

**THE
MACARONI
JOURNAL**

**Volume 37
No. 4**

August, 1955

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



We offer a NEW OPPORTUNITY to the macaroni industry TO BUILD SALES VOLUME



The 'Roche' Enriched Macaroni Products Brochure and Versatility Chart, which we produced in a limited distribution for the Vitamin Division of Hoffmann-La Roche, Inc., are now being prepared in four different forms for printing at mass-production prices.

By placing your order now for one or more of these new editions, imprinted with your name, product pictures and selling message, you will be able to use the valuable material in the Brochure and Chart to build your own sales volume with your wholesale and retail trade — and with consumers.

Here are some suggestions for using the 'Roche' Brochure and Versatility Chart in your own selling campaign. Send a series of mailings to top food buyers and executives. Cover your own customers and prospects. Go after the buyers for hospitals, hotels, cafeterias, restaurants. Let doctors, dietitians and home economists know about the excellent food values of your products. Circulate your story to newspaper food editors, radio and TV women's commentators, women's clubs, P.T.A. groups. And don't forget Mrs. Home-maker herself! Use the Versatility Chart as a premium or "give-away" in connection with your advertising. Display it in your retail outlets. Use it as a mailer. Have your advertising agency sug-

gest ways in which to add the impact of this material to your advertising and publicity campaigns.

If you have not as yet received your copy of our descriptive folder illustrating the four plans together with prices, we shall see that you receive one immediately. Send your request today or ask your Rossotti salesman.



Plan A

A Deluxe Mailing for Deluxe business. Consists of Brochure (8½ x 11) in 2-colors, and Versatility Chart (18 x 24) in 4-colors. Chart is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan B

This is the Popular Edition. Brochure is reduced in size to 5½ x 8, with carefully selected text matter from the large brochure edited in a non-technical style. 4-color Chart remains same size and is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan C

This plan consists of the Versatility Chart with the back of Chart imprinted in 2-colors using the same consumer copy as in the smaller edition of the Brochure. Chart will be folded to 4 x 9 which will fit a regular business letter envelope. There is space for imprinting your advertising copy in 2-colors on two 4 x 9 panels.

Plan D

This plan is for the manufacturer who wants to use the 4-color Versatility Chart to promote the sale of his enriched products. Your advertising copy is imprinted in 1-color, in the 3 inch light blue bar across the bottom of the chart. There is no printing on back of chart.

Rossotti

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Farmers Union Grain Terminal Association

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

INSURE THE PERFECT COLOR
 IN YOUR PRODUCT
 WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS
 . . . prove the unequalled performance
 LET ME PROVE TO YOU
 . . . that I can produce the qualities in your products



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- RINGLESS PRODUCT
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Cover Photo

Two junior residents of Devils Lake, North Dakota, share bib and spaghetti. They are Roger Kunkel and Barbara Johnson, both 13. They were among the thousands who enjoyed the biggest Spaghetti Dinner at the Macaroni Festival.

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Left to right: Cliff Haskell, Bruce Ronquist, Murry Yunker, Lloyd Skinner, Bob Green, Peter LaRosa, Jim Lane, Lt. Peloquin and Ted Sills.

AT THE 51st ANNUAL MEETING

SOME 200 macaroni manufacturers and allies met in a productive convention at the Hotel Del Coronado, Coronado, California, June 20-24.

It was resolved by the convention assembled that inasmuch as labelling and advertising claims such as "high protein", "low calorie", "starch reduced", and similar statements without specific and truthful reference to completed dishes has brought prosecution from the Food and Drug Administration and the Federal Trade Commission with resultant adverse publicity to the industry, that such practices be promptly discontinued. To put the resolution into action, a committee, was charged with preparing revision for the industry's fair trade practice rules to be submitted to the membership for approval and forwarded to the Federal Trade Commission. Other unfair competitive practices such as "blasting"—buying competitor brands to obtain shelf space—would be incorporated in the revisions. Resolutions in full are given on pages 8 and 17.

At a meeting of the N.M.M.A. Board of Directors and the Durum Millers, action was taken to appoint committees of manufacturers, millers and durum growers to immediately petition the government to place imported macaroni on the wheat quota. A suggested letter with facts for individual firms to send their Congressmen was sent to the industry following the convention. Text of the letter appears on page 17.

The Board of Directors of the National Macaroni Manufacturers Association was re-elected without change by the convention. Listing appears on page 5. President Peter LaRosa, Vice-Presidents Lloyd E. Skinner, Guido Merlino, and Horace P. Gioia were re-elected to their offices. Robert M. Green was re-appointed Secretary-Treasurer and James J. Winston Director of Research.

The business sessions were opened with a greeting from Coronado's Mayor Walter A. Vestal and Association President Peter LaRosa. The address, "Opportunities Unlimited", by Richard M.

Oddie of the Bank of America appears on page 9. "But You Have to Know Your Costs", was the warning of Walter M. Baird of Price Waterhouse, Certified Public Accountants. His talk is on page 18. Durum Committee report was given by Lloyd Skinner and Joseph Giordano of the Standards Committee spoke on the import situation.

Following the first morning's business, the ladies watched an interesting floral demonstration presented by San Diego florists through the courtesy of the Ambrette Machinery Corporation. Golfers trooped out to Chula Vista and Conrad Ambrette, Gene Kuhn, Ted Sills and Louis A. Viviano came back winners. They received traveling cases from the West Coast Manufacturers and Allies.

A sumptuous spread at the Traditional Rossotti Spaghetti Buffet did credit to Del Coronado Chef Compton and to host Charles Rossotti.

Following the Durum Millers' Early Bird Breakfast Wednesday morning business sessions resumed with a panel of grocers from Los Angeles discussing "Macaroni in the Retail Store". Comments by J. Murry Yunker, Bruce Ronquist, and Clifford Haskell will appear in September issue.

The address of James B. Lane, president of Westgate-California Tuna Packing Company, on "Related Item Selling" will appear in the September issue, as will the comments of Lt. (j.g.) F. C. Peloquin on "Macaroni's Place in Navy Chow."

After a reception and luncheon for the ladies of the convention by King Midas Flour Mills the group visited San Diego's famed Zoological Gardens at Balboa Park. The men attended a "Shop Talk Session" to hear news from suppliers. Some of these comments will be in the September issue.

Dinner Wednesday evening was followed by entertainment by Chef Milani with his troupe of radio, television and motion picture stars. Julie Sutton, Joe Crisa, and Tony Marco pleased the crowd with their music and fun. The entertainers were brought to the con-

vention by the West Coast manufacturers who also provided souvenirs and door prizes.

Prizes for punctuality at business sessions were won by Bill Canepa, Steve Lampp and Henry Rossi. Lucky ladies winning coffee makers and a tea service were Mrs. Albert Ravarino, Mrs. Lloyd Skinner and Mrs. Theodore Schmidt.

The Dobeckmun Company, represented by Ennis Whitley of Cleveland and Austen Gibbons of Los Angeles, gave Lurex earrings and bracelet as a door prize to Mrs. Ernest Scarpelli; a stole with Lurex to Geddes Stanway for his wife; and a Coblenz bag to Mrs. O. R. Schmalzer.

Host at the final morning's breakfast was the DeFrancisci Machinery Corporation.

The business session began with Arthur Wynn's comments on "What a Restaurant Man Wants from Macaroni Products". Mr. Wynn is manager of Los Angeles' Lawry's, Richlor's, Stear's and Tam O'Shanter Restaurants. His remarks will appear in the September Journal.

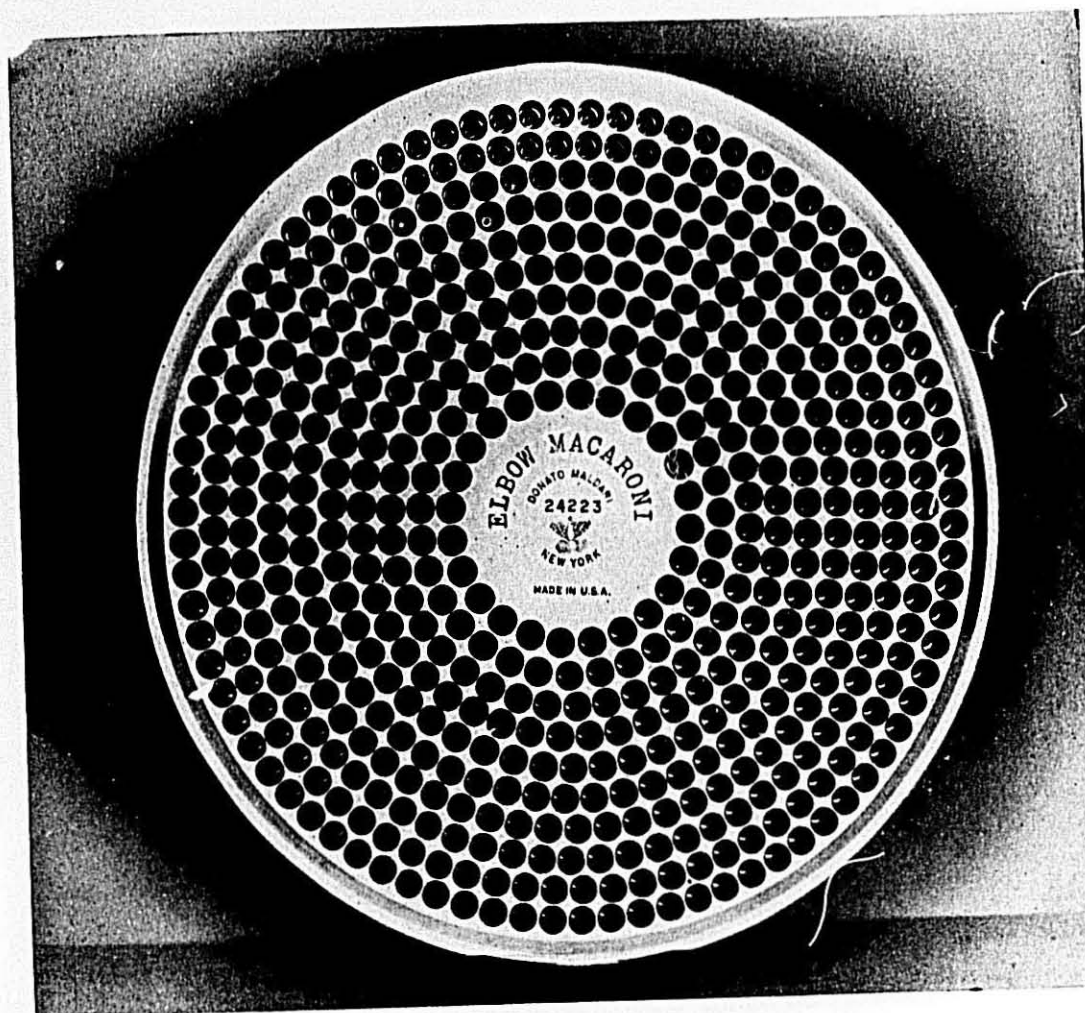
Ted Sills report on the first one hundred days of National Macaroni Institute activity in 1955 appears on page 42.

Jim Winston's report as Director of Research starts on page 46.

Following luncheon, General Mills, Inc. took the convention group on a sight-seeing trip of San Diego Harbor. Ships and aircraft of the Eleventh Naval District, tuna fishing fleets and packing plants, and the interesting shoreline of San Diego and Coronado were among the sights seen.

At the Association's Dinner Party at the close of the final day, the re-elected officials of the Association were introduced. President Peter LaRosa invited the group to attend the winter meeting at Miami Beach, Florida in January, and Anthony Cantella of the Prince Macaroni Company invited all to attend the 52nd annual meeting to be held next June at Wentworth-by-the-Sea, Portsmouth, New Hampshire.

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



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Manufacturers of the finest Macaroni Dies distributed the world over

THE PRESIDENT'S MESSAGE

WELCOME to the 51st Annual Meeting of the National Macaroni Manufacturers Association.

Our convention theme this year is "Opportunities Unlimited". You will agree that the theme is very appropriate. To every American the West has always been the land of unlimited opportunity. Its growth over the years has been fabulous and everyone agrees that its greatness is yet to come.

And like the West, the greatness of our industry is still ahead of us. Our opportunities of growth are limitless.

No food in recent history has so captivated the American palate as macaroni, spaghetti and egg noodles. No food is so versatile. No food is so economical. No food industry has so much potential. Of all grain and cereal staples our food alone has not declined in per capita consumption. Since 1911 domestic consumption has increased 54%—and yet, per capita consumption of a meagre 6½ pounds per year is one-fifth of that of France; one-ninth of that of Italy and far less than most European countries. Obviously, we have hardly scratched the surface. Obviously, a large segment of

our population is not using our foods often enough.

Our country is growing—and growing fast. We are 165,000,000 and we increase by nearly 3,000,000 per year. This is like adding a state the size of Florida, Iowa or Louisiana to the Union every year.

Income to individuals the first quarter of this year was nearly \$8,000,000,000 above the same quarter last year.

Our people are spending more money for food than ever before, reaching the staggering figure of \$64,000,000,000 in 1954.

Here are our frontiers. Here lies unlimited opportunity.

Let us realize, however, that every other food industry is advancing upon these same frontiers. The competition between commodities will dwarf the competition among ourselves.

In the light of these conditions, the course of our industry is clear: (1) Produce, at all cost, the best quality at all times. (2) Support the Macaroni Institute Publicity Program. (3) Advertise your brand stronger than ever before.



PRESIDENT PETR LA ROSA

By steadfastly following our course, the coming year will bring us to the threshold of these new frontiers—insuring the continuous growth and progress of the industry.

RESOLUTION ON LABELING AND ADVERTISING STATEMENTS

ON a motion by Joseph Giordano of V. LaRosa & Sons, Brooklyn, New York, seconded by Lloyd E. Skinner, Skinner Manufacturing Company, Omaha, Nebraska, and carried by voice vote, the following resolution was adopted by the 51st Annual Convention of the National Macaroni Manufacturers Association, June 23, 1955 at the Hotel del Coronado, Coronado, California.

WHEREAS it appears that manufacturers, in considerable numbers, imprint their packages and labels with, or use in their advertising, such phrases as "Low Calories—High Protein"; or "Lower in Calories and Higher in Protein"; "Starch Reduced" or with similar words implying that the product when prepared for consumption is a low calorie-high protein dish, and

WHEREAS the Federal Trade Com-

mission and the U. S. Food and Drug Administration in several actions against manufacturers have made it very clear that the use of such phrases without specific and truthful reference to and accurate information about the total caloric and protein count of a completed dish as customarily eaten by consumers, violates the misbranding and false advertising provisions of the Food and Drug laws and the Federal Trade Commission Act, and

WHEREAS the publicity attending prosecutions heretofore had, and prosecutions which may hereafter be instituted against manufacturers by the Federal Trade Commission and the Food and Drug Administration, have brought and will bring disrepute upon macaroni products and egg noodles as a food commodity, and

WHEREAS such adverse publicity diminishes the believability of the advertising of innocent manufacturers and further tends to nullify the publicity of the National Macaroni Institute,

NOW, THEREFORE, the National Macaroni Manufacturers Association in convention assembled, after having heard and unanimously approved the report of its Standards Committee, RESOLVES

1. That it is to the best interests of this industry that the labeling and/or advertising as hereinabove described be promptly discontinued, and

2. That the Association and individual manufacturers take all necessary steps to effect the discontinuance, termination and cessation of such labeling and advertisements.

ATTEST: Robert M. Green, Secretary
June 23, 1955

OPPORTUNITY UNLIMITED

By Richard M. Oddie, Director of Small Business Advisory Service,
Bank of America, San Francisco, California
at the 51st N.M.M.A. Annual Meeting



RICHARD M. ODDIE

THIS is your Association's 51st year. It is my own organization's 51st year as well. My organization is a monument to a man whose name is known to many of you. Yours is a monument to those pioneers in your industry who long ago realized that there is strength in unity. Your meeting here today is the far southwest corner of the United States indicates that your own organization too has stood the test of time.

Coronado, and San Diego across the Bay, are tucked away in the southwest corner of California, and if we could look north from here, we would find a state 1,000 miles long and 375 miles wide—second only to Texas in area.

And inside the borders of this state, we find people, families, homes, automobiles, suburbs, shopping centers, food stores, and markets—all the usual and familiar things that you find in your own home states and communities.

Like you, we Californians are proud of our state and its present high level of general business well being. And we think it interesting to realize that the economic situation throughout the United States generally mirrors the conditions we find here in this state.

You will agree, I hope, that we can call this "Opportunity Unlimited".

If we look at the national picture, we find a population that grows at the rate of one citizen every 12 seconds—5 a minute—300 an hour—7,200 a day. And every one of them represents a new customer.

