in preheater, directly above the feeder chains. This preheater is controlled by a separate switch, and has its own adjustable temperature control. The preheater is not necessary to seal cellophane alone, but must be used on all materials that do not conduct heat readily and for sealing paper labels onto MST cellophane bags. Packages travel through the preheater at a constant uniform speed making a more uniform seal than is possible with manually fed machines.

Famous Capital Quality Dependable Uniformity

Now!

Serving You Better From 2 CONVENIENT LOCATIONS

CAPITAL GRANULAR

SAINT PAUL, MINN. * BALDWINVILLE, N. Y.

CAPITAL FLOUR MILLS

DIVISION OF INTERNATIONAL MILLING COMPANY • GEN. OFFICES • MINNEAPOLIS

Heads Packaging Machinery Group

George W. von Hofe, president of the New Jersey Machine Corp., was elected president of the Packaging Machinery Manufacturers Institute, at its fourteenth annual meeting here. He succeeds Frank B. Fairbanks, president of the Horix Manufacturing Co. Boyd H. Redner, general manager of the Battle Creek Bread Wrapping Machine Co., and Oscar W. Wikstrom, president of the United States Box Machinery Co., were elected vice-presidents.

Airline Foods Sales

Airline Foods Corporation and subsidiaries report tentative consolidated sales and earnings for the three months ended September 30, 1946, the first quarter of the fiscal year, and for the eight months ended June 30, 1946.

For the three months ended September 30, 1946, net sales amounted to \$3,126,444 and net income, after all charges, including \$112,746 provision for federal taxes on income, was \$145,086. For the eight months ended June 30, 1946, net sales totaled \$8,640,059 and net income after all charges, including \$281,465 provision for federal

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to Northwestern Miller by ten Minneapolis and Interior Mills.

Month	Production in 100-pound Sacks			
	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	855,655
March	741,624	795,998	692,246	963,387
April	672,899	823,981	608,947	793,866
May	379,861	992,675	704,071	750,963
June	628,518	859,867	656,214	723,733
July	638,758	751,280	716,957	648,356
August	788,374	694,782	889,515	758,903
September	705,292	883,662	895,478	713,349
October	980,461	1,101,092	919,226	791,054
November	1,116,434	965,527	965,527	839,778
December		928,760	921,851	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—Nov. 2, 1946	3,112,885
July 1, 1945—Nov. 3, 1945	3,520,400

taxes on income, amounted to \$314,182. (Figures for the eight months include Caruso Foods, Inc. for the period November 1, 1945, to June 30, 1946.)

Airline Foods Corporation is the parent organization of a group of long established companies engaged in the manufacture, processing and distribution of various foods which are sold nationally under their own brand names. Caruso Macaroni and Noodle Products is among these.

Enriched Pastina

Emil Mogul Company of New York announce a new radio, newspaper and magazine advertising campaign which the firm will handle for Ronzoni Macaroni Co., Long Island City, running through April, 1947. It will feature that firm's Enriched Pastina, "a product made especially for children." Space has been contracted; also time on radio stations for spot announcements.

Packaging Specialist

Charles C. Rossotti is executive vice-president of the Rossotti Lithographing Co., Inc., North Bergen, N. J., and president of the Rossotti West Coast Lithographing Corp., San Francisco, the new plant of which he officially dedicated on a trip to the West Coast in September. He has had a long and close association with the macaroni-noodle industry through this work in the manufacture of packages. Mr. Rossotti is a native of New York City and received his education in the public schools of that city and at Columbia and New York Universities. He entered the Rossotti Lithographing Co. on February 1, 1921, as assistant to his father, Edward Rossotti, founder of the business. He has been continuously connected with the firm ever since, working his way up to the positions he now holds. Mr. Rossotti, who lives in Englewood, N. J., is an associate member of the National Macaroni Manufacturers Association and a sponsor of the National Macaroni Institute. In addition, he is an active member of the New York Athletic Club, New York Advertising Club, the Folding Paper Box Association of America, president of the New York Rifle Club, and a director of the Label Manufacturers National Association.

Infantile Paralysis and The March of Dimes

Business leaders in all parts of the country are volunteering their co-operation in the efforts of the National Foundation for Infantile Paralysis, Inc., especially among the employer groups, since they are in a position to realize the truth that more orthopedic deformities among children are caused by infantile paralysis than by any other disease or by accidents, with the result that when they reach working age, too large a proportion must be considered as handicapped workers.

An announcement of interest to macaroni-noodle manufacturers is that a manufacturer of machinery for the industry is among the leaders who support the fight against the further spread of the dread disease. He is William E. Fay, President of Champion Machinery Co., Joliet, Illinois, who for several consecutive years has headed the Illinois group in the promotion of the March of Dimes. Assisting him will be Frank A. Motta, vice-president, who usually represents the firm at the gatherings of the macaroni industry. Mr. Fay says:

"The cause of this terrible disease is a virus which gets into the spinal column and destroys the nerve cells.

There is no known preventative or cure for the disease, hence the great need for study and research to be financed by the public whose liberal support is solicited annually during "March of Dimes." Experience tells us that the polio epidemic will probably be more widespread next summer than it was last and consequently, calls for assistance from the stricken will be propor-



MARCH OF DIMES
JANUARY 15-30

tionally greater. This makes it of the utmost importance that the 1947 March of Dimes scheduled for January 15-31, be an even greater success than heretofore."

The first poliomyelitis outbreak in the United States apparently occurred in 1841. Dr. George Colmer, of Springfield, La., was called to attend a year-old child who was slowly recovering from an attack of paralysis. The parents told Dr. Colmer that eight or ten other children had been similarly stricken during the preceding three or four months within a few miles of their home. All either completely recovered or were decidedly improved.

Dr. Colmer said in his report: "The little sufferers were invariably under two years of age, and the cause seems to be the same in all—namely, teething." It is believed now that they had infantile paralysis.

It is now believed that a large majority of our population has had in-

fantile paralysis at one time or another—in some instances several times—but that most cases are so mild that the symptoms pass unnoticed, or are regarded as a mere passing discomfort. Some victims, however, are permanently paralyzed. And some die.

One of the country's worst epidemics occurred last summer, striking viciously in many states. Among the worst hit were Florida, Colorado, Arkansas, Minnesota and Wisconsin. Millions of dollars were spent by the National Foundation in supplementing funds of local chapters depleted through the care of stricken patients. This care is still continuing. It is partially to replenish the drain on funds caused by last summer's severe epidemics that the present March of Dimes appeal is more urgent than ever before. The Foundation depends solely on this annual March of Dimes appeal for all its funds.

Polio remains one of our most unpredictable maladies. No one knows where or when it will strike. Epidemics occur chiefly in the summer and early fall, but no one can pick out in advance the communities which will be hit. What is known is that polio will strike—and that the National Foundation for Infantile Paralysis will be ready because the American people have joined the March of Dimes.

Brokers' Convention

(Continued from Page 8)

in his trade area and because indirect sales may result from his promotional work, he receives a commission on both the orders he writes and those sent directly to the principal by the customer.