Out of a total of over 165,000,000 people, more than 63,000,000 have jobs. And these people, with the threat of labor difficulties behind them, are earning over \$295,000,000,000 a year and spending more than \$242,000,000,000.

The stock market has been strong, and first quarter earnings after taxes, reached a level of \$20,300,000,000.

All these figures appear to spell abundant prosperity—but even in the middle of this great business activity, there are some industries and some firms with problems, unless they adjust to the changes that are going on all around them.

We are now in the tenth year of the great marketing revolution that started immediately after the end of World War II. The impact of increased population, higher income, larger families, general congestion and lack of city housing in many of our larger cities has created a number of new trends, each of which affects you.

Families are moving into their own

homes—in suburbs. The automobile is the family shopping cart. Stores have followed families to suburban shopping centers. People are buying new things in new places—and enjoying more leisure time than ever before. TV has created a new recreation and a new form of advertising. Today there are 76% more children under 5 years than in 1910. Today we have 37,000,000 children under the age of 15. Over 55% of all housewives have been married in the last 14 years. Over 32% of all married women are employed—compared with 25% in 1951.

It used to be that American business was concerned with production. Today the spotlight is on distribution, and the marketing revolution.

Now, it is one thing to talk of a marketing revolution in generalities, and another thing to pin it down so that it relates to one particular industry.

Has it affected you? You can answer that question better than any one else, but let me present some evidence in the field of food production, distribution, and consumption.

With 32% of all married women working, what changes have there been in shopping? (1) Last year, men shoppers did nearly 1/3 of all supermarket buying. (2) Both men and women are today shopping almost entirely on impulse. The written shopping list is almost a thing of the past. (3) In 1954, 10,000,000 complete frozen dinners were sold—the estimate for this year is 25,000,000, and for 1960—100,000,000. (4) In the past five years, seven new so-called "convenience foods" with built-in preparation, have secured

a market penetration ranging from 8% to 80%—the average is 40%. (5) 1,200,000,000 frozen fish sticks will be eaten this year. Retail value—\$50,000,000 plus. (6) In the last 15 years, average daily kitchen time has dropped from 5½ hours a day to 1½ hours a day.

Let's look at food stores. In 1910, less than 10,000 supermarkets did 17% of national food volume. In 1952, 16,500 supers (less than 5% of total retail food stores) did 41%. In 1951, 18,800 supers (slightly over 5% of the total number of food stores) did 52% of the total food business at retail. And in 1951, 80% of all food business was done in self-service stores compared with 27% in 1910.

This is what *Business Week* magazine said about the food industry 1925-1951. "In 1929 butchers and truck farmers still peddled their wares from door to door. Downtown there was a green grocer, a fancy grocer, a baker, a fish store, an ice cream parlor, and a couple of chain stores. Suburban driveways were worn thin by delivery trucks, and a few horsedrawn wagons. City dwellers relied on the butcher's boy and the grocer's boy and pulled their deliveries into the kitchen by way of the dumb-waiter.

"If the housewife went to market instead of telephoning, she did it in the daytime, the only time the stores were open. She sat on a tall stool and read her marketing list to a clerk who scurried about with a hook, pulling down each item and assembling the order on the counter. Many of the items he had to weigh out and package himself.

"If the family was above the lowest economic level, the housewife had a full-time girl to do all or most of the cooking. The meals that came out of the kitchen were heavy, starchy, and— for company—elaborate. In many homes a cake was baked every day. Much of the bread was home-baked, too. In winter, salads were unheard of; away from water, fresh fish was rare.

"Perhaps 5% of the population ate small steaks or loin lamb chops for lunch and a rib roast for dinner. A much, much larger group ate thick salami or cheese sandwiches for lunch and spaghetti or stew for dinner.

"1954 Style—Five minutes at the checkout counter of a supermarket will show a parade of foods unknown—in present form—to housewives in 1929.

(Continued on page 12)

DEMACO

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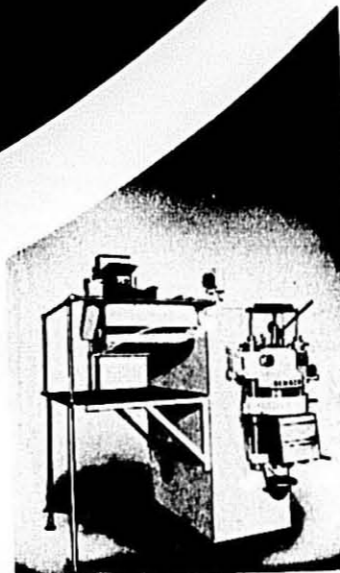
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A factory worker's wife pushes a heaped cart to the checkout station. In it: a precut, prewrapped rolled roast of beef, boxes of frozen vegetables and frozen fruits that aren't in season, a giant can of chow mein, jars of baby food, sliced bread, canned soft drinks, premixed French dressing, new vegetable salad mix, half-cooked rolls, frozen meat pies, canned new potatoes, packaged fresh vegetables already trimmed and weighed, instant coffee, one-serving boxes of cereal, and frozen orange juice.

"The worker's family is eating better than the rich man's family did in 1929—more nutritiously, at least, and no less lavishly when it comes to out-of-season foods. In the social revolution, the average American has upgraded both his paycheck and his tastes.

"The trend is toward nonfattening, easy-to-prepare meals, partly because people are diet-conscious, partly because they can afford the convenience. Few families have domestic help, yet leisure has become an inalienable right. The housewife knows she is paying a premium for frozen meat pies, but she wants the extra time to devote to her children, to watch TV, to have a cocktail with her husband.

"Trying to Catch Up—A quarter-century of change in tastes and buying power finds processing and distribution still trying to catch up with the times. Here's what has happened: high labor costs have led to more self-service, eliminating many clerks and delivery boys. Self-service has demanded more and more prepackaging. The two together have brought a rapid rise in the supermarket, which carries every kind of food. To supply the supermarkets more efficiently and to guard against seasonal ups and downs, food manufacturers have broadened their lines. They are 'food companies' instead of, say, dairies or flour millers. In a few years, food manufacturing has left the domestic science kitchen stage and advanced toward a highly engineered, mass-producing industry."

Here is what *Nation's Business* for May 1955 has to say on the new American diet: "Higher income and increased urbanization, together with spreading of nutritional education, appear to be building up an increased demand among Americans for dairy products (except butter), eggs, meat, fish, and poultry, citrus fruits and tomatoes, leafy green and yellow vegetables, other vegetables and fruits. These factors are also diminishing the appetite for fats and oils, dry beans and peas, nuts and soya products, potatoes and grain products.

"The steady rise in real income has increased the relative consumption of more expensive foods. Undoubtedly education has also influenced the appetite, since the shift in eating habits has been for the most part toward improved nutrition.

"Eating per capita has fallen off in

terms of weight of total food consumed, but Americans generally have been enjoying more varied foods.

"As urbanization of our population increases, fewer Americans tend to grow their own food, or prepare it. Commercial processing of food—to make it easier to serve, pleasanter to the eye, more appetizing—has made deep inroads on household canning and preserving. Americans tend to eat more soups and baby foods already packed. Packaged food has been enriched with vitamins."

And so it goes. *Change is constant.* In preparing for this meeting with you I have talked to quite a few people about your industry, done some first hand investigating in San Francisco Bay area markets and read as much material as I could find that would give me a factual picture of past and present conditions.

Much of the material is encouraging. It shows industry accomplishment so far as your Association and Institute programs are concerned. Believe me those are good programs, run by good men who are getting phenomenal mileage out of the budgets you intrust to them.

Some individual companies are apparently doing a very good job in their marketing areas. The family usage figure, which stands close to 90% in a number of representative California and American cities is interesting, but what about frequency of use—and total family consumption?

I know that your per capita consumption figures of 6½ pounds a year are encouraging, particularly in view of the negative trend in other wheat products, beans and potatoes. But I would like to ask what the family figure is after we subtract private label, canner and packer sales, restaurant and institutional sales? If it is 60 to 70% it is good—hold the line.

I would like to point out that in many chains, house brands are driving national or regional brands off the shelves and out of Mrs. Consumer's life.

In some markets, families buying canned spaghetti have doubled for the last three years, while the number buying the dry products has remained constant.

It is disturbing to find one city where the 5 top macaroni brands account for 75-85% of the business, leaving some 35 other brands to share the remaining 25%. It is disturbing to learn that one company today markets some 60 sizes and shapes of their products. Is this justifiable on a cost-accounting basis?

I have learned one thing from my own observations and those of others, relative to large and small business: man for man successful small business men are top men who usually excel big corporation men in leadership, resourcefulness, and all around aggressiveness.

But why do big firms make such fast progress at times? Three things: (1) *they are organized*—to spot either opportunity or trouble; (2) *they have teamwork*—to do something about it; (3) *they are curious*—to see if they can do it better, and to learn more about new things.

Other companies in the food industry have faced problems, and some of them have taken aggressive action. One of the leaders in the food field took stock back in 1946 to see what they should do to be ready for the active years they could then foresee. This is what they decided to set up:

(1) A company team that would be able to promptly recognize and quickly adjust its marketing program to the rapidly changing times. One that could come up with better selling, better merchandising, better advertising, improved old items, good new items.

(2) A team that would be able to meet any competition, any time, any place, under any conditions, and still make progress.

(3) A team that would have the reserve strength to meet abnormal marketing demands, such as new product expansion, territory expansion, or new competition.

(4) And most important of all, a team capable of systematically developing potential replacements for top level key men in the marketing organization and the company.

This is what the team did:

(1) Met every week to consider changes in the competitive picture.

(2) Analyzed every salesman and made improvements where needed.

(3) Analyzed every county from the standpoint of dealers, advertising coverage and competition.

(4) Analyzed every single broker and wholesaler relationship.

(5) Analyzed every single package and label, creating new ones where needed.

(6) Set up a sales training program.

(7) Last, and most important—today, instead of being content to know what has happened, or is happening, the people in this firm are trying to find out what is going to happen, and why. Not only in their own field, but in the entire food market.

Now, you may say, "that is big time stuff, it isn't for me". I agree with you in part. Of course you can't match the physical accomplishments of one of the giants of the food industry. But you can match anyone in attitude. You have to give up being satisfied, if you are, and start getting curious.

Last year, some 2,800 American firms—out of a total of 300,000 manufacturers—spent \$2,700,000,000 in research, and they had 125,000 people directly employed in this field. This is curiosity on a big scale.

In 1947, General Electric had sales

(Continued on page 40)

NORTHERN STAR

THERE'S NO
SUBSTITUTE FOR
EXPERIENCE...

as proved by



WILLIAM L. RAINEY

Vice President in charge of Products Control, who has studied the cooking and color characteristics of various wheats for many years . . . the authority that macaroni manufacturers, big and small, depend on for the answers to their many quality problems.



GEORGE BOGLE

Over 25 years' experience in guarding quality of products for the macaroni industry. Thorough knowledge, through experience, of color, gluten quality, and granulation desired.

here's what this label means...



● Extra dollars in the production of macaroni products every time, because of the quality and uniformity of this premium product . . . because I can rely on Northern Star Semo-Rina to give me the best results and keep my customers coming back for more. Make Northern Star Semo-Rina a MUST on your next order!



Commander-Larabee
MINNEAPOLIS

BIGGEST SPAGHETTI DINNER

At Devils Lake, North Dakota Macaroni Festival

MORE than 1,159,000 feet of spaghetti was consumed by a crowd of over 5,000 guests at the world's biggest free spaghetti dinner. This culinary and gastronomic feat took place at Devils Lake, North Dakota, during the three-day Macaroni Festival and Canadian Good-Will Days, June 11, 12, 13.

Chef Rinaldo Ribilia, better known as Chef Reno, of the Omaha, Nebraska Athletic Club was engaged by the National Macaroni Institute to supervise the preparation of 1200 pounds of spaghetti, 240 gallons of sauce and a hundred pounds of grated cheese. Association Vice-President Lloyd E. Skinner flew the chef to Devils Lake. It was the chef's first airplane trip.

The spaghetti was provided by the Creamette Company of Minneapolis, the Minnesota Macaroni Company of St. Paul, and Skinner Manufacturing Company of Omaha. V. Lalloso & Sons of Brooklyn, New York sent the sauce for the affair.

Visitors, who came from Canada, North Dakota and surrounding states, enjoyed a three-day program featuring a cooking school on opening day along with baseball tournaments and a macaroni dance.

Golf tournaments, picnics, band concerts and other attractions arranged by the Devils Lake Chamber of Commerce were featured on the second day of the Festival. The big events took place on Monday, June 13, with a mayors' eating contest won by Mrs. Doris Smith, North Dakota's only lady mayor. Mayors from ten North Dakota towns participated in the contest.

A similar contest was held for children, and a Mrs. Macaroni was chosen for her pulchritude, home-making abilities and macaroni recipes. The 1955 queen was Mrs. Janet Eggl, 25, wife of a durum farmer and mother of three sons. She won a week's all-expense vacation at Walker's Sylvan Lodge, Riding Mountain National Park, Canada.



Crowd of thousands enjoy Spaghetti Dinner.

She was crowned by last year's queen, Mrs. Dolores Conoway.



CHEF RENO and Lloyd Skinner

Parades, musical shows, an international tug-of-war, and cooking contests were held during the day, topped off with a Festival dance in the evening. The big event was the free spaghetti dinner served on the lawn of the Memorial Building.

Capital Scholarship Awards

The names of six sons and daughters of International Milling Company employees who will receive college scholarships from the company on the basis of a nation-wide competition have been announced.

The scholarships, which will cover tuition fees up to \$500 for the 1955-56 school year at the colleges selected by the recipients, will go to:

Lucille Corkran, daughter of Samuel M. Corkran, Nashville, Tenn.;

Ann Costello, daughter of Philip R. Costello, Detroit, Mich.;

James R. Hutchison, son of J. R. Hutchison, Johnston, Pa.;

Arthur R. Miodozienic, son of Luke Miodozienic, Buffalo, N. Y.;

Joseph Peroutka, son of Joseph A. Peroutka, New Prague, Minn.;

Peggy Rice, daughter of J. L. Rice, Greenville, Texas.

Awards were made on the basis of scholarship, character and leadership by a selection committee comprised of three prominent educators not connected with International Milling Company. While the awards are for one year only, the company expects to make the competition an annual affair.

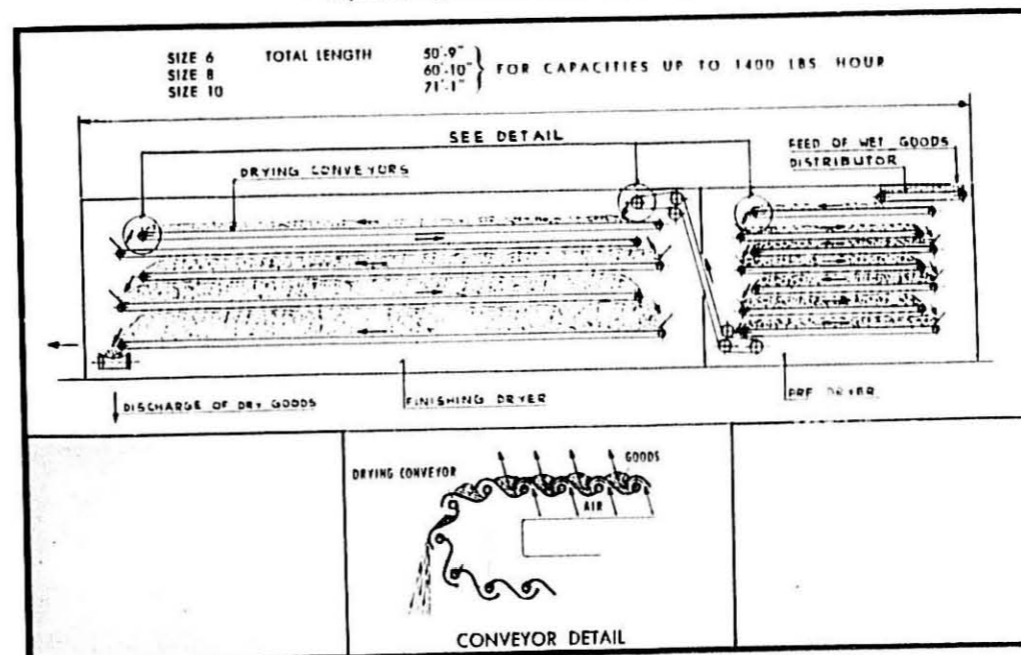


MAYORALTY RACE for fastest spaghetti eater was won by Mrs. Doris Smith, North Dakota's only lady mayor.

COMPARE THESE PROVEN ECONOMY FEATURES IN THIS BUHLER CONTINUOUS SHORT GOODS DRYER (Type TTM)

In successful operation for the past six years, delivering these advantages:

- Great space saving through compact, efficient design (note dimensions below).
- Continuous automatic operation.
- Absence of any frames, wire netting or transport cars - no screens to repair or replace.
- Uniform drying with path-controlled air flow.
- Integral air and humidity controls assure drying independent of exterior atmospheric conditions.
- Hygienic operating conditions. Easy accessibility for cleaning.
- Improved appearance and texture of goods.

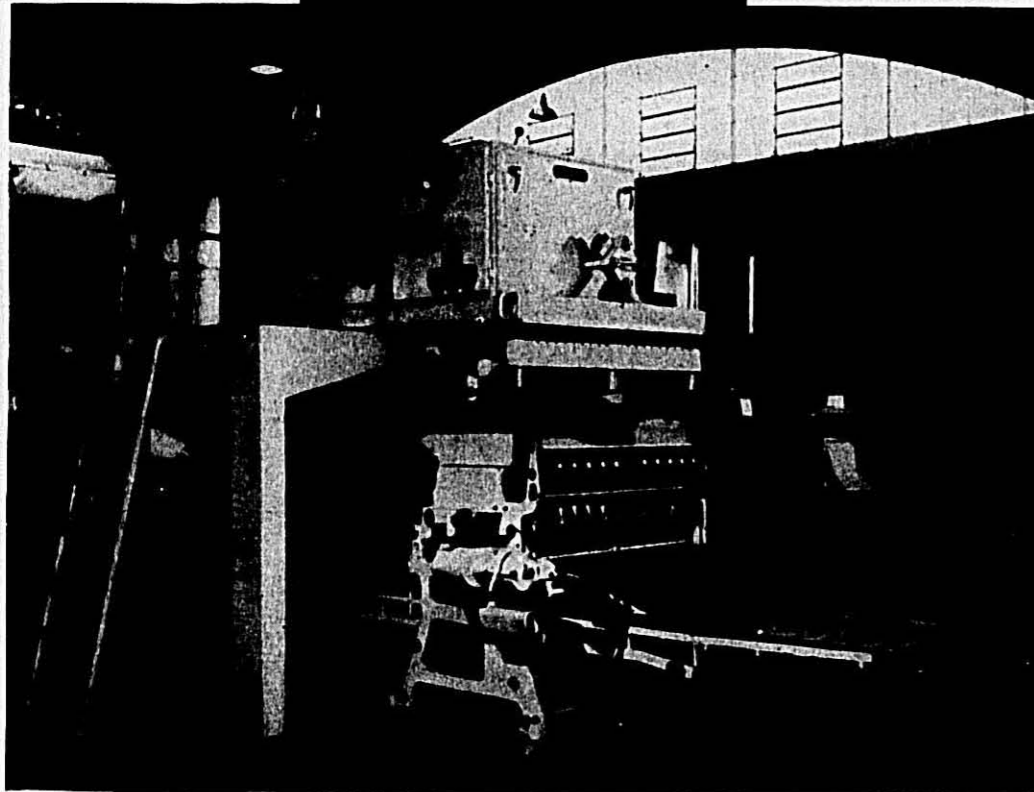


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Convention Resolutions

We, your Committee on Convention Resolutions, having observed the presentation of this 51st Annual Convention of Macaroni and Noodle Manufacturers and their allies, submit the following resolutions for your consideration:

(1) RESOLVED, that sincere thanks be extended to the speakers who have participated on our program:

- Walter A. Vestal, Mayor of Coronado;
- Richard M. Oddie, Director of Small Business Advisory Service, Bank of America;
- Walter M. Baird, Price Waterhouse & Company;
- J. Murry Yunker, Certified Grocers of California;
- Clifford Haskell, Alpha Beta Food Markets;
- Bruce Ronquist, Market Basket;
- James B. Lane, Westgate California Tuna Packing Company;
- Lt. (j.g.) F. C. Peloquin, Southwest Field Food Service Team;
- Arthur Wynne, Lawry Restaurants; and the officers, staff members, manufacturers and allies that participated on the program.

(2) RESOLVED, that we commend the officers and directors of the National Macaroni Manufacturers Association and the National Macaroni Institute for capably carrying out their responsibilities and duties during the past year under the able leadership of President Peter LaRosa.

(3) RESOLVED, that we compliment the staff members of the National Macaroni Manufacturers Association and the National Macaroni Institute for jobs well done.

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

- The Ambrette Machinery Corporation
- The Rossotti Lithograph Corporation
- The Durum Millers
- King Midas Flour Mills
- The DeFrancisci Machine Corporation
- General Mills, Inc.

The West Coast manufacturers and allies and all who made this convention a success.

(5) RESOLVED, that C. L. Norris, past president of the National Macaroni Manufacturers Association, be made an honorary member for distinguished service to the industry.

Respectfully submitted by:
Chairman Guido Merlino, Mission Macaroni Co., Seattle; Peter Vagnino, Jr., American Beauty Macaroni Co., Los Angeles; Anthony Cantella, Prince Macaroni Co., New York

The resolutions were adopted by unanimous vote.

ATTEST: Robert M. Green, Secretary

WRITE YOUR CONGRESSMEN ABOUT IMPORTED MACARONI

Macaroni and noodle manufacturers were urged in a bulletin from the Association to write their congressmen to put imported macaroni on the wheat quota. It read as follows:

Durum millers meeting recently with members of the Association's Durum Relations Committee drafted a suggested letter to Congressmen on macaroni imports. The matter was further discussed at the convention, and a committee of macaroni manufacturers, millers and durum growers will be appointed to follow the project through.

The first step, and one that should be taken immediately, is for every macaroni-noodle manufacturer, miller and durum grower to write his Congressmen and those of the durum area particularly. In the Senate:

North Dakota—William Langer, Milton R. Young;

South Dakota—Karl E. Mundt, Francis Case;

Minnesota—Edward J. Thye, Hubert H. Humphrey;

Montana—James E. Murray, Mike Mansfield.

The suggested letter (please put these facts in your words):

The relative scarcity of Durum wheat supplies with which to make quality macaroni products, and resultant extremely high prices for the Durum wheat that is available, have combined to encourage the importation of foreign Durum macaroni products into the United States in increasing amounts in the last few years, and particularly in the last few months of 1954 and so far in 1955. It is startling to see that imports in 1954 were 538% of 1950 imports. This is evidenced by the following figures as published by the U.S. Department of Commerce:

Year	Macaroni Imported (lbs.)
1915	285,000
1916	197,000
1917	793,000
1918	717,000
1919	689,000
1950	862,000
1951	981,000
1952	2,719,000
1953	2,313,000
1954	1,639,994

Imports 1955 to date:	
January	485,100
February	432,963
March	433,919

We would like to point out that this importation of macaroni products is not only hurting the macaroni manufacturer and miller, but the Durum farmer as well. In addition, it is actually adding to our wheat surplus problem. Macaroni products are manufac-

tured by combining Durum Semolina or flour with water. The mixture of Durum Semolina and/or flour with water is worked into a dough and extruded through a macaroni press into various shapes, after which it is dried down to a normal moisture basis. In other words, macaroni products are pure wheat products the same as any other wheat flour, only in the shape of macaroni.

As you know, there is a definite quota set on the amount of flour which can be imported into the United States, and this quota is set at the very nominal figure of 40,000 hundredweight in order not to add to our wheat surplus problem. It is significant that imports in 1954 of 1,639,994 lbs. of macaroni products, or about 16,500 hundredweight, is more wheat product coming in as macaroni products than the total flour quota of 40,000 hundredweight.

Macaroni products should be considered in exactly the same category as wheat flour and placed under the same quota in nominal amount. Section 22 of the Agricultural Act of 1938 permits the Secretary of Agriculture to establish a quota on any product that interferes with the support program. There is no doubt in our minds that macaroni products fall in this category.

As you know, much time, effort and money has been spent by the Macaroni Industry as well as the Durum Milling Industry to promote the superior quality of Durum wheat macaroni products to the American housewife. With more than 90% of the Durum acreage normally in the state of North Dakota, this has provided a steady and profitable market for the Durum wheat farmer. Macaroni consumption in the United States has been on a continual increase as evidenced by the fact that Durum mills ground approximately 12 million bushels of Durum wheat in the mid-1930's and this figure had been increased to around 21 million bushels in recent years before sufficient Durum supplies became unavailable.

Macaroni manufacturers in foreign countries, particularly France and Italy, are selling macaroni products in eastern markets in the United States at fully one cent per pound or \$1.00 per hundredweight cheaper than our domestic macaroni products. They are represented as being of better quality and represented as made from 100% Durum wheat, whereas domestic macaroni manufacturers are forced to use Durum blended with substitute hard wheat products because of the unavailability of sufficient Durum. If this importation is permitted to continue, these foreign

(Continued on page 22)

YOU'VE GOT TO KNOW YOUR COSTS . . .

By Walter M. Baird, Price Waterhouse & Company
at the 51st N.M.M.A. Annual Meeting



WALTER M. BAIRD

It is very interesting that the Macaroni Association was thinking about its first meeting fifty-one years ago. Mr. Giannini of San Francisco was starting his Bank of Italy, later to become the Bank of America, with which Mr. Oddie is associated. Mr. Arthur Rose Dickenson, senior partner of Frank Waterhouse, came to San Francisco on July 1, 1904, and opened up his own firm. I wasn't there then, having joined them twenty years ago.

Mr. Oddie has just given you an eloquent picture of the potentialities that are open to you. I know you are all going to leave this meeting and go back to your businesses to give long and careful consideration on how you should use your unlimited opportunities. I hope you contemplate these opportunities and that you find ways and means of realizing their accomplishment. I hope you'll give some heed to the comments that I shall make today, and that you'll attend to those phases of your business with as much care as you'll give to increasing your volume. What use will it have been to you if after brilliant promotion, carefully thought-out advertising, even increasing the consumption of your product, you realize these unlimited opportunities and materially increase your volume, but you look in the cash box at the end of the year and find there is no more there than at the beginning of the year? Maybe a little bit less.

I assume, of course, you're all in business to make money, not in some altruistic activity. In other words, you've got to know your costs. Too many men in this country are volume crazy. I've heard it called *volumitis*. I've heard it defined as a disease that makes the businessman try to do enough business at a loss to make a profit. Stated this way, it sounds kind of silly.

Yet I see too many instances among hard-headed businessmen to think of it any longer as silly. While thinking about your unlimited opportunities, don't get infected with *volumitis*.

Since I was asked to appear before you and to discuss costs with you, I've been interested in the macaroni industry. In fact, I recently came across a

new book which I found to be most interesting, called "Spaghetti Dinner", by Giuseppe Prezzolini, published this year. I was amazed to find how often macaroni is mentioned in literature over the past several hundred years. I was also amazed to find there was an O.P.A. in Rome that had to do with macaroni in setting ceiling prices on December 10, 1592. I wonder how many of you knew that.

Yours is an old industry, and therein lies a danger. Often old industries are prone to grow old and senile. They fall asleep at the switch and let the rest of the world go by. Probably those industries which have the finest concept of cost accounting and proper financial management these days are your newer industries.

Electronics, radio, television are coming up. Improvements in methods are few and far between, and sometimes the improvements are not felt at all in the industry itself. Too often the phase of accounting development in old industries is distressing.

Accounting is often called the language of business. In the broad sense, one might divide accounting into three phases: (1) *Financial accounting*, that is the form and contents of general purpose financial statements used for reporting to owners particularly outside ones, credit grantors, your bank, Dun & Bradstreet, and the public. (2) *Tax accounting*. While this phase is very closely akin to the first, naturally it is necessary to take into account the laws and regulations relating to income tax, which in too many areas are not consistent with what is considered the best accounting practices. It is an extremely important phase of accounting since it means dollars and cents saved in income taxes. (3) This phase is sometimes referred to as *management accounting*, and embraces in it cost accounting, statistical data insofar as it relates to financial matters, budgets, and the like. It is with this last phase, management accounting, that we will deal with mostly today.

If accounting is the language of business, let's make it talk to us; tell us everything it can about our business. You've got to know your costs.

The same thing is happening in your industry that is happening in all others. More and more manpower is being replaced by machinery, and this is requiring tremendous investment of capital. While this should have the effect of cutting your costs, it creates the need for engineers and scientific men on your board.

Cost accounting can be made to be an effective tool to point up trouble spots in the factory. Further, you, the owner or manager of the business, shouldn't be spending all your time observing operations down in the factory if you have proper managing assistance. How are you going to take advantage of these opportunities if you don't take time out to think? Let your cost accountant help ferret out your costs. Let him point out the areas where there is trouble, and then you can concentrate on them. Cost accounting can help you keep your departments straight.

Remember, all big businesses were little ones once. Accounting has been one of the tools that aided management to ably run their businesses so that they grew into the giants some of them are today. There is no question that industrial development and accounting development have gone along hand in hand, but without accounting development, industrial development could not have done what it has. Take a page from the book of the big companies, and make use of one of the tools they consider essential, and undoubtedly so considered during the period of their growth. However, don't think for a moment that I am proposing to each of you who do not have adequate cost accounting systems to hire trained cost accountants to solve your problems.

If yours is a small organization, your system should be simple. You don't need a complex system as large organizations do. What kind of cost information should you get? What kind of data do you expect a cost accounting system to furnish you?

I'd like to deal with production costs first, then general distribution costs, general administrative costs and taxes.

REMEMBER THIS . . .

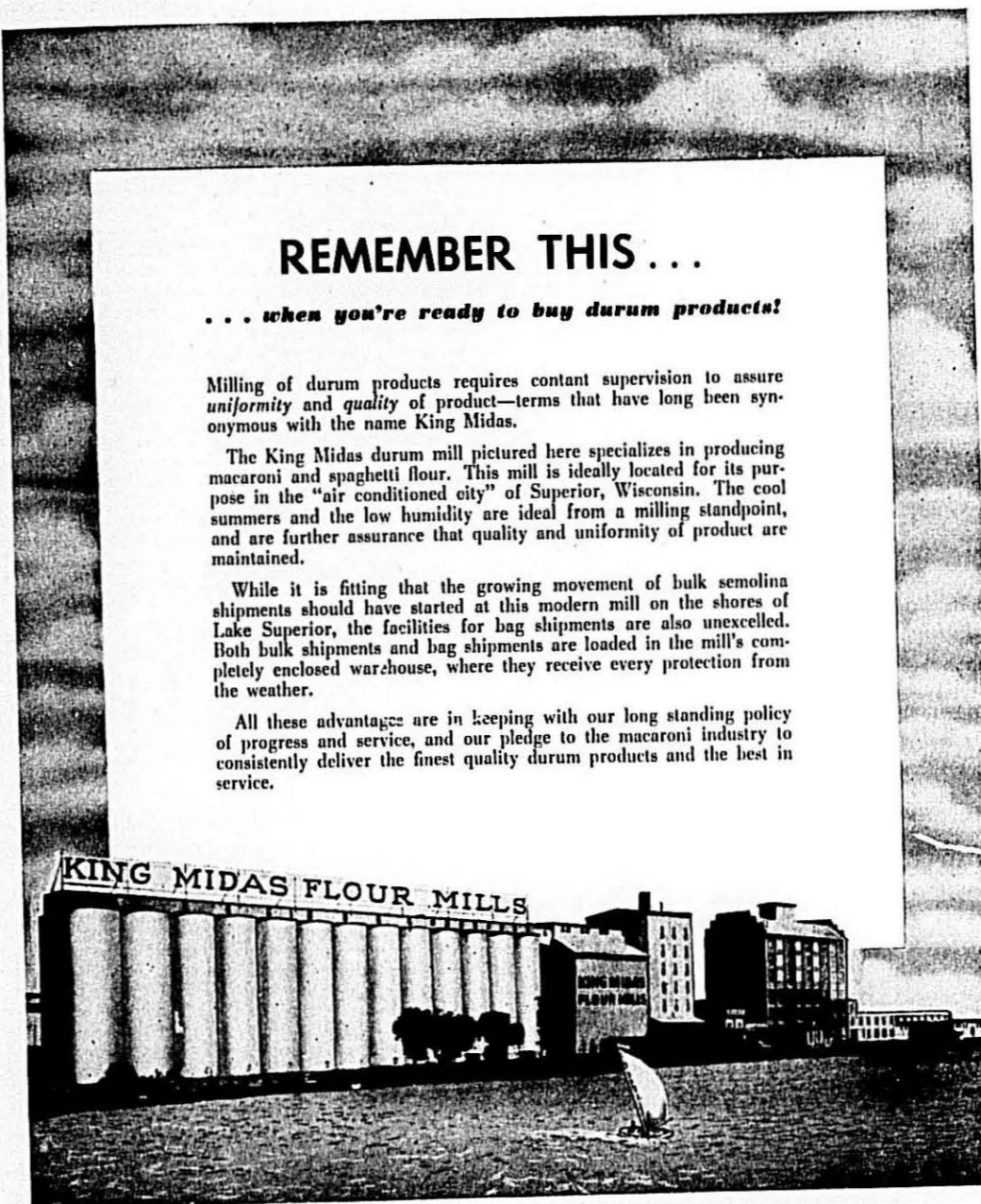
. . . when you're ready to buy durum products!