The 1939 Census of Distribution shows that the operating cost for food brokers averaged slightly less than 2 per cent of sales, whereas the cost for manufacturer's own sales branches, which performed somewhat similar functions, was several times this figure.

Advantages for Principal

In addition to low sales cost, the manufacturer who uses brokers has the advantage of knowing in advance exactly what his sales cost will be in relation to the price of the article. This enables him to figure distribution costs as exactly as he figures production costs.

In view of the economy with which brokers operate, the question may be asked why all processors do not use their services. While the answers to this question naturally vary, it is believed that the following cover most cases:

1. The processor does not understand the functions of the broker and the low cost of distributing through him.

2. The processor has a specialty line which requires more promotional work with retailers than most brokers can provide.

3. The processor has such an extensive line that he feels that he can do the job as economically as the broker."

World Wheat Outturn Placed at 5,900,000,000 Bushels for 1946

According to the *Dominion Bureau of Statistics*, the world wheat production for 1946 will be in the neighborhood of 5,900,000,000 bushels, the greatest world output since 1940, but still slightly below the 1935-39 average.

Europe's production, excluding that of the Soviet Union, is placed at 1,760,000,000 bushels, an advance of 370,000,000 bushels over 1945, but still below the 1935-39 average. The most marked improvement is in the Mediterranean countries. According to the Bureau, there would have been an excellent crop in the United Kingdom; however, unfavorable weather during harvest seriously damaged wheat.

In North America, Canada's production of 440,000,000 bushels is approximately 40 per cent above that of last year, while the United States has turned out 1,169,000,000 bushels, 46,000,000 in excess of the 1945 crop.

The African crop is estimated at 135,000,000 bushels, which is 55 per cent above last year's drought-stricken crop. The southern hemisphere harvest began in November is assumed to

yield an average crop of 200,000,000 bushels in Argentina, while latest advices from Australia indicate a relatively small crop of 130,000,000 bushels, due principally to drought.

The Bureau also stated that "when carry-overs and production are added up, world supplies available for consumption in 1946-47 appear to be less than last year, and it is evident that world needs prior to the 1947 harvest must be met almost entirely from the 1946 crop."

New Shumann Engineers

H. F. Shumann of Shumann Equipment Company, 1243 East Carson St., Pittsburgh, has announced the appointment of Clarence J. Hoffman and Warren J. Randall as Packaging Engineers.

Mr. Hoffman comes to Shumann Equipment Co. from Sylvania Industrial Corp., New York, N. Y., where he was a member of the sales staff in the cellophane division for more than six years. His previous experience in the packaging field has made him well known to the industry in the eastern United States.

Mr. Randall was formerly with the

Dobeckmun Company and the Munson Bag Co., both of Cleveland, Ohio. A graduate of John Carroll University, he has been associated with cellophane packaging for over fourteen years and has a wide acquaintance throughout the industry.

Milprint Purchases Nicolet Paper Corporation

Mr. M. T. Heller, President of Milprint, Milwaukee, packaging converters, announced the purchase of the Nicolet Paper Corporation at West DePere, Wisconsin.

The entire capital stock of Nicolet was acquired and Milprint will operate the West DePere plant as a wholly owned subsidiary. The amount of the transaction involved was \$2,500,000.00.

This will give Milprint, who is one of the largest converters of Glassine, an adequate supply of material. Nicolet has always been considering the most efficient Glassine-producing plant in America.

Besides the new West DePere branch, Milprint has three plants in Milwaukee and branches in Philadelphia, Los Angeles, San Francisco, Portland, Oregon, and Tucson, Arizona.

Pastina—Elbow
LONG CUT
Noodles

All Sizes •• All Shapes

Packaged on a single



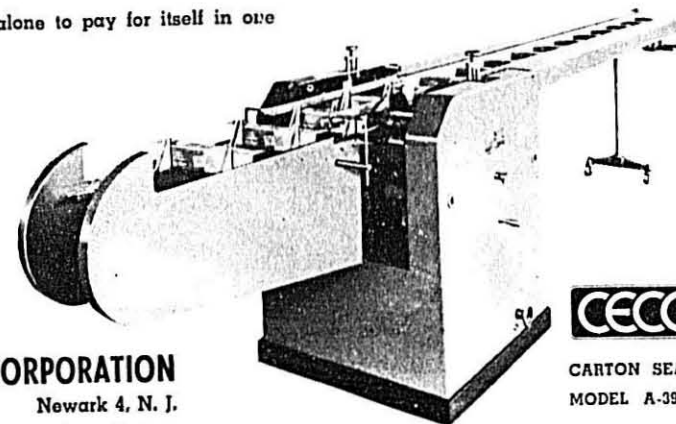
Adjustable

CARTON SEALER

A single CECO Adjustable Carton Sealer will

- 1—Automatically seal both ends of ALL your various carton sizes.
- 2—Produce neater, better-looking, tamper-proof cartons, and
- 3—Save enough on labor alone to pay for itself in one year.

Send for details of this simple, versatile machine that any unskilled operator can handle and service. You can enjoy all the economies and other benefits of mechanized carton sealing at a cost that will agreeably surprise you. Write, wire or phone today.



CONTAINER EQUIPMENT CORPORATION

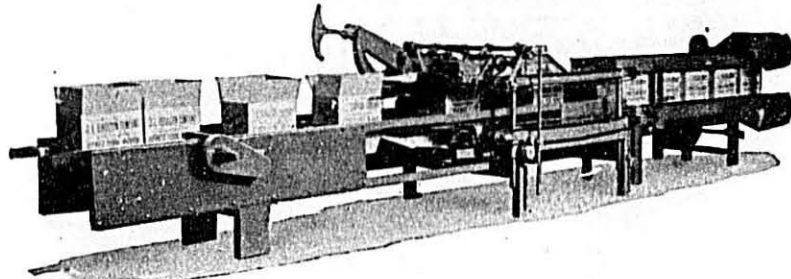
210 Riverside Avenue • Newark 4, N. J.

Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester



CARTON SEALER
MODEL A-3901-12

SQUARE, GLUE and SEAL 50 to 3000 SHIPPING CASES PER HOUR



with the new PACKOMATIC Model "D"

PACKOMATIC Model "D" Case Sealers are applicable to practically any production requirement (from 50 to 3,000 per hour) or to any plant layout. Compression units—geared for varying operating speeds—discharge cases completely sealed, squared and ready for shipping or storage.

The new Model "D" mechanism is simple . . . trouble-free . . . its maintenance cost is low. It is an adhesive-saver, time-saver, space-saver, labor-saver. Write for new PACKOMATIC Model "D" Case Sealer folder . . . consult Metropolitan Classified Telephone Directory for nearest PACKOMATIC office . . . or write Joliet.

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON CO. JOLIET, ILL.