Milling of durum products requires constant supervision to assure *uniformity* and *quality* of product—terms that have long been synonymous with the name King Midas.

The King Midas durum mill pictured here specializes in producing macaroni and spaghetti flour. This mill is ideally located for its purpose in the "air conditioned city" of Superior, Wisconsin. The cool summers and the low humidity are ideal from a milling standpoint, and are further assurance that quality and uniformity of product are maintained.

While it is fitting that the growing movement of bulk semolina shipments should have started at this modern mill on the shores of Lake Superior, the facilities for bag shipments are also unexcelled. Both bulk shipments and bag shipments are loaded in the mill's completely enclosed warehouse, where they receive every protection from the weather.

All these advantages are in keeping with our long standing policy of progress and service, and our pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.



Durum Products by

King Midas

KING MIDAS FLOUR MILLS • 660 GRAIN EXCHANGE • MINNEAPOLIS 15 • MINN.

I'll take them up in that order.

Production costs are those which are usually associated with a cost accounting system. They are also the costs that are usually most difficult to analyze and thus are more complex and require formal accounting procedure for control.

Production costs are usually broken down into three general categories—direct material, material in process of manufacture, and the product itself. Direct labor costs are the cost of wages and salaries of employees who are factory workers. Overhead costs are indirect expenses with all other costs of operating the factory, supervision, repairs and maintenance, accident insurance, depreciation, supplies and all other various costs. This is sometimes called the natural classification of expenses. Then one's costs, if we are to have cost data that is useful, must be broken down into a different classification, sometimes called the functional classification of costs. This may be done by departments or by cost centers; a cost center can be a machine, or can be a phase of process, or such other section of the operation as appears appropriate. Depending on the nature of the operation, it might be necessary to further control the expenses by product control.

Direct material control these days is developed in the factory through material requisition and time cards. As to most overhead expenses, the accounting department will undoubtedly determine where the items are to be charged. The main thing here is to make allocations on a rational basis. These cost data are declared to be natural and functional product controls. Together with quantity production and usage data, these data represent the raw material from which reports to management can be prepared. Now the form of content in itself should be determined as cooperative effort of management and the accountant.

What do we do with these reports and the cost data once they've been prepared? How can they be used effectively to aid profits? First, make the reports in a comparative form. Comparative of what? Appropriately, comparisons would be of the preceding period, month, quarter, year; comparison of the budget figures; comparison with standard theoretical costs; comparison with industry averages, for example.

That brings up a point I would particularly like to mention. I should like to recommend to you the use of accumulation of industry's natural data in the macaroni industry. I understand that about in 1930 a suggested accounting classification was developed, but that further interest in development of that data and the use to be made of it as an industry-wide matter has been somewhat limited. Many other indus-

tries have found this kind of data most useful. In some cases, the data is accumulated and made available to the industry through a firm of public accountants. In other cases, the data is accumulated by the industry's trade association.

Not all cost control can be done through the dollars and cents financial records. Sometimes the most useful cost control data would be that expressed in other than dollars and cents; for example, pounds, packages, hours and wages, or machine time, etc. I can conceive that in your business this kind of cost data would be very useful. For example, if I were a manufacturer and wanted to make a batch of noodles, flour and egg yolk are the principal ingredients. From a given quantity of flour and egg yolk should come a certain quantity of product. If this is a modern factory, the product is manufactured in a machine, which takes a certain labor gauge to run.

Generally, throughout the process from the raw materials to the packaging, would it not be useful if the plant manager's report showed the actual quantities of flour and egg yolk used to produce the quantity of product, compared with the quantity of flour and egg yolk that should have been used to prepare that quantity of product based on the capacity of that equipment; the hours of labor expended compared with what it should have been; an estimation of why there are variations in what was produced in comparison with what should have been produced? I don't know enough about your business to know if the report I described would be very useful; I merely cite it as an example of possibilities.

I mentioned a moment ago of giving a copy of my theoretical machine production report to the foreman or supervisor. This is an important factor in the use of cost control data. As you know well, the best control of production costs on a day to day basis is the foreman or supervisor, and if he is a good foreman or supervisor, he'll want to do the best job he can. He can do a better job if he has cost control data covering the job for which he is responsible. How much better if you as his superior can say, "John, why is machine #2 only turning out 4000 packages a day while #1 turns out 5000 packages a day?" How much more useful that kind of comment is than it would be to say, "Joe, something must be wrong; we don't seem to be getting enough out of our machines any more." Don't keep the costs secret from those directly responsible for controlling the costs.

I imagine there are about 150 different macaroni products. I am sure no manufacturer produces all 150. How have you decided what selection of the 150 will be produced by you? Has the decision been determined on the basis

of the factual information of the profit you will realize on its manufacture, or was the decision arrived at in a hit or miss fashion—perhaps long ago? Has each products possibilities been reconsidered lately?

I am aware, of course, that it is not possible to manufacture a profit line only. Manufacturers must sometimes make products that do not carry their own weight, but it is necessary to fill out a line. But the manufacturer should be aware of that fact and get rid of them when they are in a position to do so. The situation may change some day when it will no longer be necessary to make these loss leaders in order to sell the more profitable ones.

Distribution costs are just as much a part of a company's expenses as the materials and labor that enter into the product itself. Cost accounting principles can be applied to considerable extent in this area. Too often we lose control of selling and distribution. This subject can be approached in the same manner as we approached factory experience. Here again expenses can be broken down into their natural subdivisions which will furnish the raw data from which intelligent reports to management can be produced. It may be the results by salesmen; it may be by districts; it may be by products, particularly if you're going to get into the product possibility phase.

There is a great deal of salesman education that can be done in this regard. Most salesmen think in terms of gross profit, not in terms of net. Several companies that I am familiar with are giving training to their salesmen along the lines of teaching them the facts of business life.

When a salesman sells \$1,000 worth of merchandise to a customer and incurs a selling expense of, say, \$100, too often he thinks the returns to his employer are \$900. However, a good salesman is usually a man of intelligence. He can be enlightened to the fact that his employer's cost of the merchandise he just sold is \$600—that inasmuch as the customer may reside in a very remote spot, delivery expense is \$100, and at best his returns to the company are a net of \$200—and that only if the customer pays in accordance with the company's usual credit terms.

Are you sure that your delivery expenses are kept at a minimum? Many of our clients, particularly the smaller ones, hire any kind of people to check their common carrier freight bills. I am always amazed at how much these independent agents recover for their clients, even those concerns who hire traffic experts. I am sometimes amazed at errors in routing merchandise. And in many instances, trucks have been sent long distances to make small deliveries that could have been made by common carriers at considerably less

(Continued on page 28)

put your products in the money...

The advertisement features several images of packaged products: a bag of 'VEGERONI' macaroni, a 'BUDGET PACK' of 'ELBOWS', a 'Tujack' package, and a bag of 'EGG NOODLES'. Scattered around these packages are several coins, including quarters and dimes, symbolizing 'putting products in the money'. The text is arranged in a central and bottom layout.

with fast-moving MILPRINT packages!

One look at supermarkets the country over . . . and you'll see that Milprint packages lead the way to bigger sales volume and profits.

Bright and colorful Milprint packages move merchandise fast . . . with crisp, fresh designs . . . brilliant color . . . unexcelled printing . . . and effective protection that give your product sell on sight appeal!

So put your products in the money — with the widest variety of packaging materials and printing processes available anywhere — and call your Milprint man — first!

Milprint INC.
PACKAGING MATERIALS
CORPORATION

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Foils, Mylar, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

*Reg. U. S. Pat. Off.

Write Congress—

(Continued from page 17)

brands will become established in our domestic market and permanently injure our domestic macaroni business to the ultimate detriment of the Durum wheat farmer in North Dakota because of a declining market for his product. 46,500 hundredweight of macaroni products is roughly the equivalent of 115,000 bushels of Durum wheat. Basis 1954 average yield on Durum of 4.2 bushels per acre, this is the equivalent of over 27,000 acres.

The Durum Mills and the Macaroni Industry are joined together in requesting your prompt and earnest consideration of this problem and will appreciate your advice as to what steps can be taken to remedy the situation.

Crop Prospects Good

The North Dakota crop report of June 1 places the prospective wheat crop at 104,812,000 bushels. Included in this total is an estimate of 13,182,000 bushels for durum and 91,630,000 bushels for other spring wheat. March intentions indicated only 1,014,000 acres of durum and 6,545,000 acres of other spring wheat would be sown. Growing conditions on June 1 indicated a probable yield of 13 bushels per acre planted for durum.

Last year durum production totalled only 4,976,000 bushels, and the 10-year (1944-43) average was 29,759,000 bushels. The 1954 crop of other spring wheat was estimated at 64,920,000 bushels and the 10-year average production was 101,948,000 bushels.

Trade sources indicate ideal growing conditions during the second and third weeks of June for growing crops. There were scattered rains during this period, and while a few spots report good rains would be welcomed, durum territory has had good moisture. Prospects look good, and if the favorable weather continues, a bumper crop is in the making.

The Weekly Report for the period ending July 5 says: "Only 12% of North Dakota's hard wheat acreage has not reached the heading stage compared with 45% a year ago and 83% 2 years ago. Approximately 45% is in the heading stage, 30% is flowering, 12% in the milk stage and 1% in the soft dough stage. Counties along the Canadian border continue to be the latest.

"Durum is also much ahead of the past two years. About 19% of the acreage is still in the boot to shot blade or lesser stage of development as against 50% last year and 85% in 1953. Approximately 51% of the durum acreage is heading, 26% is flowering and 4% is in the milk stage."

Durum Production

The July 1 estimate of durum production by the Galvin Report was 20,042,000 bushels: 512,000 in Minnesota, 12,870,000 in North Dakota, 660,000 in South Dakota and 6,000,000 in Montana.



A Glossary of Crop Reporting Terms

By W. P. Mac Donald, Head of the Agricultural Department of the F. H. Peavey Co.

1. Cereal—A grass cultivated for its edible seed or grains.
2. Seeded, also, planted, or sown—The seed has been placed in the soil and covered.
3. Sprouted—The seed has put forth a shoot and root in the soil.
4. Emerged—The new shoot has appeared above the soil surface.
5. Seedling—The juvenile stage of a plant grown from seed.
6. Tiller—An erect shoot arising from the crown (base) of a grass.
7. Stool—A clump of young shoots or tillers arising from a single plant. (The terms "tiller" and "stool" are commonly used synonymously.)
8. Jointing—Developing joints (nodes) and internodes in a grass culm (stem).
9. Shooting or shot blade—A rapid elongation of the stem, pushing up the leading leaf.
10. Boot, also sheath—The lower part of the leaf that encloses the stem and growing head.
11. Heading—Emergence of the first heads from the boots.
12. Flowering—The stage after full head formation when fertilization takes place. Evident to the casual observer by the appearance of pollen.
13. Milk stage—Kernel development has progressed to a point where a milky liquid can be squeezed out with light pressure of the thumb and finger.
14. Dough stage—Kernel development is such that the milk has stiffened into a doughy consistency. (Also further refined to early dough and late, or stiff dough.)
15. Ripe—The plant is mature and seed formation is complete.

Rust Appears in Dakota

Donald G. Fletcher of the Rust Prevention Association shows the correlation of weather conditions in the Mississippi Valley with stem rust development in North Dakota in a special report dated June 30.

In a review of the movements of air masses over Texas and Oklahoma where rust was known to exist from May 25 to June 5, Mr. Kenneth Nagler of the U. S. Weather Bureau in Washington found that air masses moved across central Texas May 30 to June 3 and proceeded north to a cold front met in southeastern North Dakota. Variable rains occurred June 1 to 4 from extreme northeastern South Dakota to the general region of Grand Forks, North Dakota.

However, preliminary information indicates that rust appeared over an area at least 50 miles wide and 100 miles long in concentrated amounts. This area reached from Milbank, South Dakota, to Forman to Finley to Hillsboro, North Dakota, and back to Milbank. Only traces of stem rust could be found in any durum or bread wheat fields south of this area on June 14. The prevalence of stem rust of oats was higher than stem rust of wheat, and this corresponded with the relative amounts of these rusts found in the far south.

Traces of rust were found on from 25 to 100% of the Mindum and Stewart plants, and from 1 to 10% of the Verum plants were infected. Mida bread wheat had a 2% prevalence of stem rust in a field just west of Fargo. The durum fields observed were some distance apart, but the degree of rust infection was quite uniform over the whole area described.

The air-borne rust spores travelled from central Texas to North Dakota in 36 hours with little or no rain during the movement. The spores settled slowly over South Dakota which accounts for the lower prevalence of infection there as compared with the rain area.



BECAUSE DON KNUDSEN HAS THE FACTS—

You get better Durum Products from General Mills



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

In macaroni manufacturing problems, a Scandinavian like Don Knudsen could easily be as lost as a fish out of water.

But Don has training. He's at home with customers because he's learned the facts. He's gained practical experience by working—and observing—in a macaroni plant.

And like all General Mills durum salesmen, Don's had intensive training at our "school" in Minneapolis, including work in grain department, mill, and Products Control laboratory. There he's absorbed facts from oldtimers who know durum from the ground up.

So if you'd like suggestions about durum products to meet your production methods—or ideas about merchandising and advertising—ask Don or any General Mills salesman.

In cooperation with others in our General Mills Durum family, Don welcomes the chance to bring you the best Gold Medal and Premium Semoblends possible—to help you manufacture the finest macaroni products.

DURUM SALES
General Mills
Minneapolis



51st CONVENTION REGISTRANTS

Macaroni Manufacturers

Mr. and Mrs. Ralph Sarli.....	American Beauty Macaroni Co.....	Kansas City, Mo.
Mr. and Mrs. P. F. Vagnino, Jr.....	American Beauty Macaroni Co.....	Los Angeles, Calif.
Mr. and Mrs. L. S. Vagnino, Steve and Thomas.....	American Beauty Macaroni Co.....	St. Louis, Mo.
Mr. Frank J. Farrant.....	Angelus Macaroni Company.....	Los Angeles, Calif.
Mr. Roy Lessa.....	Angelus Macaroni Company.....	Los Angeles, Calif.
Mr. Angelo L. Guido.....	Anthony Macaroni Co.....	Los Angeles, Calif.
Mr. Edward A. Minni.....	Anthony Macaroni Co.....	Los Angeles, Calif.
Mr. and Mrs. Biago Arena.....	V. Arena & Sons.....	Norristown, Pa.
Mr. and Mrs. Saverio Arena, Catherine and Bobby.....	V. Arena & Sons, Inc.....	Norristown, Pa.
Mr. John Costa.....	Costa Macaroni Manufacturing Co.....	Los Angeles, Calif.
Mr. A. Borrelli.....	Fresno Macaroni Company.....	Fresno, Calif.
Mr. Camillo DeRocco.....	Florence Macaroni Company.....	Los Angeles, Calif.
Mr. Horace P. Gioia.....	Alfonso Gioia & Sons.....	Rochester, N. Y.
Mr. and Mrs. Vincent DeDomenico.....	Golden Grain Macaroni.....	San Leandro, Calif.
Mr. Paskey DeDomenico.....	Golden Grain Macaroni.....	Seattle, Wash.
Mr. and Mrs. Erich Cohn.....	A. Goodman & Sons.....	Long Island City, N. Y.
Mr. and Mrs. Jack Reining.....	Inn Maid Products.....	Millersburg, Ohio
Mr. and Mrs. Peter LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N. Y.
Misses Josephine, Eleanor, and Madeline LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N. Y.
Mr. and Mrs. Vincent F. LaRosa.....	V. LaRosa & Sons.....	Brooklyn, N. Y.
Mr. Joseph Giordano.....	V. LaRosa & Sons.....	Brooklyn, N. Y.
Mr. and Mrs. Vincent P. LaRosa.....	V. LaRosa & Sons.....	Hatboro, Pa.
Mr. and Mrs. Stephen Lump.....	Kraft Foods Company.....	Chicago, Ill.
Mr. and Mrs. C. W. Wolfe.....	Mega Macaroni Company.....	Harrisburg, Pa.
Mrs. Dorothy Bingham and Elsie.....	Mega Macaroni Company.....	Harrisburg, Pa.
Mr. Guido Merlino.....	Mission Macaroni Company.....	Seattle, Wash.
Mr. Joseph Merlino.....	Mission Macaroni Company.....	Seattle, Wash.
Mr. John Madonna.....	Mission Macaroni Company.....	Seattle, Wash.
Mr. and Mrs. J. L. Tujague, Jennifer and Jerome.....	National Foods.....	New Orleans, La.
Mr. and Mrs. Louis Roncace.....	Philadelphia Macaroni Co.....	Philadelphia, Pa.
Mr. and Mrs. Ernest Scarpelli.....	Porter Scarpelli Macaroni.....	Portland, Ore.
Mr. and Mrs. Anthony Cantella.....	Prince Macaroni Company.....	New York City, N. Y.
Mr. and Mrs. Albert Ravarino.....	Ravarino & Freschi.....	St. Louis, Mo.
Mr. Frank Cafferata.....	Roma Macaroni Factory.....	San Francisco, Calif.
Mr. George Paolini.....	Roma Macaroni Factory.....	San Francisco, Calif.
Mr. and Mrs. Thomas A. Cuneo.....	Ronco Foods.....	Memphis, Tenn.
Mr. Henry D. Rossi.....	Peter Rossi & Sons.....	Braidwood, Ill.
Mr. Ed DeRocco.....	San Diego Macaroni Company.....	San Diego, Calif.
Mr. and Mrs. Jos. Santoro and Angelina.....	Santorio Macaroni.....	Brooklyn, N. Y.
Mr. and Mrs. Theodore Schmidt.....	Schmidt Noodle Manufacturing Co.....	Detroit, Mich.
Mr. and Mrs. Lloyd E. Skinner.....	Skinner Manufacturing Company.....	Omaha, Nebr.
Mr. H. Geddes Stanway.....	Skinner Manufacturing Company.....	Omaha, Nebr.
Mr. and Mrs. Clea Haney.....	Skinner Manufacturing Company.....	Omaha, Nebr.
Mr. and Mrs. A. Spadafora.....	Superior Macaroni Company.....	Los Angeles, Calif.
Mr. and Mrs. E. Spadafora.....	Superior Macaroni Company.....	Los Angeles, Calif.
Mr. and Mrs. R. C. DeNubila.....	Superior Macaroni Company.....	Los Angeles, Calif.
Mrs. F. L. Sherwood.....	Superior Macaroni Company.....	Los Angeles, Calif.
Mr. and Mrs. John A. Viviano, John E. and Michael.....	Vivison Company.....	Detroit, Mich.
Mr. and Mrs. Harry Saidiner.....	Weber Noodle Company.....	Bell Gardens, Calif.
Mr. and Mrs. Ivan Saidiner.....	Weber Noodle Company.....	Bell Gardens, Calif.
Mr. and Mrs. Stanley Malin.....	Weber Noodle Company.....	Bell Gardens, Calif.
Mr. Trifan Distarce.....	Weber Noodle Company.....	Bell Gardens, Calif.
Mr. Julio DiDonato.....	West Coast Macaroni Manufacturing Co.....	Oakland, Calif.
Mr. Robert William.....	Robert William Foods.....	Los Angeles, Calif.
Mr. and Mrs. R. M. Green.....	National Macaroni Manufacturers Ass'n.....	Palatine, Ill.
Mr. and Mrs. B. R. Jacobs.....	National Macaroni Manufacturers Ass'n.....	Orlando, Fla.
Mr. James J. Winston.....	National Macaroni Manufacturers Ass'n.....	New York City, N. Y.
Mr. M. J. Donna.....	National Macaroni Manufacturers Ass'n.....	Braidwood, Ill.
Mrs. Esther Kiffer, Esther Lee and Mary Donna.....	National Macaroni Manufacturers Ass'n.....	Chicago, Ill.

Allies

Mr. Clifford Haskell.....	Alpha Beta Food Markets.....	LaHabra, Calif.
Mr. Gene Kuhn.....	Amber Milling Division, G.T.A.....	St. Paul, Minn.
Mr. Jim Driscoll.....	Amber Milling Division, G.T.A.....	Laguna Beach, Calif.
Mr. Conrad Ambrette.....	Ambrette Machinery Corporation.....	Brooklyn, N. Y.
Mr. Paul Ambrette.....	Ambrette Machinery Corporation.....	Brooklyn, N. Y.
Mr. Richard M. Oddie.....	Bank of America.....	San Francisco, Calif.
Mr. Achille Bianchi.....	Bianchi's Machine Shop.....	San Francisco, Calif.
Mr. Larry Bortoli.....	Bianchi's Machine Shop.....	San Francisco, Calif.
Mr. Al Perrish.....	Braibanti-Winter, Wolf Co.....	Los Angeles, Calif.
Mr. C. S. Crusizio.....	Braibanti.....	Milan, Italy
Mr. and Mrs. O. R. Schmalzer.....	Buhler Brothers, Inc.....	Fort Lee, N. J.
Mr. Don Anderson.....	California Milling Corp.....	Los Angeles, Calif.
Mr. and Mrs. Louis A. Viviano.....	Capital Flour Mills.....	Plainfield, N. J.
Mr. Pierce Wheatley.....	Capital Flour Mills.....	Minneapolis, Minn.
Mr. A. L. DePasquale.....	Capital Flour Mills.....	New York, N. Y.
Mr. and Mrs. George Hackbush.....	Capital Flour Mills.....	Chicago, Ill.
Mr. Jim Loughman.....	Capital Flour Mills.....	San Francisco, Calif.
Mr. J. Murry Yunker.....	Certified Grocers of California Ltd.....	Los Angeles, Calif.
Mr. and Mrs. Charles Chinski.....	Chinski Trading Corp.....	New York, N. Y.
Mr. John Amato.....	Clermont Machine Company.....	Brooklyn, N. Y.
Mr. D. D. Brodie.....	Codie-Kay Company, Inc.....	Los Angeles, Calif.
Mr. Don Macaulay.....	Codie-Kay Company, Inc.....	Los Angeles, Calif.
Mr. and Mrs. Cliff W. Kutz.....	Commander-Larabee Milling Co.....	Minneapolis, Minn.
Mr. Ignatius DeFrancisci.....	DeFrancisci Machine Corporation.....	Brooklyn, N. Y.
Mr. Nat Bontempi.....	DeFrancisci Machine Corporation.....	Brooklyn, N. Y.
Mr. William Canepa.....	DeFrancisci Machine Corporation.....	Brooklyn, N. Y.
Mr. Ennis P. Whitley.....	Dobeckmun Company.....	Cleveland, Ohio
Mr. Austen Gibbons.....	Dobeckmun Company.....	Los Angeles, Calif.
Mr. and Mrs. Ray Wentzel.....	Doughboy Industries.....	New Richmond, Wis.
Mr. and Mrs. Harry Bailey.....	General Mills, Inc.....	Minneapolis, Wis.
Mr. Lee Merry.....	General Mills, Inc.....	Los Angeles, Calif.
Mr. Lynn Burke.....	General Mills, Inc.....	Oakland, Calif.
Mr. Peter Pence.....	General Mills, Inc.....	San Francisco, Calif.
Mr. R. P. Ball.....	General Mills, Inc.....	Seattle, Wash.
Mr. I. J. Brodel.....	General Mills, Inc.....	Seattle, Wash.
Mr. and Mrs. G. F. Siemers.....	Hoffmann-LaRoche Co.....	Montclair, N. J.
Mr. and Mrs. Arthur King.....	Hoffmann-LaRoche Co.....	San Jose, Calif.
Mr. W. G. Hoskins.....	Glenn G. Hoskins Company.....	Libertyville, Ill.
Mr. Vittorio Sanguinetti.....	Italian Trade Commissioner.....	Los Angeles, Calif.
Mr. C. A. Buskirk.....	Kalamazoo Vegetable Parchment.....	San Francisco, Calif.
Mr. and Mrs. Arthur Quiggle.....	H. H. King Flour Mills.....	Minneapolis, Minn.
Mr. and Mrs. Lester Swanson.....	King Midas Flour Mills.....	Minneapolis, Minn.
Mr. and Mrs. George L. Faber.....	King Midas Flour Mills.....	Chicago, Ill.
Mr. and Mrs. David Wilson, Dave Jr. and Steve.....	King Midas Flour Mills.....	New York, N. Y.
Mr. and Mrs. Arthur Wynne.....	Lawry's Restaurants.....	Los Angeles, Calif.
Mr. and Mrs. E. C. Maher.....	E. C. Maher Company.....	Los Angeles, Calif.
Mr. and Mrs. Donato Maldari.....	D. Maldari & Sons.....	New York, N. Y.
Mr. Bruce Ronquist.....	Market Basket.....	Los Angeles, Calif.
Mr. A. F. Frantz.....	Merck & Company, Inc.....	San Francisco, Calif.
Mr. H. W. Salquist.....	Merck & Company, Inc.....	San Francisco, Calif.
Mr. Jack Manion.....	Milprint, Inc.....	Milwaukee, Wis.
Mr. and Mrs. M. E. Krigel.....	Morarch Egg Company.....	Kansas City, Mo.
Mr. and Mrs. Evans Thomas.....	North Dakota Mill & Elevator.....	Chicago, Ill.
Mr. and Mrs. William H. Oldach.....	W. H. Oldach Co.....	Philadelphia, Pa.
Mr. Bruce W. Burns.....	Pillsbury-Globe.....	Los Angeles, Calif.
Mr. Walter M. Baird.....	Price Waterhouse & Co.....	San Francisco, Calif.
Mr. Charles Rossotti.....	Rossotti Lithograph Corp.....	North Bergen, N. J.
Mr. Joseph Personeni.....	Rossotti Lithograph Corp.....	San Francisco, Calif.
Mr. and Mrs. Theodore R. Sills.....	T. R. Sills & Co.....	Chicago, Ill.
Miss Mara Edwards.....	T. R. Sills & Co.....	Los Angeles, Calif.
Mr. Lee F. Soklich.....	Sterwin Chemical Company.....	Los Angeles, Calif.
Mr. Aurelio Tanzi.....	Aurelio Tanzi Corporation.....	Brooklyn, N. Y.
Mr. Humbert F. Tosi.....	Tosi Trading Company.....	San Francisco, Calif.
Mr. Renzo Tosi.....	Tosi Trading Company.....	San Francisco, Calif.
Mr. John F. Higgins.....	Tosi Trading Company.....	San Francisco, Calif.
Li. (j.g.) F. C. Pelouquin.....	U. S. Navy Food Service Team.....	San Diego, Calif.
Mr. and Mrs. Ralph Frank, Jr.....	Van-Frank Sales.....	Los Angeles, Calif.
Mr. and Mrs. Charles A. Campbell.....	Van-Frank Sales.....	Los Angeles, Calif.
Mr. James B. Lane.....	Westgate, California Tuna Packing Co.....	San Diego, Calif.
Mr. and Mrs. Donald Meeder, Claudia and Roger.....	Woodman Co.....	San Mateo, Calif.

SEMI-FINISH LONG GOODS DRYER.....NOW

an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS DRYING TIME and SPACE to LESS THAN HALF . . . GIVES BACK to YOU PART of YOUR BUILDING for OTHER PRODUCTIVE USES . . . INSTALLATION FLEXIBILITY to SUIT ANY BUILDING.

LIKE THIS

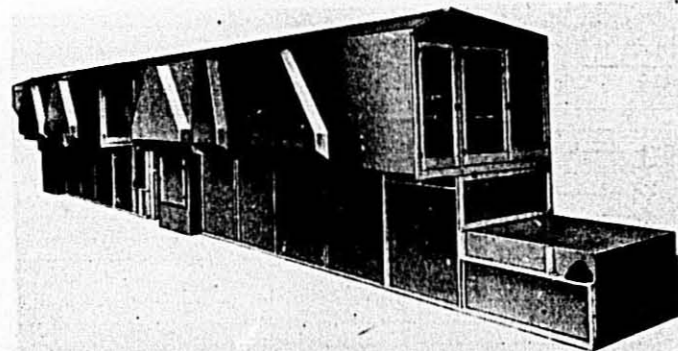


OR

LIKE THIS

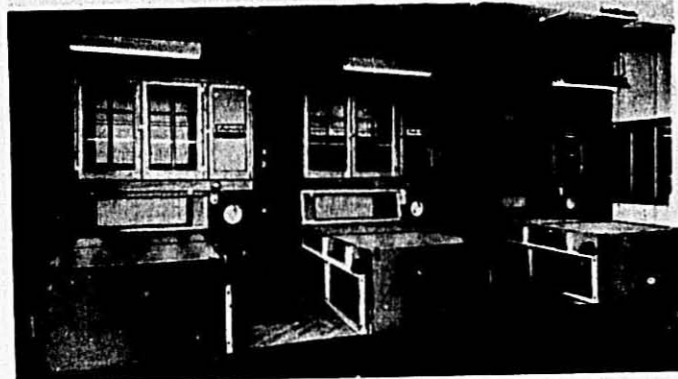


OR TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

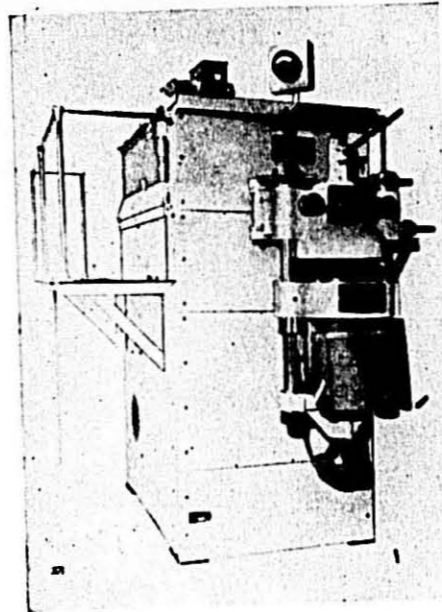
Three Semi-Finish Dryers connected by Positive Automatic Transfer Mechanism to three Preliminary Dryers on floor below. Finish Drying Rooms adjacent Semi-Finish Dryers, eliminating elevator use for long goods trucks.

Ambrette
MACHINERY CORP.

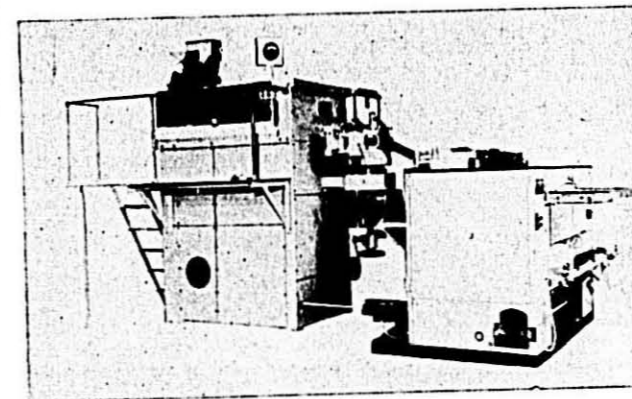
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

PRESSES

WITH THE PROPER VACUUM*
*PATENT PENDING



Our HIGH VACUUM SYSTEM is now operating on all POPULAR MAKE PRESSES in the United States CUSTOMER ACCEPTANCE of our vacuum system—not only on our presses but on presses of other makes—has been most gratifying to us CUSTOMERS' RECOGNITION that high vacuum gives a more complete deaeration of dough before extrusion—creating a superior quality product, better conditioned for drying—has put us in the LEADERSHIP in vacuumizing presses in the United States.



CREATIVE ENGINEERING for the MACARONI NOODLE INDUSTRY

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

could do them some good. We'd been auditing for many years and could see areas where we thought that we could do some good in their accounting organization. Finally the president said, "O.K.—go ahead—spend \$3 or \$4,000 looking over our organization."

Since we made that first review, we found so much potential savings that the president said, "You stay here until your fees are more than you can apparently save." In other words, you just keep going as long as you can find ways and means of saving money for us. It took us four years with five men in that organization to keep that assignment.

I'd like to close this talk with a brief case study of what one company did with effective cost control. This company has been run by what is now going into the third generation. But in the second generation, one man operated in 1914 until he finally gave it over to his son last year. When we were first called in there to make an audit of the books about 1954, I had several discussions with the old gentleman. I said, "Your accounting department stinks. I think you've got very poor records; they do not give you any kind of management information."

He said, "Wally, I've been running this business for 30 years. I don't understand accounting. I only went through the fourth grade, and I don't want any of your accounting information." The company has been very successful, indeed. It has made a lot of money.

Last year he turned the management over to his son. The son has a college education in Business Administration. He came in there and said, "Let's see the budget." No budget. "Let me see a department's financial statement." "We don't make up financial statements by departments. Here is our profit and loss statement for the whole company." "Well, what is it for this quarter?" "We don't make it up by quarters; we only make it up once a year."