New York • Chicago • Boston • Cleveland • Denver • Los Angeles • Dallas
San Francisco • Seattle • Tampa • Philadelphia • Baltimore • Portland

Typical PACKOMATIC Equipment

- Case Imprinters
- Case Sealers
- Volumetric Fillers
- Net Weight Scales
- Carton Making Machines
- Carton Sealers
- Dating (Coding Devices)
- Auger Packers
- Paper Can Tube Cutters
- Paper Can Tube Gluers
- Paper Can Shrinkers
- Paper Can Cappers
- Paper Can Setup
- Conveyors

For Better Package Handling Tomorrow, Consult PACKOMATIC Today.

Recuperating in Miami

A. Irving Grass, First Vice President of the National Macaroni Manufacturers Association and President of the I. J. Grass Noodle Company, Chicago, visited Miami Beach, Florida, during the latter part of October with his wife. Mr. Grass is improving from two operations which he underwent last summer and is seeking rest and quiet on dictates of his physicians. He writes that he is enjoying the wonderful weather and the beautiful surroundings on the oceanside at Miami Beach.

Practices Banned by A & P Decision

Practices which the Government believes were outlawed by the recent decision in the famous A & P Tea Company case, as reviewed by Holmes Baldrige, Department of Justice attorney in charge of the litigation, are the following:

- 1—Use of mass purchasing power to obtain discriminatory buying preferences on purchases which are unrelated to actual volume purchased.
- 2—Condemned the taking of price preferences from suppliers which

have relation to actual cost savings.

- 3—Requiring suppliers to pay advertising costs of the purchaser who resells.
- 4—Abuse by an agent of a fiduciary relationship by serving two principals whose economic interests conflict.
- 5—Subsidization by an integrated concern of its retail operations by crediting to those operations profits derived from operations of the business other than retail, where such profits have been secured through the imposition of trade restraints.
- 6—Practice of obtaining advertising allowances in lieu of brokerage-rebates or discounts, these allowances not being made available by the principals to other customers on proportionately equal terms and for which A & P receives "pretended" services, such as floor space rentals, special newspaper supplement sales, mass displays, sign space rentals and labels.

"The A & P decision condemned only the abuses to which size and integration had been put by A & P in the grocery field," said Mr. Baldrige. "It preserves intact all the legitimate advantages heretofore enjoyed by large business firms and condemned only

those affirmative interferences with the economic rights of others which have consistently been construed by the courts in the past as violations of the Sherman Act. Judge Lindley specifically said the chain store system was not an issue in the case."

1946 Durum Acreage

The following durum acreage figures for North Dakota were secured from Mr. C. J. Heltemes, Agricultural Statistician at Fargo, North Dakota. Durum acreage in 1946 increased 34 per cent over the 1945 acreage. Most of the increase was made in the durum area of the state where the best durum is produced. The September 1 Crop Report for North Dakota estimates the total durum production at 33,806,000 bushels.

Estimated Durum Acreage Planted, North Dakota			
	(000 acres)		
	1945	1946	
Northwest	85	59	
North Central	639	426	
Northeast	985	794	
West Central	13	14	
Central	372	282	
East Central	129	112	
Southwest	—	—	
South Central	25	13	
Southeast	175	108	
	2,423	1,808	

Little Rust on Wheat

One element in the 1,160,000,000-bushel bumper crop of wheat harvested this season was the fact that rust injury was slight. Freedom from rust in the northern grain fields this year was due mainly to:

- (1) Weather generally favorable for the crop and less favorable for the parasite; and very little movement of windblown rust spores from the southern to northern fields;
- (2) Productive varieties of rust-resistant wheats developed by plant breeders and now widely grown by farmers;
- (3) A large part of the northern grain-growing area has been covered by the barberry eradication campaign. With no barberries the rust cannot live from year to year in the grain-growing areas of the northern part of the United States. Rust develops on the leaves of barberry bushes in the spring and from there spreads to grain (wheat, oats, barley, or rye).

Reports to the U. S. Department of Agriculture say that there was virtually no rust damage in the principal winter wheat areas, and little in the spring wheat fields. East of the Mississippi the only substantial damage was in areas of Virginia and Pennsylvania where there is still a large amount of barberry eradication work to be done. In Pennsylvania the total

loss of wheat on account of stem rust is estimated at not more than about 3 per cent, although losses in local areas ran much higher.

A generation ago it was not unusual for rust to reduce the wheat crop by many millions of bushels.

Food Men Dramatize "Life Line of America" at Chicago Food Editors' Conference

Given the freedom to produce, grocery manufacturers cannot only meet consumer demands from many items now in short supply, but at the same time can reduce prices of many commodities.

That was the opinion expressed by a panel of food authorities speaking before about 100 women food editors who were guests of the manufacturers' association at a meeting and luncheon in Chicago in October at the Stevens Hotel, their reasoning being that the elimination of price controls does not necessarily mean increased prices.

Mr. Paul S. Willis, president of Grocery Manufacturers of America, Inc., was one of four speakers who took part in the panel discussion dramatizing "The Life Line of America—the line of essential processes between food in the field and food on the table." He explained how manufacturer research

continues to develop new products for national distribution and to improve upon familiar ones.

The first step in the "Life Line," the actual growth of essential foods on the nation's farms, was outlined for the food editors by Lyle Constable, a farmer of Good Land, Indiana. French Jenkins, president of La Choy Food Products, Inc., of Archbold, Ohio, followed with an explanation of how manufacturers create mass markets for products developed in research laboratories.

Stating that the sales success of a food product depends upon mass purchases by the American people, Mr. Jenkins outlined the procedures followed in creating mass markets for manufactured products. Extensive use of advertising media creates the desire to buy, he stated, and the employment of modern distribution and merchandising methods follows through to complete the sale in the retail food market.

Final speaker in the panel presentation was Harold Seemann, a retail grocer of Milwaukee, who told the editors how America's 500,000 food merchants operate in making available to housewives the 4,000-odd food and grocery products represented in "The Life Line of America."

Mabel Flanley of Flanley & Woodward, New York public relations firm, was moderator.

A SINCERE THANK YOU TO THE MACARONI INDUSTRY

We wish to express our deep appreciation for the splendid reception given and the keen interest shown in our new Semolina Mill. We again assure you it will be our constant aim to serve you always with unvarying quality and dependable service.

A. L. Stanchfield, Incorporated

A. L. STANCHFIELD, Pres.
R. A. STANCHFIELD, Sec'y
Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

MILLERS OF DISTINCTIVE DURUM SEMOLINAS
FRED T. WHALEY
Chicago Branch Manager

CLIFFORD W. KUTZ
Sales Manager
Mill:
Minneapolis, Minn.

French Macaroni and Semolina Industries

By Comité Professionnel De L'Industrie,
Des Pates Alimentaires, Paris, France
J. Audigier, Le Secrétaire General

Translated by Miss Madeline Constant, Constant Food Products, St. Boniface, Canada

Following are extracts from a lengthy report just printed, concerning the French macaroni and semolina industries which readers of THE MACARONI JOURNAL should find interesting:

Macaroni

Where consumption is heavy some manufacturers sell fresh macaroni products direct to the consumer. (This explains why in centers like Marseille and Paris there are so many small factories.) Previous to 1940 "egg macaroni" containing a minimum of three eggs per kilo or an equivalent amount of eggs either dried or frozen, was manufactured. It is not possible to produce egg macaroni products at present.