This kid was pretty upset. He had all his training in school and wanted to see if it worked. So he had a couple of people from the accounting staff, and he said, "Now you go down to Dept. A and see what you can find." They went down to Dept. A and they found Dept. A had no kind of cost data. They developed some cost data and they found that five salesmen were not carrying their own weight. Those five salesmen are now off the payroll. They're not only saving their salaries, but they're saving the loss the company incurred on the merchandise they sold at a loss, regardless of their salary.

We went over to Dept. B. He said, "How are you going to decide when you're going to ship me merchandise from Dept. C that I'm going to manufacture in the next product?" "Well, we'll send it to you as it comes off the

production line." "But it is in various grades and qualities. How do I know that next week I'm going to receive from you X pounds of quality B. I may need quality A next week, or I may need quality C." "Well, you'll just have to take what comes along," etc.

So now we have developed a series of statistical information so that Dept. C knows in advance what its going to get from Dept. B. If they need another kind of material to work with, they can go out into the market and get it. They're in a position now where they haven't been in the past—of keeping their customers happy.

I think it is safe to say for that company that the future is not only going to continue the very successful experience they've had in the past, but with these new cost data they are going far, far ahead.

I want to leave you with just this thought. If your goal is increased profits, you've got two alternatives: You've got to increase your volume without increasing your expenses in the same proportion or you've got to decrease your expenses without the same decrease in sales. Or preferably do both. Truly the opportunities are unlimited, but you've got to know your costs.

La Rosa Announces Ad Plans

V. La Rosa & Sons, Inc. announce their plans for deep-penetration selling of the Boston area. Starting July 17th, the La Rosa line-up will include sponsorship of the top-rated TV family adventure "Waterfront", starring Preston Foster, on Channel 7, WNAC-TV (Boston), Sundays at 7:00 PM. In addition, special La Rosa announcements will appear every week on WNAC-TV, as well as Boston newspaper and magazine ads. Starting July 10th, La Rosa will begin a maximum saturation radio schedule of 70 announcements each week on WNAC.

Mr. Vincent S. La Rosa, Vice President in charge of Advertising, noted that Boston plans are a natural follow-up of La Rosa's sponsorship of "Waterfront" in New York and Philadelphia. "And", says Mr. La Rosa, "the peak-rated time of 7 P.M. Sundays in Boston will guarantee the greatest possible family listening audience."

Mr. La Rosa also pointed out that this advertising schedule would be used to introduce various new La Rosa canned and prepared products, as well as for La Rosa macaroni, spaghetti and egg noodles.

Faber Anniversary

George and Naomi Faber celebrated their thirty-third wedding anniversary on June 22. On that day King Midas Flour Mills was host to the ladies of the Macaroni Convention at a reception and luncheon. Mr. Faber represents King Midas in Chicago.

Pillsbury Sells Globe A1 Macaroni

Sale of its Los Angeles macaroni plant to two Los Angeles food men was announced in mid-June by Pillsbury Mills. William Kuehn, head of Food Associates, Inc., and Robert William, president of the macaroni company that bears his name, have together purchased the plant located at 8985 Venice Boulevard from Pillsbury for an undisclosed sum. J. I. Beatty, Pillsbury vice-president from Minneapolis, represented the seller. The new company will operate under the name "A-1 Foods, Inc."

Terms of the agreement include a licensing plan under which Kuehn and William will continue the use of the Pillsbury-owned "Globe A1" label and brand on macaroni products. They announced that operations at the plant, one of the best equipped on the west coast, will continue "without interruption" and all of the approximately 50 employees will be continued on the payroll of the new owners. The transaction becomes effective July 1.

The macaroni plant was originally the property of the Globe Grain and Milling Company of Los Angeles and was included in the transaction when Pillsbury Mills acquired all the assets of Globe in 1940. It has been operated by Pillsbury since that date, and considerable new equipment was installed in 1951. The macaroni and spaghetti products have always been marketed under the Globe A1 label. Globe A1 Family Flour and Globe A1 Pancake Mix will continue to be manufactured and distributed by Pillsbury.

Faber Alumni President

George L. Faber, manager of the Chicago office of the King Midas Flour Mills, has been elected to the national board of the Minnesota Alumni Assn. Mr. Faber's term starts July 1, 1955, and expires June 30, 1958. He has served as president of the Chicago chapter of the association from 1952-1954, and currently is a member of the board of directors of the Chicago group.



Mr. and Mrs. George Faber

How Sterwin Enrichment Gives Your Macaroni A SALES PLUS Easily and Economically...

B-E-T-S
Enrich batch method macaroni with B-E-T-S, the original food enrichment tablet.

VEXTRAM
Enrich continuous press macaroni with VextraM, the original starch base enrichment mixture and use the Sterwin Feeder.

SUCH an overwhelming majority of today's shoppers are nutrition conscious that enriched foods just naturally sell better. And that's as true in macaroni products as it is in bread, milk and other foods. Customers know enrichment means better health... alert manufacturers know it means better business.

And this profitable sales plus can be added to your macaroni products at nominal cost through Sterwin's Enrichment Service. For Sterwin, originators of standard enrichment agents for both batch and continuous process macaroni production, are long-experienced specialists in easy, accurate and economical enrichment.

Sterwin Enrichment provides a strong selling point well worth stressing in your advertising and on your package. You'll be agreeably surprised at its low cost.

See your Sterwin Technically Trained Representative or write direct for prices and details. No obligation of course.

Sterwin Chemicals, Inc.
Subsidiary of Sterling Drug Inc.
1430 BROADWAY, NEW YORK 18, N. Y.

PIONEERS IN MACARONI PRODUCTS ENRICHMENT



AROUND THE TABLE: Vincent DeDomenico, Ed DeRocco, Mrs. Spadafora, Fred Spadafora, Horace P. Gioia, Mrs. LaRosa, Peter LaRosa, Charles Rossotti, Bob William, Mrs. Overholzer, Mrs. Skinner, Lloyd Skinner, Mrs. DeDomenico.

AT THE ROSSOTTI BUFFET

THERE was plenty of fun and festivities at the 51st Annual Meeting of the National Macaroni Manufacturers Association.

The traditional event opening the social schedule is the Rossotti Spaghetti Buffet. At Del Coronado this famous affair reached a new high with as sumptuous a spread as has ever graced a table. Italian delicacies from antipasto to the spaghetti ala Compte were in beautiful array. Host Charles Rossotti and his competent compatriot on the West Coast, Joe Personeni, held forth in gracious hospitality.

Following the fabulous feast, dancing was the order of the evening.

There was something doing at virtually every meal starting with registration at the opening breakfast until the climax on the final evening at the Association Dinner Party.

To start the second day breakfast was served by the Durum Millers to the "Early Birds". Lucky ticket holders received door prizes including a lovely case of cards, suitable in a double purpose as a compact, won by Esther King, Mr. Donna's daughter from Berwyn, Illinois. Don McCauley of Codie-Kay was the lucky man winning a beautiful sport shirt.

A trip to the San Diego Zoo, a luncheon at pool-side, and a sight-seeing boat trip around San Diego harbor were other events that found favor.

There was dancing every evening on the Ocean Terrace and the San Diego Chamber of Commerce did yeoman service in keeping temperatures in a cool range.

The day before the Convention officially opened a group of sight-seers took a tour of Tijuana to see a bit of old Mexico.



THE FESTIVE BOARD presided at by Albert Revarino, Charles Rossotti, Chef Compte, and Joe Personeni.

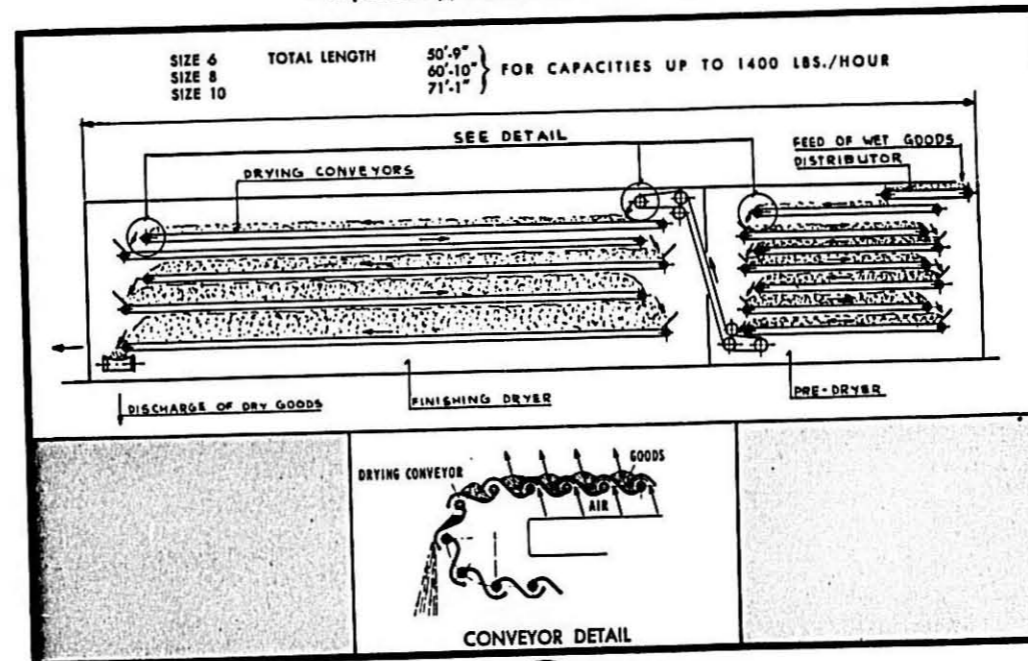


COMING DOWN THE LINE: Bill Arena, Catherine Arena, Mrs. Louis Roncace, Mrs. David Wilson, Esther Lee King, Mrs. Cantella, Anthony Cantella, Mary Donna King, John Amato and M. J. Donna over John Amato's shoulder.

COMPARE THESE PROVEN ECONOMY FEATURES IN THIS **BUHLER** CONTINUOUS SHORT GOODS DRYER (Type TTM)

In successful operation for the past six years, delivering these advantages:

- Great space saving through compact, efficient design (note dimensions below).
- Continuous automatic operation.
- Absence of any frames, wire netting or transport cars - no screens to repair or replace.
- Uniform drying with path-controlled air flow.
- Integral air and humidity controls assure drying independent of exterior atmospheric conditions.
- Hygienic operating conditions. Easy accessibility for cleaning.
- Improved appearance and texture of goods.



Engineers for Industry  Since 1860

BUHLER BROTHERS, INC. (U.S.A.)
2121 STATE HIGHWAY 1 - FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) Ltd.
24 KING STREET WEST - TORONTO, ONTARIO

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

WM. H. OLDACH

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Phone: Garfield 5-1700

American & Berks Sts.

FRANK LAZZARO DRYING MACHINES

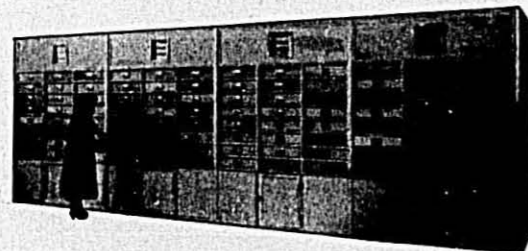
9101-09 THIRD AVENUE • UNION 7-0597 • NORTH BERGEN, N. J.



**Dryers for
GRATED CHEESE
LONG PASTE - SHORT PASTE
and
CAVATELLI**

A DRYER FOR EVERYONE REGARDLESS OF SIZE

**A Complete Line of
REBUILT FULLY GUARANTEED
VERTICAL HYDRAULIC PRESSES
KNEADERS - MIXERS
DOUGH BREAKS
Etc.**



AROUND THE TABLE: Joe Merlino, I. J. Brodell, R. P. Ball, Guido Merlino, John Madonna, Frank Cafferata, George Paolini, Ennis Whitley, Lee Merry.

ABOVE: Evans Thomas, Bill Hoskins, Aljean Thomas, Mrs. Thomas. Rear: Ralph Sarli, Mrs. Sarli, Mrs. Vagnino, Paskey DeDomenico, Peter Vagnino, Jr.



AROUND THE TABLE: John Amato, Edward Minni, Angelo Guido, Theodore Schmidt, Mrs. Schmidt, Anthony Pasquale, John Costa.

AROUND THE TABLE: Harry Bailey, Mrs. Bailey, Louis Vagnino, Stephen Vagnino, Thomas Vagnino, Mrs. L. S. Vagnino, Mrs. T. A. Cuneo, Tom Cuneo.



AROUND THE TABLE: Michael Viviano, John A. Viviano, Mrs. Viviano, Charles Chinski, John E. Viviano, Mrs. Kutz, Mrs. Chinski, Cliff Kutz.

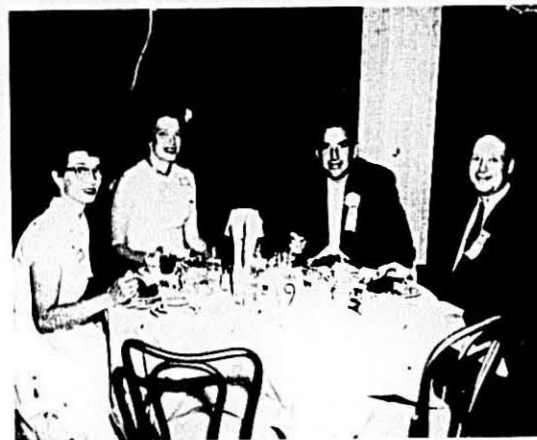
AROUND THE TABLE: Bobby Arena, Mrs. Sam Arena, Mrs. Bill Arena, Bill Arena, Sam Arena, Catharine Arena, Mrs. Roncace, Louis Roncace.



LEFT TO RIGHT: Bill Canepa, Jim Winston, Angelina Santoro, Mrs. Santoro, Joe Santoro.



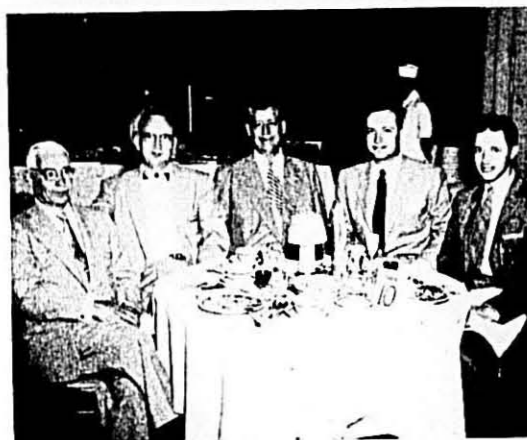
AROUND THE TABLE: Mrs. V. P. LaRosa, Eleanor LaRosa, Madeline LaRosa, Vincent F. LaRosa, Mrs. V. F. LaRosa, Ignatius DeFrancisci, Josephine LaRosa, Vincent P. LaRosa.



LEFT TO RIGHT: Mrs. Scarpelli, Mrs. Reining, Jack Reining, Ernest Scarpelli.



AROUND THE TABLE: Albert Ravarino, Mrs. Haney, Cleo Haney, Geddes Stanway, Mrs. Ravarino.

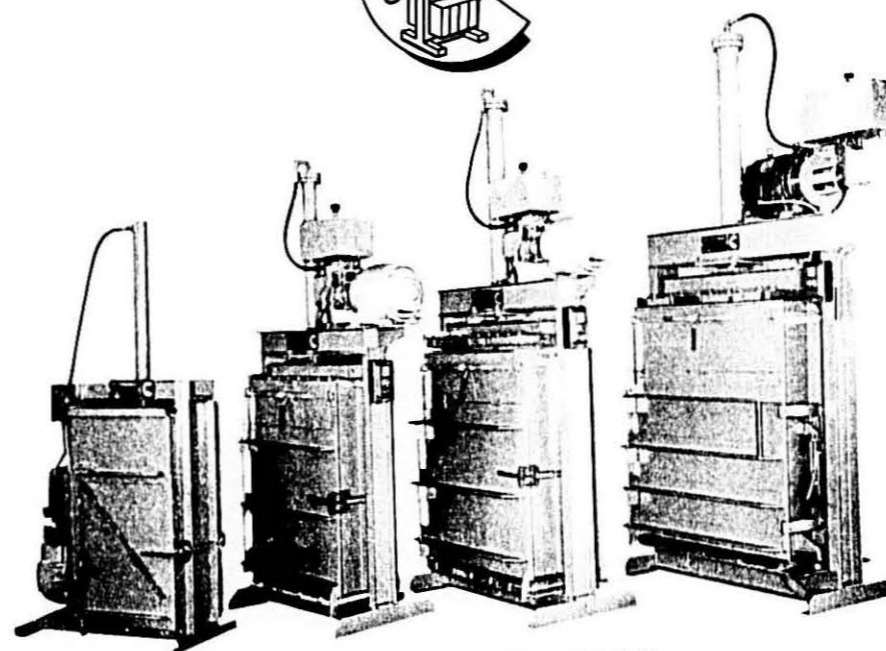


LEFT TO RIGHT: Conrad Ambrette, Julio DiDonato, A. Borelli, Joe Personeni, Pierce Wheatley.