Up to 1939, the consumption of macaroni products in France was steadily increasing and reached 180,000 tons. Marseille and the Mediterranean coast were the heaviest consumers. But an increase in the consumption was steady in the country. Of course, in recent years due to the shortage of wheat supplies the baking industry having priority (although macaroni products were recognized as a basic food) and production has decreased.

Almost all the macaroni factories are individually owned and managed by their owners. There are a total of 361 factories in France and Corsica. Seventy-two factories produce monthly a total of 187 tons; on the other hand six concerns with fifteen plants produce a total of 11,510 tons monthly.

Since 1934, durum semolina in macaroni products was compulsory. Before the war and up to 1942 the macaroni industry was supplied with semolina made from durum wheat imported from North Africa, the U. S., Western Canada, also from Taganrok (Russia). France does not produce any durum wheat, her climate not being suitable.

Some varieties of wheat such as Manitoba Hard Winter are also high in gluten content and suitable for making semolina for macaroni products.

In 1939 macaroni manufacturers had tentatively set three standards of quality: Fancy, Choice and Standard. For this, three grades of semolina were defined:

SSSS.E Ash to be less than 0.63
SSS.E Ash to be less than 0.75
SSS.C Ash to be less than 0.85

Gluten content was to be determined by a committee of manufacturers and millers but never to be less than 30 per cent.

Due to the war, in 1942 the imports of wheat from Africa were curtailed. In 1945 the severe drought in North Africa reduced still more the available durum, and with the import that year of soft American wheats, the French millers were compelled to extract flour which produced macaroni products of poorer quality, dull in appearance. The present extraction rate is about 78 to 80 per cent as against the normal extraction rate of 65 per cent which gave and would give much better results. French millers are hoping for an increased production of durum in North Africa, as prospects for more durum wheat from America are not bright.

Semolina

It was during the middle of the Nineteenth century that the first semolina mills started to operate in France. Following Marseille and the south of France, French North Africa also had its mills. After the first Great War durum milling developed in Strasbourg and Le Havre. France during

The World Food Outlook

In a timely talk to the members of the Midwest Section of the American association of Cereal Chemists held in October, in Chicago, Herman Steen, Millers National Federation, presented some very interesting data on the World Food Outlook.

In reviewing the past year he pointed out that we had a record wheat crop and that this year we would have another record breaker. There has been a very sharp reduction in foreign commitments on wheat for the 1946 crop. The maritime strike is now seriously interfering with even that reduced program. A very large amount of wheat has been fed to livestock but we have now passed the peak due to a very large record-breaking crop of corn. There has been a large increase in wheat production in Europe in 1946 over 1945. Production of wheat in Central and Southern Europe is 1,300 million bushels compared with 950 million in 1945. The prewar average was 1,569 million bushels.

the period from 1885 to 1900 was supplying Algeria an average of 5,000 tons of semolina annually. After 1900 it decreased till in 1932 the shipments were nil. During the same period 1900-1932, the Algeria mills were increasing their capacity, and were shipping to France in 1933, 31,150 tons, and 65,000 to 70,000 tons in 1938.

Presently the capacity of the French semolina mills is estimated at 400,000 tons and 670,000 in North Africa.

No durum mill in France employs more than 100 persons. Usually, when more than fifty are employed, macaroni products or milling of bread flour are added.

The competition between durum mills in France and North Africa becoming so stiff as to become dangerous to both, an agreement was reached in January, 1937, where with the aid of the government, measures, such as curtailment of expansion, quotas and limitation of grinding were taken to help relieve the crisis. Actually a committee of four representatives from France, three from Algeria and one from Tunisia now work hand in hand with the government to help solve problems pertaining to the industry.

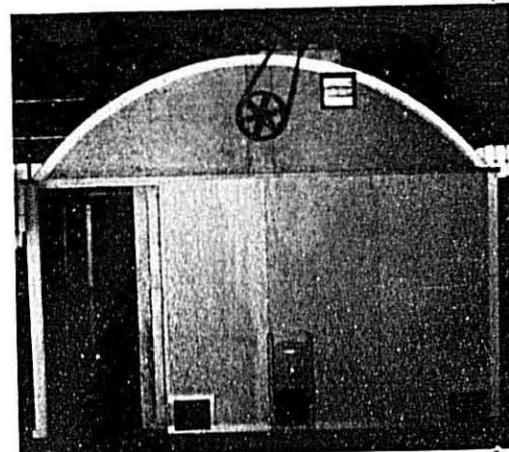
France produces more than twice as much wheat as Kansas. Transportation facilities are the limiting factors in making such wheat available for use in Europe. There have been no African wheat crops in 1945 and in 1946 production is only half the prewar total. A prediction, depending upon climatic conditions, is to the effect that Europe will return to about an average wheat crop.

Mr. Steen gave an outline of the new promotion program of the Millers National Federation to increase the consumption of wheat products. He presented a chart showing that per capita consumption has been declining for 40 years and that 1946 will probably be the lowest in history. These data are based on figures for civilian consumption of wheat flour in the United States. Mr. Steen said that he thought that most of the wheat shipped from this country has been handled well by European millers so far as grinding is concerned. He stated that advertising experts have reported that taste appeal is the only real way in which to sell people on food products.

November, 1946

THE MACARONI JOURNAL

35



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

Macaroni—The Price Leveler

Buyers' strikes have long been recommended as the sure cure for runaway prices and the housewives of the nation have, in many instances, acted without malice aforethought, to oppose unreasonable increases in food costs by refusing to buy foods that were too far out of line in relation to the consumers' food dollar. Commenting on this trend, the *Buffalo Evening News*, Buffalo, New York, editorially suggested the continued boycott of meats at the inflationary prices asked shortly after the meat ceilings were raised. It further suggests the continued purchase of macaroni products. Its editorial titled—"There's Always Macaroni," probably takes things too much for granted, but it's good advertising for a food that many believe is the finest of substitutes, and a very fine food in itself. It reads:

There's Always Macaroni

No businessman can view with much relish a situation that causes his price structure to fluctuate chaotically. He may like today's high price, but he would gladly trade the uncertainty of a profit today and a loss tomorrow for the promise of a reasonably stable market. So it may be assumed that the American Meat Institute is as anxious as anybody else to see meat prices get over their wild gyrations and settle down at some fair competitive level. To help achieve this, the institute offers a couple of sound tips to housewives. "No-

body in the meat business," it reminds them, "controls prices. Consumers determine prices by what they are willing to pay." As meat gradually returns to the counters, therefore, it urges consumers:

1—Don't insist on only the fanciest kinds and cuts.

2—Shop for the best buy. "There is as much good nutrition in a savory stew as there is in a fancy porterhouse."

3—If meat goes too high, buy macaroni. There's nothing that will keep meat prices reasonable like a few million more meatless meals.

\$75,000,000 for School Lunches

One hundred representatives of the 48 States met in Washington last month to consider plans for the \$75,000,000 School Lunch Program which has been termed as "one of the most important health laws of our time."