AT THE PIZZA PARTY. Left to right: Mrs. Ray Wentzel, Mrs. Schmidt, Henry Rossi, Theodore Schmidt.

CONSOLIDATED BALING PRESSES



THE BALOMAT SERIES REDUCE OPERATING COSTS

- Eliminate expensive handling of bulky waste
- Save valuable floor space
- Lower waste disposal costs with fewer pickups

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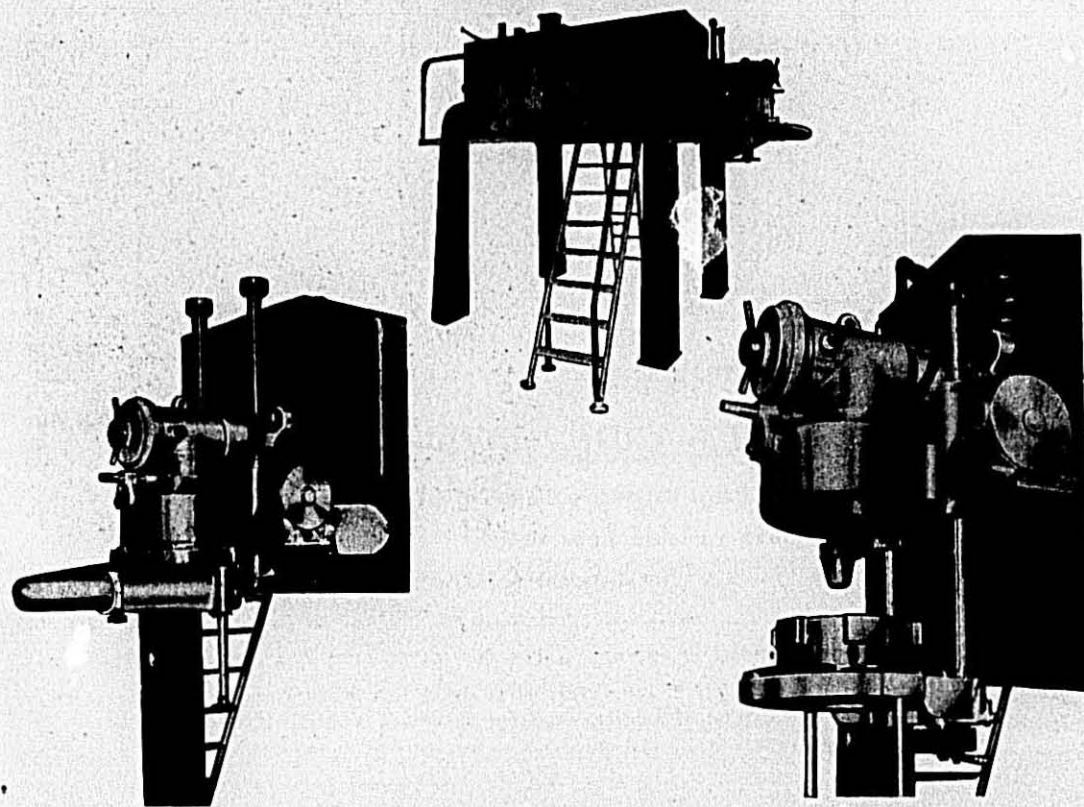
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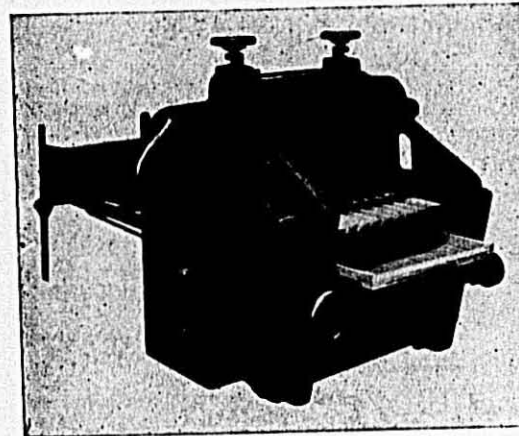
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THE NEW PLURIMAT MACHINE FOR
COILED SPAGHETTI, SPAGHETTINI, VERMICELLI & NOODLES



The above pictures illustrate the "PLURIMAT" machine attached to a "MACRI" press with special mushroom attachment. This machine can make either one or up to five separate coils in a row on the tray from very small diameter to 5/64". For Noodles just as the length of the Skeins can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

Write for full particulars to:

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16 E. 42nd St., New York 17, New York

Western Zone: PERMASCO, Division of Winter, Wolff & Co., Inc.
1206 S. Maple Ave., Los Angeles 15, California

Opportunities —

(Continued from page 12)

of \$7,000 per worker. They raised this to \$12,000 in 1952, at the same time that they cut payroll from 47% of sales to 36% of sales. In the electrical products industry, chemicals, drugs, and a lot of others, half or more of the sales this year will be based on products that were unknown five or ten years ago.

What does this mean? One thing. In the words of a great salesman, Red Motley, "When you're green, you're growing; when you're ripe, you rot".

How do you stay green? How do you grow? I will give the formula in just three words, "Modernize Your Management".

The American Institute of Management devotes its time and energy to a study of those things that represent the best in business management. Some of their comments are very well put:

"... it becomes obvious that the new managerial methods, and the new types of managerial personnel introduced into corporations by the finest managements in the land, present the immediate yardstick whereby all other managements can be judged.

"... the evaluation process must be comparative. No matter how well-regarded the company we start with, we must inquire into exactly what this management has done in solving the ordinary and extraordinary problems which it has faced and, once this is done, to compare it with the management of its competitors, both great and small. In this way it becomes clear, in the early stages of our analysis, whether the best known company in an industry is actually the best managed or is simply being carried forward, with measurable slowing down, on the momentum of its past performance."

Here are ten areas the Institute examines and their percentage values:

Economic Function	4
Corporate Structure	5
Health of Earnings Growth	6
Fairness to Stockholders	7
Research & Development	7
Board of Directors	9
Fiscal Policies	11
Production Efficiency	13
Sales Vigor	14
Executive Evaluation	24
Total.....	100

Whether your business is a corporation, a partnership or a proprietorship, there should be some food for thought in these ten areas of management, and the ratings assigned to them.

Just so you will not feel too discouraged, a rating of 75% is not just the passing grade—it is "excellent".

There are many ways of rating a company. Business text books and such magazines as Dun's Review and Mod-

ern Industry, Business Week, Fortune, etc. describe them periodically. The American Management Association, the Research Corporation of America, the Association of Consulting Engineers, are only a few of the organizations continuously working in this field.

For a quick check on your operations, you might apply the 7 M Test:

- Money—sufficient operating capital?
- Management—sound leadership? efficient methods?
- Merchandise—a saleable product?
- Men—a cooperative workforce?
- Market—good distribution?
- Machinery—adequate facilities?
- Margin—a normal or better profit?

In the long run, every company and its products, rises or falls in accordance with the verdict of the customers and the market place. But the prudent manager anticipates this judgement by a continuous study and improvement of his company's plans, policies, procedures and products. He believes in Modern Management.

The records of American business show that today, as never before, there is a premium on good business management. Management is the factor that enables some firms to survive while others sink. Mismanagement is the most frequent cause of business failures.

Modern management is never a luxury, reserved for a privileged few.

Modern management is never an expense if it gets results.

Modern management is something to discuss with your banker, your CPA, and your lawyer. If they feel it might help you, they might recommend a management consultant—a business doctor—to come in and give you a good check-up and then outline a course of action for you.

What would this check-up cover? What is good, modern management? Five things: organization, delegation, planning, execution, and review.

How do you modernize your management, if you want to do it yourself?

Organize—divide up the various areas of business activity such as sales, production, promotion, finances, personnel, and get a top man to head each division—or as many top men as you can use.

Delegate—give each of these men the authority he needs to do his part of the job, making him accountable to you for results, not details.

Plan—sit down around the table with your top men, and work out a plan that will cover your business goals and the way you hope to reach them.

Execute—blow the whistle and start the gang working.

Review—constantly check on results, and analyze any new features that may develop.

These are the basic essentials of modern management, and I have seen them successfully at work in small firms employing as few as thirty people.

Of course there is more to manage-

ment than these brief comments—people write new books on the subject every day. But these are the tools to work with, particularly as you prepare for the future.

Right now, three thousand miles east of us, at White Sulphur Springs, West Virginia, the Grocery Manufacturers of America are having their convention. The theme of their meeting—"The Grocery Business in 1960".

Those men are discussing the changing problems of the present to prepare themselves for the even greater changes that the future always brings. They are going to be able to take advantage of opportunity at the same time that they will avoid being too surprised by any unexpected developments.

Some time ago, Bob Green sent out one of his usual newsletters, and along with it came an extra sheet. It was called "The Challenge of Change", and dealt with subjects discussed at the Spring meeting of the Supermarket Institute. I like that title because it seems to put change in the right perspective so that instead of being something to fear, it becomes something to adjust to, and that can be adjusted to, so long as we are prepared.

As we know, change brings opportunity to some and disaster to others.

I want to state that we face a future filled with opportunities unlimited in every industry, and particularly in yours, because you have the human appetite working for you three times a day.

But there is a door between you and the rich, unlimited opportunities of the future. There is a key to this door—a key that each of you is free to use or not to use, as you decide.

That key is called **MODERN MANAGEMENT**.



Bob Green and Vincent P. LaRosa show the lengths one can go to publicize spaghetti. A story on eating technique and convention coverage hit the first page of the San Diego Tribune.

GREETINGS

WE WISH TO THANK all our friends in the Macaroni Industry for making possible our continued success.

Your continued demand for No. 5 color yolks has urged us on to further expand our production facilities.

We close this season with a record pack of No. 5 color yolks; which helps make possible the greater sale of your product, year after year after year.

Your Success Is Our Success.

BALLAS EGG PRODUCTS COMPANY, INC.

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Max Ballas

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THE HUNDRED DAYS

Report on National Macaroni Institute Activities
by Theodore R. Sills, Public Relations Counsel,
at the 51st N.M.M.A. Annual Meeting

HERE is a box score of National Macaroni Institute publicity results for the first 100 days of 1955:

Media	Breaks	Circulation
National Magazines	22	60,000,000
Syndicates	20	229,000,000
Sunday Supplements	5	27,100,000
General Newspaper Mailings	6	144,000,000
Farm and Negro Newspapers	2	2,250,000
TV Homemaker Programs	2	25,000,000
Radio Homemaker Programs	7	664,000,000

Two editions of the *Ladies Home Journal*, January and February, featured full-color photographs and recipes for noodle dishes. Each issue goes to a total circulation of 4,876,551. One recipe was for green and white noodles with red clam sauce; the other was for Swedish meat balls with buttered noodles.

Woman's Home Companion, one of the top women's magazines, used two big color spreads in January and March issues, highlighting macaroni products with tomato and meat sauce. Circulation of each issue: 4,162,500.

Two issues of *Family Circle* spotlighted macaroni and noodles in "one dish" meals spreads in two issues of this store-distributed book. This magazine hits 4,000,000 families with each issue.

Two more store-book breaks to a total circulation of 4,500,000 appeared in *Better Living* for January and March. Two recipes and one large full-color photograph of macaroni and wieners appeared in these stories on "quicky" meals.

Good Housekeeping in February and March issues gave good play to a Lenten combination with tuna and eggs and another for barbecued kabobs. These two breaks reached a total circulation of 6,885,586.

January, February and March issues of *Everywoman's* told the macaroni story in a powerful manner. The three issues going to a total circulation of 4,884,000 carried a total of 8 recipes and 4 big full-color photos.

McCall's used four recipes for spaghetti, egg noodles, and lasagna with sausages, seafood, and chicken in the January issue which was read by a circulation of 4,528,181.

A huge full-color photograph and recipe for veal roll-ups was presented to a circulation of 4,044,000 in the January issue of *Better Homes and Gardens*.

Redbook, popular consumer magazine, featured 6 full-color photographs and recipes for budget dinners to serve a large crowd, reaching 2,048,000. In a story headed "Macaroni and Cheese," *Western Family* magazine, with a circulation of 1,101,000, used 6 recipes and 3 photographs in the March issue.

House and Garden, January issue, displayed 6 recipes for a variety of macaroni products in a "cheese cookbook" article.

A total of 6,000,000 circulation was reached with the macaroni story in five specialized market media. These were covered by *Tan*, in the Negro market; *Household*, in the home service market; and *Canadian National Magazine*, which is a railway publication.

Better Farming, which of course hits the farm and rural groups, featured six pages of color photos and recipes. *Seventeen*, the teen-age magazine, gave recipes for savory sauces to be used with macaroni products.

We now move to another medium . . . national syndicates. Food columnists for these syndicates used recipes and photos to reach a combined circulation of 229,000,000.

In three breaks during the 100-day period, *Associated Press* reached a total circulation of 84 million with recipes and photographs for Old-Fashioned Macaroni and Cheese, Tuna and Spaghetti Casserole, and Macaroni and Cheese with Bacon.

The Newspaper Enterprise Association gave us four separate stories by two of its food columnists which featured macaroni with tuna and other Lenten items. Total circulation . . . 52,000,000.

King Features, *Bell Syndicate* and the *Chicago Tribune Syndicate*, gave us a total of eight breaks and reached a total circulation of 38,000,000. Souffles, casseroles and a variety of other dishes



THEODORE R. SILLS

with macaroni products were treated in these articles and photographs.

General Features used two articles by its food columnists, one aimed at the women's pages and the other by *General's* Frank Kohler, which is directed at male cooking enthusiasts. These two stories reached a total circulation of 8,000,000. The big wire service syndicate, *United Press*, brought in a tall stack of clippings on an article giving the correct manner in which to cook macaroni. UP goes to a 45,000,000 circulation.

Zola Vincent's food column, which goes to dairies up and down the West Coast with a total circulation of 1,000,000, combined macaroni products with fish for Lenten treats. Rural newspapers, with a combined circulation of 1,000,000, were covered with recipes and photos by the *National Weekly Newspaper Service*.

A total of four big Sunday supplements gave us five breaks which hit a combined circulation of 27,100,000. They were: *American Weekly* (twice), *This Week*, *Parade* and *Rural Gravure*.

Each issue of *American Weekly* appears in 29 metropolitan dailies with a total circulation of 9,500,000. This supplement used four recipes and a photo of spaghetti with marinara sauce in two separate issues. *This Week*, circulation 1,250,000, used Spaghetti with Chicken Livers in a casual party story by its food editor, Isabel McGovern, whose material is syndicated in other papers. A Deep Sea Casserole with Egg Noodles recipe and photo was carried by *Parade*, which goes to 47 metropolitan dailies with a total circulation of 6,350,000. Country towns are covered by *Rural*

Gravure with a total circulation of 500,000.

Six general mailings of recipes and photographs to newspaper food editors from coast to coast covered a combined circulation of 144,000,000. Special mailings to Negro newspapers and farm publications resulted in clippings which reached a total circulation of 2,250,000.

Six radio scripts and two television scripts with special matte-finish photos received wide coverage during the first 100 days, using macaroni products in a variety of dishes. The TV releases went to an estimated audience of 25,000,000, while the radio scripts reached approximately 614,000,000. The grocers, related item producers and others read about macaroni products and promotional activities in the trade magazines.

Tie-ins with related item foods garnered a flock of clippings in which macaroni products were utilized in recipes and photos. These included: *Norwegian Sardines*, *Paper Cup* and *Container Institute*, *Fisheries Council of America*, *Reynolds Aluminum*, *Taylor Wine Co.*, *Swift & Co.*, *Starla*, and *Maine Sardines*.

This should indicate very clearly that day after day, week after week, month after month, during these 100 days, your macaroni publicity program has been hitting Mrs. Consumer with millions of impressions through recipes, photos and stories.

Now . . . a boxscore for the entire year, June 1954 to June 1955 . . .

Medium	Breaks	Circulation
National Magazines	55	146,500,000
Syndicates	42	414,500,000
Supplements	5	35,350,000
General News Mailing	20	480,000,000
Farm Publications	2	1,500,000
Negro Newspapers	3	4,500,000
Labor Newspapers	1	1,000,000
TV Homemaker Programs	6	150,000,000
Disc Jockeys	1	75,000,000
Radio Homemaker Programs	20	1,700,000,000

NEA Feature Service, recipe for Outdoor Living supplement.