Dr. Thomas Parran, surgeon general, represented the U. S. Department of Agriculture at the conference attended by officials of state educational institutions, welfare agencies and others concerned in the planned program. Commenting on the first conference Dr. Parran said that it was pleasing to see the general interest in plans "to see that the full potentialities of the program are realized in the years ahead." Even in the first year of operation under the new permanent legis-

lation passed last June, nearly eight million boys and girls are expected to receive the benefit of school lunches. This is a splendid start but we must look forward to the day when the lunches are available to every community in every State and Territory."

Establishment of the permanent national school lunch program under an act of Congress provides for the matching of state and federal funds on a dollar-for-dollar basis for five years. The program is of importance, says Dr. Parran, "as a token of the orientation of agricultural production toward meeting the nutritional needs of growing children and of the nation."

Weisman Elected President of Hunt Foods, Inc.

Frederick R. Weisman has been elected president of Hunt Foods, Inc., of which the Fontana Food Products Company is a division.

Mr. Weisman succeeds M. E. Waggenheim, who became president in 1945 when California Conserving Co. merged with Hunt, and who will now become chairman of the newly created executive committee. Mr. Weisman, who is 34, started in the food industry in 1937 as a field man with Val-Vita Food Products of Fullerton, Cal.

Trademarks Renewed

"Dell'Aquila"

"Dell'Aquila," the trademark owned by the John B. Canepa Company of Chicago, Illinois, was re-renewed May 22, 1946, by Louis Bastrup and Kickham Scanlan, administrators of John B. Canepa, deceased, assignors to the John B. Canepa Company.

It was first registered May 22, 1906, for use on the owners' macaroni, vermicelli, spaghetti, and noodles.

Notice of this renewal appeared in the October 29, 1946, edition of the *Official Gazette* under serial number 52,971.

"Star"

"Star," the trademark owned by the John B. Canepa Company of Chicago, Illinois, was re-renewed May 22, 1946. It was first registered May 22, 1906 for use on the owners' macaroni, spaghetti, and vermicelli.

Notice of this renewal appeared in the October 29, 1946, edition of the *Official Gazette* under serial number 52,980.

"Lincoln"

"Lincoln," the trademark owned by Peter Rossi & Sons, Inc. of Braidwood, Illinois, was renewed October 26, 1946. It was first registered October 26, 1926, for use on the owners' macaroni, spaghetti, noodles, and vermicelli.

Notice of this renewal appeared in the October 29, 1946, edition of the *Official Gazette* under serial number 219,930.

Winthrop Announces Special Formula for Enriching Macaroni Products

A formula specially designed for the enrichment of macaroni products was announced by P. Val Kolb, vice president in charge of the special markets division of the Winthrop Chemical Company.

"The new formula will be marketed under the brand names of Vextram, a powder, and B-E-T-S, a tablet, originated by Winthrop and now universally used by bakers for enrichment of bread in the bakery," Mr. Kolb said. "The vitamin and mineral content of the proven flour enrichment formula has been adjusted to enable the macaroni manufacturer to meet the standards promulgated by the Food and Drug Administration of the Federal Security Administration which became effective October 9."

Each ounce of the Vextram and B-E-T-S formula contains 200 mgs. of Vitamin B₁ (thiamine); 95 mgs. of Vitamin B₂ (riboflavin); 1,250 mgs. of Niacin, and 550 mgs. of Iron (Fe). Two ounces of this formula are to be added to each 100 pounds of un-

enriched semolina, the type of flour commonly used for macaroni and similar products. The Food and Drug Administration's enriched macaroni standards per pound of uncooked macaroni requires a minimum of 4.0 mg. of Thiamine; 1.7 mg. of Riboflavin; 27.0 mg. of Niacin, and 13.0 mg. of Iron (Fe), with 250 USP units of Vitamin D and 500 mg. of calcium optional.

Winthrop pioneered in the development of enrichment mixtures for the flour-milling industry. B-E-T-S represents the tablet method of enrichment generally used in the baking field, while Vextram in powder form is used by millers for enriching flour. The special B-E-T-S tablets are designed for enrichment of macaroni products produced by the batch method, whereas Vextram is recommended for enrichment of the products made by the continuous process.

Mr. Kolb stated that during the war use of macaroni products in this country increased about 40 per cent. It is estimated that about 12,000,000 sacks of semolina and durum flour is consumed annually by this industry.

Gets Semolina Account

Walter E. Ousdahl who for many years was interested in the sale of semolina, but who has not been actively engaged in that business for a number of years, announces that he has been appointed as the official representative of Crookston Milling Company in the Eastern Pennsylvania area and looks forward with much pleasure to the meeting of his many former friends in the macaroni business.

He has established headquarters at 2708 Filbert Avenue, Reading, Pa.

800 Young Farmers Members of "Farm Panel of America"

Grocery Manufacturers Form Organization to Promote Mass Marketing of Farm Crops

Paul S. Willis, president of Grocery Manufacturers of America, Inc., recently announced the formation of the Farm Panel of America, an organization of 800 young farmers, which will work with food processors towards the development of improved marketing methods for farm products.

Nominated for Panel membership by state Vocational Agriculture Education leaders the 800 farm representatives will aid in the establishment of a continuous two-way flow of vital information between the farm and the food manufacturing plant. A representative group received certificates of membership from Mr. Willis in

ceremonies held at the GMA headquarters in New York City.

Purpose of the Farm Panel of America, according to GMA's Agricultural Consultant Dave Thompson, is three-fold: to help grocery manufacturers to better realize the problems which confront the farmer; to aid the farmer in understanding manufacturing problems, and—through mutual interest and understanding—to enable both groups to more speedily solve common problems.

In Dad's Footsteps

Allen and James Heller, sons of M. T. and Billy Heller, respectively, have recently joined the well-known Milprint organization.



James Heller



Allen Heller

James Heller recently completed courses in Business Administration at the Wharton School of Fine Arts. Before entering Wharton he spent two years at Dartmouth and then studied for and received a degree in Mechanical Engineering at M.I.T.

Today he is learning the technical details of Milprint by working in the Industrial Engineering Department.

Allen, the youngest, had his schooling interrupted by the war and he spent three years in Alaska and Canada, doing service in the Army Air Corps. Allen is in a training program working as an assistant to the Plant Superintendent, Mr. Phil Wohlers.

If we put the blame where it really belongs, the other fellow sometimes gets less of it.

Marino Machine Works

Specializing in Noodle Cutting Machinery. Builders of one of the largest Noodle Cutters and Doughbreakers. Opportunity for Buyers.

Have for immediate delivery, complete, slightly used set consisting of:

- One Noodle Cutter, 20-inch double roller
- One Doughbreak, One Triplex
- One Barrel and a Half Kneader
- One Barrel and a Half Mixer
- One Preliminary Dryer
- One Flour Sifter, with Scale
- 500 Traces and 12 Platforms

This outfit can produce 12,000 pounds Noodles in 8 hours. Priced reasonable.

Call for any information at
MARINO MACHINE WORKS

1329 West Grand Ave. Chicago 22, Ill.
Phone—Haymarket 4873

"We Can Meet Your Needs"

Are You Interested In Reducing Packaging Cost?

Reduce your packaging cost and increase profits by producing your macaroni products as inexpensively as possible—on PETERS economical set-up and closing machines.

These machines are doing a big job in many packaging departments—eliminating hand labor—saving floor space and speeding up production.

Send us samples of the cartons you are using. Let us make recommendations for your specific requirements.



This PETERS JUNIOR CARTON FORMING & LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. Machine can be made adjustable to handle several size cartons.



This PETERS JUNIOR CARTON FOLDING & CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. Can also be made to handle several different size cartons.

PETERS MACHINERY CO.
4700 Ravenswood Ave. Chicago, Ill.

Be Wise!

BUY DIES THAT LAST



STAINLESS STEEL DIES WITHOUT BRONZE PLUGS



GUARANTEED SMOOTHNESS—NO MORE REPAIRING



Write for Information

LOMBARDI'S MACARONI DIES

1153 Glendale Blvd. Los Angeles 26, Cal.

Fuller D. Baird Promoted

John H. LaWare, General Sales Manager, Strong Cobb Division, N. Y., announces the recent promotion of Fuller D. Baird to Sales Promotion Manager, Strong Cobb Division, N. Y., Standard Brands Incorporated.



Fuller D. Baird

He was formerly Sales Service Manager of the Agricultural Department, Strong Cobb Division, where for three years he has been actively engaged in the sales and merchandising of Fleischmann's Irradiated Dry Yeast and other products handled by this department.

Mr. Baird's new duties will include work with all the departments of the Strong Cobb Division, N. Y., and the products which are developed for and sold to the agricultural, textile, and the food and pharmaceutical industries.

The Sauerkrauters Are Doing It

President Alden C. Smith of the National Kraut Packers Association from his office in Shiocton, Wis., has announced that his organization is sponsoring a nation-wide public relations program to enhance the prestige and increase the use and sale of sauerkraut. The promotion is under

the management of Theodore R. Sills and Company.

"The basic purpose of the new public relations program," says the executive, "is to increase the consumption of sauerkraut by publicizing old and new uses and recipes. The old cliché that sauerkraut is 'the poor man's food and the rich man's medicine' must be eradicated and the 'social status' of sauerkraut raised.

"Our program will seek to publicize sauerkraut as a healthful, appetizing and delicious food suitable to grace any table. We shall seek to stress sauerkraut as an American food and to erase the popular conception of it as a predominantly German food.

"We hope to popularize the serving of sauerkraut not only in the home but also in leading restaurants and hotels where its use will stamp it as 'socially acceptable' as a slenderizer, a general body toner, a health builder and an appetizer."

D. N. Givler Promoted

Donald N. Givler, vice president of Grocery Products Sales Co., has been made advertising and merchandising manager for all the company's brands.

Mr. Givler, whose most recent position was that of general manager of Foulds Milling Company, a subsidiary of Grocery Products Sales Company, will promote "Kitchen Bouquet," "B in B Mushrooms," "Cream of Rice," and Foulds' "Golden Age" and "Gold Medal" macaroni products.

WHICH ARE YOU?

The men who exercise initiative are the builders of the world. All others are merely tenants or janitors.

Which kind of man are you?
The man who fails is not the man who has no gifts, no chance, no pull, no training, had territory or had breaks. He's nothing more than the man who quits.

Which kind of man are you?
—Selected

A Rose Is A Rose Is A Rose Is A R . . .

Mr. Editor: Here's a poetical challenge, cribbed and slightly changed by the Macaroni-Spaghetti-Egg Noodles Packaging Crew that is "A-1," and challenges all other packing teams in the U.S.A.

In the original publication, it was sans title, so after working our joint grey matter overtime, we elect to give it the dubious title below.
—Contributors.

We Packaging Beauties (?)

We are the girls at the packing table. We're over 40, but willing and able. No one whistles when we walk by. Our combined sex appeal, you could put in your eye.

Our size 40 suits fit in all the wrong places.

We know we're not gorgeous, we merely have faces.

The stuff on our heads that we fondly call hair,

Would look just the same on the old gray mare.

We don't wear smart slack suits, or open-toed shoes.

We have nothing to gain and what can we lose?

We don't rush to the restroom to powder and paint.

Why try to make beauty, where we know it ain't.

We don't wear false lashes, We know we're old dames.

Why none of our bosses Even know our right names.

We just work at our tables From eight till seven,

We don't hate our jobs, But it's no seventh heaven.

When the day's work is done, No car waits for us.

We feel like the dickens But foxy to us.

When we crawl into bed, We don't pray at great length,

We make only one plea, Dear God, give us strength.

So call us old Biddies and Old Hens, if you will,

We're doing a job and doing it well. As long as we work and do packing aplenty,

They won't give a darn if we're 60 or 20.

ALWAYS FIRST with the **LATEST**
in the design and manufacture of
automatic, cost-reducing machinery
for the macaroni and noodle industry
FLOUR HANDLING EQUIPMENT,
WATER METERS, WEIGHING
HOPPERS and DOUGH MIXERS

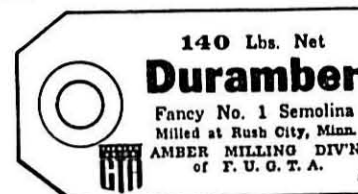
Let Our Engineers aid You, as they have so many other progressive manufacturers, with the planning of your modernization program.

CHAMPION MACHINERY CO.

JOLIET

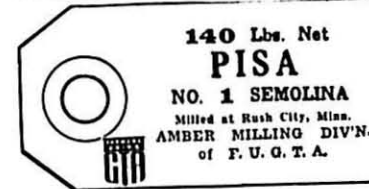
Established 1888

ILLINOIS



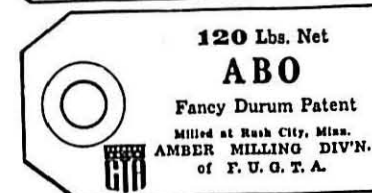
140 Lbs. Net
Duramber

Fancy No. 1 Semolina
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



140 Lbs. Net
PISA

NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



120 Lbs. Net
ABO

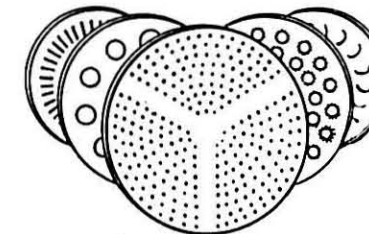
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

Amber Milling Division of
FARMERS UNION GRAIN
TERMINAL ASSOCIATION

Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

STAR DIES
WHY?

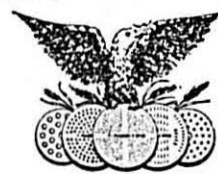
Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., Inc.



TRADE MARK

178-180 Grand Street

New York 13, N. Y.

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

C. W. Wolfe.....President
A. I. Grass.....Vice President
M. J. Donna.....Editor and General Manager

SUBSCRIPTION RATES

United States and Pos. ..\$1.50 per year in advance
Other North American Countries ..\$2.00 per year in advance
Foreign Countries ..\$3.00 per year in advance
Single Copies15 cents
Back copies35 cents

SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....50 Cents Per Line

Vol. XXVIII November, 1946 No. 7



"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one nation indivisible, with liberty and justice for all."

4,000 Rooms for Brokers

Although National Food Brokers Association has been assigned some 4,000 rooms in seventeen hotels in Atlantic City for its convention starting January 12, 1947, demand for accommodations is so great that this record-breaking number will not be enough, President Watson Rogers said.

NFBA is allocating rooms for its own members, non-canner principals, and members of canners' sales departments.

It will be necessary for his organization to stop accepting applications for rooms soon, because all indications are that the demand will exceed the supply.

As most of those who will attend the Brokers' Convention the week of January 12 will remain over for the convention of the National Canner's Association, to start on January 19, the hotel situation in Atlantic City for the last two weeks in January, 1947, is such that few other associations can be ac-

commodated for their conventions, however closely allied they may be to either the brokers or canners.

To date, the National Macaroni Manufacturers Association, which usually holds its Winter Meeting at the time and place of the Canner's Conference, has been unable to arrange for suitable meeting and hotel rooms. Definite plans for the Winter Meeting of the Macaroni-Noodle Industry should be ready for announcement early in December.

Welcome, New Members

Adding to the rapidly increasing membership of the National Macaroni Manufacturers Association, applications have been received from the following firms which, like the many other leading manufacturers, have chosen to help support their industry's organization:

Active Members

F. Di Giovanna & Son, Inc., 208-10 Johnson Ave., Brooklyn, N. Y. Represented by Joseph Di Giovanna.

Favro Macaroni Mfg. Co., 1416 Dearborn St., Seattle, Wash. Represented by Armand Favro.

Italian-American Paste Co., 466 Green St., San Francisco, Calif. Represented by M. Maffei.

Roma Macaroni Factory, Francisco St. and Grant Ave., San Francisco, Calif. Represented by D. L. Gerbo.

Smiths Cereal Foods, Ltd., Ambrose St., York, England. Represented by W. D. Johnston.

Associate Member

Standard Brands, Inc. (Strong Cobb Division), 595 Madison Ave., New York 22, N. Y. Represented by Joel B. Peterson, Ph.D.

For Manufacturer's Library

The National Macaroni Institute has issued an 8-page pamphlet containing some invaluable information supplied by the U. S. Department of Commerce, Washington, D. C., on the increase in macaroni production in this country. The article is replete with facts and figures that will make excellent material for passing out to distributors and consumers. A copy was sent to the fifty or more firms in the country that have supported the Institute through voluntary contributions.

All such benefactors were also sent a glossy print of one of the illustrated recipes used in the Institute's November release entitled "Macaroni Products as Meat Extenders" which story will soon appear in the larger newspapers and in the women's magazines. Supporting is a mat release to smaller newspapers.

En-Pre-Mo

TRADE MARK

THE WAFERS AND PRE-MIX FOR THE ENRICHMENT OF MACARONI AND EGG NOODLE PRODUCTS

The Pre-Mix is scientifically prepared to flow uniformly and the Wafers to dissolve easily.

Guaranteed to provide the levels of enrichment recommended by the National Macaroni Mfgs. Association.

ENRICHMENT PRE-MIX COMPANY, INC.

156 Chambers St. New York 7, N. Y.

CARTONS
GIVE US A TRIAL
NATIONAL CARTON CO.
JOLIET, ILLINOIS.

WILL PURCHASE 9" or 10" Hydraulic press with or without dies. Also some Kneaders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: 12 1/2" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 10" Vertical Press with hydraulic packer. Box 37, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Vertical 14 1/2" Stationary Press for long macaroni. Also Vertical Stationary Die 13 1/2" for short and long cut macaroni. 1 1/2 hbl. Mixer and Kneader. Box 46, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: One (1) Brand New 20" Dough Brake, motor driven. Box 47, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: A Triangle packaging machine (used). Write giving price, condition, etc. Box No. 48, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: Position as Superintendent. Have many years manufacturing, drying and management experience. Address Box 49, c/o Macaroni Journal, Braidwood, Illinois.

Both the informative pamphlet and the glossy print will be found useful by firms interested in gaining the favor of the consuming public.

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

THE SELLING PARADE

(REGISTERED)

BY CHARLES B. ROTH

Learn How to Speak

His presentation was brilliant. He had "everything," wit, wisdom, conviction, sincerity; and what he said about his service flowed like a smooth, powerful stream.

He had me sold within fifteen minutes.

But the client for whom I was investigating the product had a management committee of seven men, and this committee must also be sold before we could give the order.



So, I arranged a date the next morning for the salesman to present his proposition to eight men.

Now, it's one thing to talk to one man, quite another to talk to eight. And whereas this man was a master of negotiation when he was across the desk from one prospect, he failed when he talked to eight.

He left without the order. I was sorry for him—sorry because he hadn't even learned the simple rules for public speaking.

The way to learn how to speak in public is merely to practice holding the attention of a group, any group. A good public speaker lets his eyes stray over the group resting momentarily on each member.

He tries to get each member of the group nodding assent to what he is saying. If the group is small, he will try to get a reply from each member. "I believe you will agree with that statement, won't you, Mr. McAllister?" "Hasn't your experience been somewhat like this, Mr. Brown?"

One salesman I know taught him-

self how to make multiple presentations by practicing alone at home at night. He set an imaginary audience up in front of him in his room. To this audience he nightly gave his sales presentation, cultivating the arts and graces of the public speaker—the affable nods of the head, the smiles, the pauses, the changes of pace and inflection.

Before long he was a "shark" at making talks before groups, and soon was leading his company in sales.

When You Go Back

He left me dazzled, I tell you, by his power, by the force of his personality, by the way he came in, made his presentation and left. I told my associates that I had never in my life met a finer salesman, a more finished performer. That he would go far I freely predicted.

It happened that when he called I was not able to buy what he was selling, though he made me want to.

I asked him to come back and we made a date for his callback two weeks hence.

During those two weeks I anticipated the satisfaction of talking again to so finished, so faultless a performer, and I looked forward to it.

But alas, it's like many dreams one has—the dream is gold, the actuality brass. When the phenomenon came back he was flat, lustreless, vapid, listless unconvincing, uninteresting, unintelligent, nearly unintelligible.

Not buying from him was easy, was natural, was really pleasant.

Then I had a good laugh at myself that I had been so taken in by what is called a "one call" salesman.

This lad had staked everything on his first call, had drilled himself so that he was perfect in approach, conviction, close. And he had no doubt made some sales.

But he hadn't left any intelligence or energy or technique over for subsequent calls, those important callbacks.

I have often said that I would rather a salesman, if he had to make a choice, would start slowly and not do

so well on his first call than I would have him shoot the works the first time he called and never be able to do anything afterward.



Yet I find many salesmen who cannot carry on after the first call.

The secret of being as good on the callbacks as on the first call was revealed to me clearly by a brilliant young Chicago insurance executive, Charles J. Zimmerman.

Zimmerman believes that this secret is to have your mental attitude at the right pitch for the followup interview. "Sell yourself by carefully preparing for this interview, the idea that the prospect must go ahead," he told me. "Let him know by your attitude that you expect him to take action this time."

Be a Showman

Of course not all salesmen can be "Diamond Jim" Bradys, but every salesman should try to develop some of the traits which made this man a master salesman.

These are the traits of showmanship.

Says a salesman who knew Diamond Jim: "When he entered an office he presented a display of magnificence. Attired in a stovepipe hat, Prince Albert coat, a large four-in-hand tie with a diamond stickpin, he commanded instant attention."

"To make money he felt you should look like money, and he filled the bill."

But behind all of Diamond Jim's predilection to show off there was something more—it was a knowledge of the fundamentals of salesmanship and a willingness to use them on every prospect. That combination—showmanship plus salesmanship—made him a winner.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1946-1947

C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa.	Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.
A. IRVING GRASS, 1st Vice President.....I. J. Grass Noodle Co., Chicago, Ill.	Region No. 7 E. DeRocco, San Diego Macaroni Co., San Diego, Calif.
C. L. NORRIS, 2nd Vice President.....The Creamette Co., Minneapolis, Minn.	Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.
B. R. Jacobs, Director of Research.....1010 Vermont Ave. N.W., Washington 5, D. C.	Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois	At-Large Frank Traficanti, Traficanti Bros., Chicago, Ill.
Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.	Albert Ravazino, Mound City Macaroni Co., St. Louis, Mo.
Region No. 2 Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.	Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.	Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio
C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.	
Region No. 3 Giulia Macaroni Co., Rochester, N. Y.	
Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.	
Joseph Mastalone, Chicago Macaroni Co., Chicago, Ill.	
Region No. 5 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.	

The Secretary's Message

Enriched Macaroni and Noodle Products

"To enrich or not to enrich?," that's the question! Some manufacturers are not just clear on how the U. S. Department of Agriculture regulations on macaroni products enrichment will affect their products and quite a number have inquired for a clarification of the provisions of the new order. The following may serve that end:

Nutrients Required Under Federal Standards

Nutrients	Milligrams per Pound	
	Minimum	Maximum
Thiamine	4	5
Riboflavin	1.7	2.2
Niacin or Niacinamide...	27	34
Iron	13	16.5

Permissible, Not Compulsory

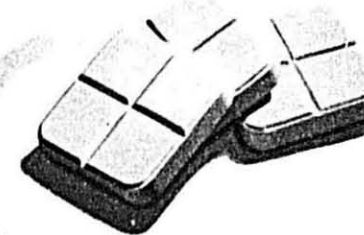
Unlike some other foods which are compelled to be fortified under the law, the Federal standards for the enrichment of macaroni, spaghetti and egg-noodle products leave it optional to each individual manufacturer whether or not to fortify. As a result more than passing thought has been given to the need or the value of enriching this particular food. While many are convinced that through the medium of enrichment, their products will receive greater acceptance by nutritional authorities and the vitamin-conscious public, the majority have assumed a "wait-and-see policy." In the meantime most of the leading suppliers of enriching ingredients have been experimenting and are ready to offer the fortifying vitamins in forms suitable for use in batch production or continuous production.

To **MACARONI and NOODLE MANUFACTURERS**

To supply the best answer to manufacturers of macaroni and noodle products who will enrich their lines in accordance with the new Federal Standards of Identity, Hoffmann-La Roche has arranged for the marketing of:

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on mechanical feeding equipment.

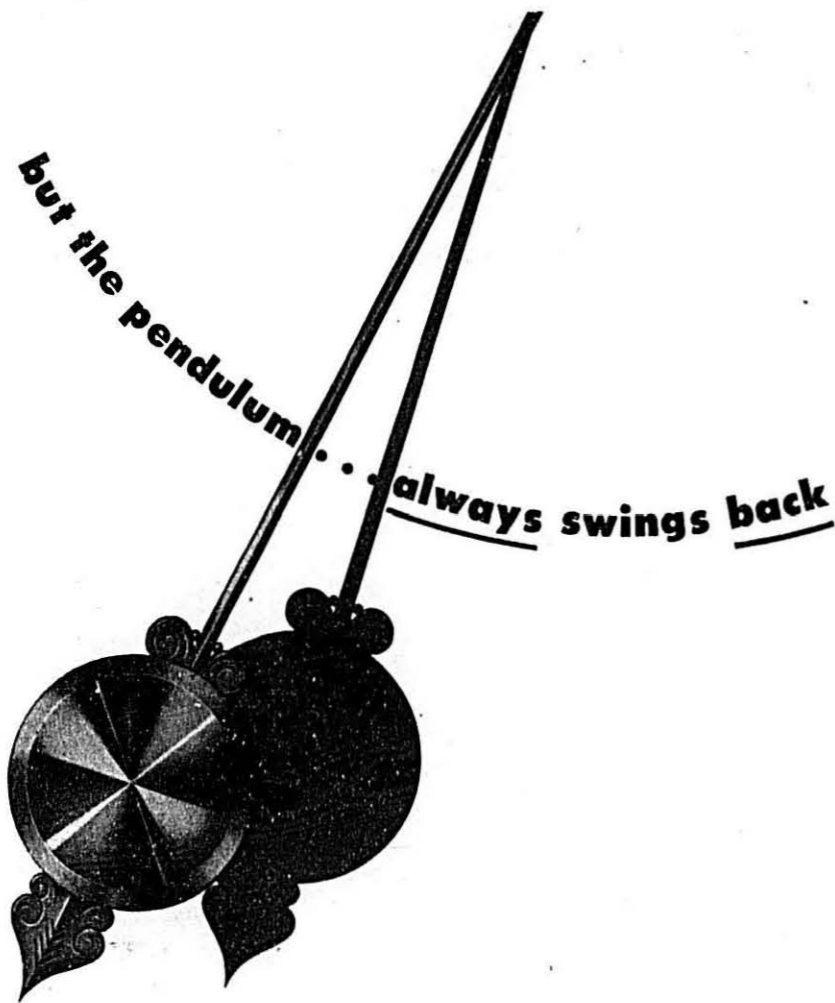


A postcard will bring you the names of companies for whom we manufacture wafers and whose enrichment premixes are made with 'Roche' bulk vitamins exclusively.

Consult the company with the widest technical experience in the improvement of food products by enrichment.

ROCHE Vitamin Division

HOFFMANN-LA ROCHE, INC., NUTLEY 10, NEW JERSEY



Present conditions affecting durum wheat and the products made from it won't last forever. Someday the pendulum will swing back. Price ceilings will be removed from durum wheat—farmers will grow more of it—there will no longer be restrictions on the quantity of durum milled.

Meanwhile, you can rely on Pillsbury, now as

always. Our careful wheat selection, strict laboratory controls, and thorough testing in our experimental spaghetti and macaroni plants assure you of the finest durum products that can possibly be produced under present conditions.

PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc.

General Offices:

Minneapolis, Minn.