Three pictures, each accompanied by two recipes, are being released throughout the country during six weeks of the promotion, for general newspaper mailings. A TV mailing has just been released and the first of four radio scripts has just been released to home-making programs throughout the country.

In June, macaroni recipes, mostly with color photos appeared in: *Ladies Home Journal*, *American Home*, *Everywoman's*, *Better Living*, *Woman's Home Companion*, *Our World*, *Secrets and Woman's Day*. *American Home* had color photo and recipe, *Everywoman's* had a recipe and *Secrets* had photo with recipe. In July *True Confessions* are using our color photo taken especially for them, with recipe.

In the trade press, grocers have been

A total combined circulation reached for the year of more than 3 billion or 3,008,350,000 to be exact.

On the MACARONI and CANNED MEAT drive, we have in the past ten weeks distributed all of the point-of-sale material that was printed. On your colorful 17" x 22" poster, a total of 208,000 were distributed. 18,000 of the "Beat the Heat" brochures have been used up and 5,000 of the drop-in ad mats were sent out.

Every major meat packer in the country and a number of smaller ones as well are actively cooperating on "Macaroni and Canned Meats for Easy Summer Serving". Such big ones as Swift, Hormel, Armour, Libby, Wilson and Oscar Mayer are providing us with footpower on this summer sales drive.

Here is the latest Macaroni and Canned Meat publicity round-up:

NEA — *Gaynor Maddox*, picture and recipe on May 18, two recipes on June 4.

NEA — *Dorothy Maddox*, picture and recipe on May 27.

General Features — *Frank Kohler*, two recipes.

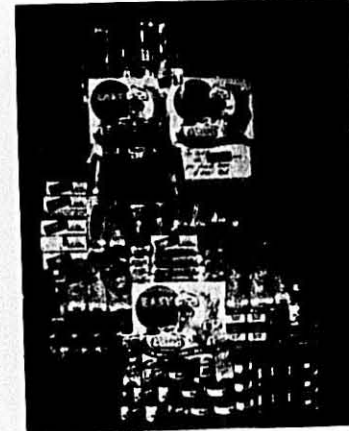
King Features — *Alice Denhoff*, three recipes.

King Features — *Alice Denhoff*, three recipes.

King Features — *Joan O'Sullivan*, model shot with recipe.

Pacific Coast Dailies — *Zola Vincent*, picture and recipe.

Bell Syndicate, picture and recipe.



Skinner display with canned meats.

alerted to our promotion through picture and story. *California Grocers Advocate* used a good cover picture in their June issue. Other trades include: *Supermarket News*, *Pacific Coast Review*, *Grocer Graphic* and *American Grocer*.

IN THINGS TO COME, we have already scheduled two big breaks for our Fall campaign, National Macaroni Week, October 20 to 29.

Family Circle magazine has told us that they are planning on a story on macaroni shapes for the Fall period.

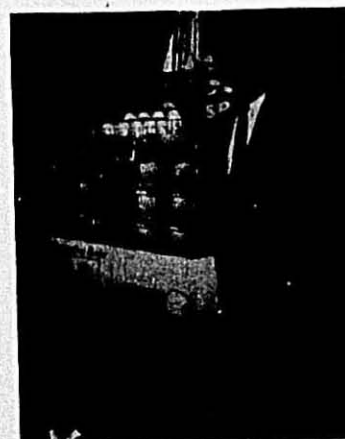
Cecily Brownstone, AP columnist, with a 28,000,000 circulation, is using a macaroni and cheese casserole in a kickoff in advance of the Week.

Other national magazines were contacted some time ago and photos are already being taken for placement with these magazines.

As for Lent, 1956, we are working toward an even greater promotional period than the very successful Lent 1955. Plans for the Lenten period are now being solidified and a part of the program will include cooperation with related items such as our last macaroni-tuna tie-in.

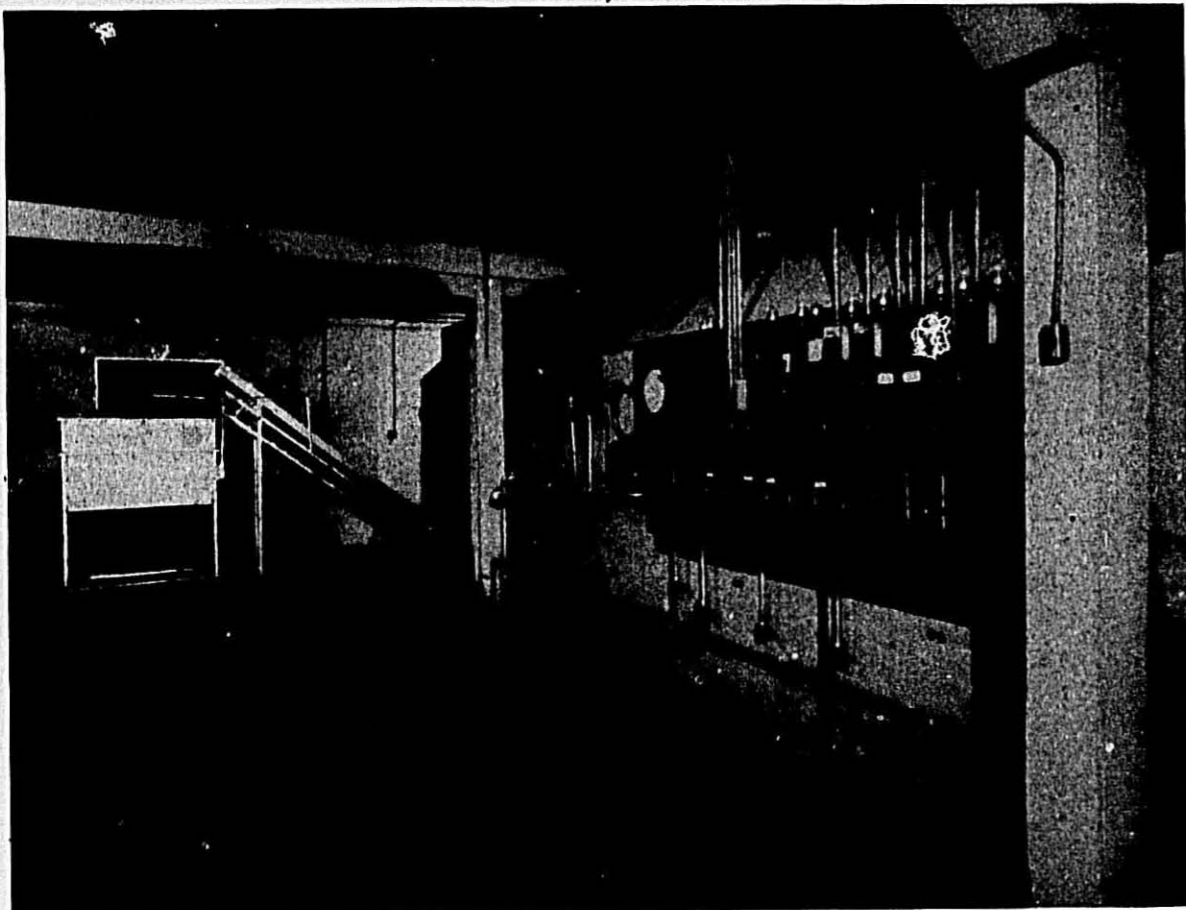


Ed Berdy on left, Fred Mueller on right.



Creamettes and Spam tie-up.

"One Shift" Automatic Short Cut Drying



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

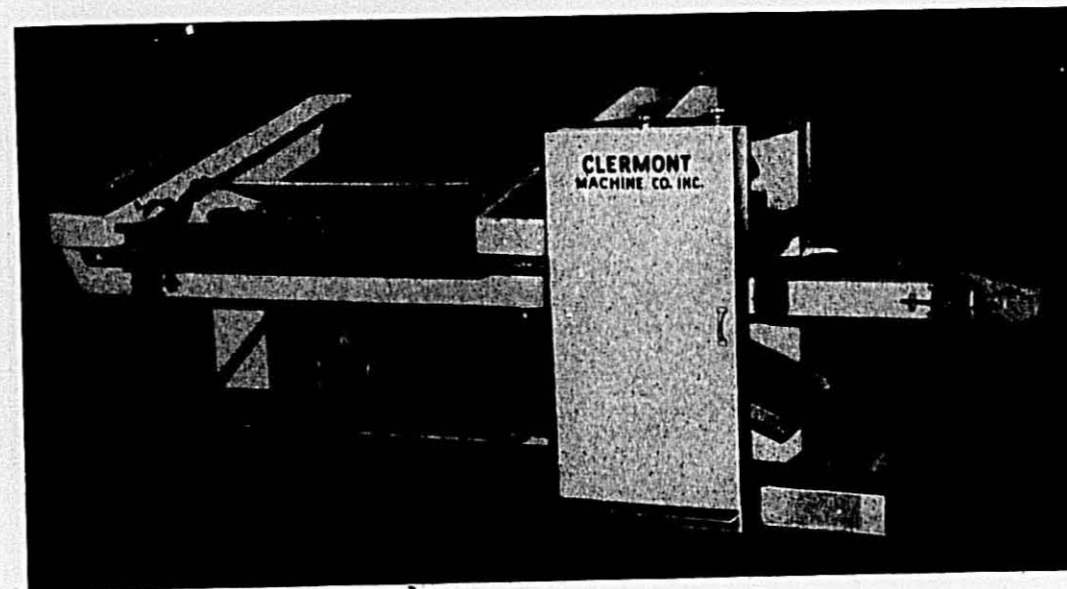
CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement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

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

Clermont Machine Company Inc.

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

Clermont Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

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Clermont Machine Company Inc.

REPORT OF THE DIRECTOR OF RESEARCH

On Nutritive Values, Egg Solids Determination, and Law Enforcement Activity by James J. Winston at 51st N.M.M.A. Annual Meeting

Nutritive Values

YOU will recall that at our last meeting at Miami Beach, the matter of nutritive values of macaroni products was taken up for discussion. It was brought out at that time, that different nutritional experts, in their publications, had ascribed nutritive values to macaroni products which show a variance. I have reference here to well-known publications, such as "Food Values in Shares and Weights" by Clara Taylor, 1954; "Nutritional Data" by H. J. Heinz Co., 1949; "Nutrition and Physical Fitness" by L. Jean Bogert, 1949; and Bowes and Church, "Food Values of Portions Commonly Used", 1946. Lastly, but of extreme importance to us, is the U. S. Department of Agriculture Handbook #8 published in 1950. In reviewing the various tables, we find that the U.S. Handbook, which is of very high repute, gives values for cooked macaroni products which are different from the values shown in other dietary tables. To be more specific, this handbook gives a value of 149 calories for a cooked portion consisting of 100 grams, or 3.6 ounces. The other mentioned publications give a lower value, varying anywhere from 100 calories to 108 calories for an equivalent amount of cooked macaroni. The need was therefore quite evident for an attempt to correct the discrepancy in food values given to cooked macaroni products and revise the figures in accordance with the actual values.

With the permission of the Board of Directors and the active support of President La Rosa and the Standards Committee, my office undertook the task of presenting pertinent data to Dr. Bernice K. Watt, Nutrition Analyst of the Bureau of Home Economics and Nutrition, and also senior author of the U. S. Handbook #8. I visited with Dr. Watt on several occasions, and in each instance, I presented to her actual data both on uncooked and cooked macaroni products. The analyses were based on cooking macaroni products in accordance with a standard cooking procedure acceptable to the Food and Drug Administration. This cooking procedure was adopted as a result of an investigation made into home methods of cooking macaroni products, both by our Association and the Food and Drug Administration in 1945. Fortunately, we were able to

assemble data from our files of cooking tests made during the period of 1938-1954. The macaroni products involved consisted of those made from 100% semolina, from 100% hard wheat or farina, 50-50 blends and 75-25 blends. The nutritive values including the approximate analysis, such as moisture, ash, protein, fat, fiber, carbohydrates and calories were tabulated. In addition, data was likewise submitted regarding the vitamin content and minerals, particularly, iron, calcium and phosphorus. Sodium, as you know, is the component of table salt, and is beginning to play a very important part in dietaries. Therefore, it was deemed advisable to include sodium data on macaroni products. Fortunately, and I say this with emphasis, macaroni products are very low in sodium and can be used very readily in all diets requiring low salt content. Dr. Watt and I spent considerable time reviewing the data, and she expressed the opinion that their original caloric values might be on the high side owing to the little experimental work they had done on macaroni products prior to publishing this handbook. In addition, she expressed the opinion that the revision of this handbook, which will take place some time next year, the data supplied to her will be most useful in helping her evaluate an accurate picture of our products. If I may quote from a recent letter of hers, she says "Thank you for the analytical data and your letter of April 22nd. They have just now been received at this office. These data, and the information you supplied at the time of your visit here, March 17th, will be most useful to us in revising our composition values for macaroni and spaghetti".

In my discussion with Dr. Watt, I learned something which I feel should be called to your attention. I have reference here to cooking instructions on cartons. A number of manufacturers will generally give a specific cooking time which they expect the consumer to follow. Occasionally, a manufacturer will tend to minimize the cooking time, and it is this particular factor that was instrumental in having the Department of Agriculture get experimental data that showed a high caloric picture in macaroni products. As you know, the moisture content of cooked macaroni products will vary to a great extent with the method of cooking and



JAMES J. WINSTON

the time consumed during cooking. When the Department first experimented with macaroni products, they purchased a brand in the market which gave a cooking time of nine minutes. By following faithfully the cooking instructions, they produced a cooked macaroni product containing 60% moisture. This, I might add, is very al dente. In general, it is still in a non-chewy form, and Dr. Watt confessed to me that in her present cooking tests, she realizes that a cooking time of at least five minutes longer is required. In our cooking experiments, we find that generally a cooked macaroni product has an approximate moisture content of 75%. You can therefore realize that a difference of 15% in moisture will have a very significant effect on the caloric picture. In conclusion, I am very glad to report that the efforts of our Association have been instrumental in influencing the Department to revise their figures so that in the future they will be in accordance with actual experimental data.

Egg Solids Determination In Noodle Products

The Association of Official Agriculture Chemists, which is under the direction of the Food and Drug Administration is constantly trying to improve techniques of analysis and to evolve new chemical methods. At our last meeting, I reported that a collaborative study was being made on the development of a new and third procedure for egg solid analysis of noodles. If I may, I would like at this moment, to review briefly the two methods which are now A.O.A.C. (1) Lipoid P205-1, (2)

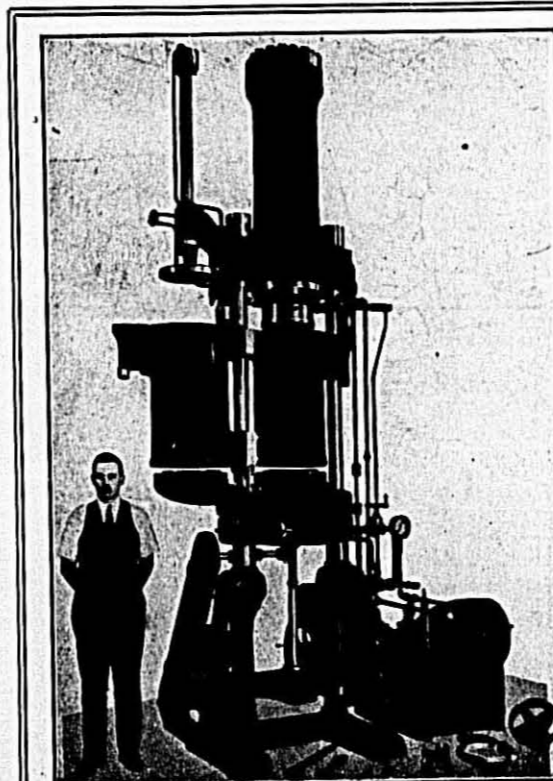
Cholesterol (Bromination). The Lipoid P205 is more adaptable to routine analysis and is less time consuming than the Cholesterol. However, the Cholesterol test, which is long and tedious, has a certain advantage, particularly, when analyzing old egg noodle products. After a noodle product has been in the market for six months or more, there tends to occur a slight deterioration in the Lipoid P205. Therefore, analysis by this procedure will yield a low result. The virtue of the Cholesterol test is that no matter how old the noodle is, the Cholesterol factor remains constant. Therefore, it is advantageous to analyze an old noodle product by this long and involved procedure. Now this third method, which has been adopted as official in 1955, is called the Digitonin Cholesterol. I have passed out to each one of you the most recent collaborative results on egg solids analysis of noodles, using this new procedure. This was presented at the annual meeting of the A.O.A.C. by Dr. V. E. Munsey in Washington, in October, 1954, and will be published in the Journal of the A.O.A.C. in August, 1955. In this study, you will note that a comparison was made between the new Digitonin method, and the older Bromination Cholesterol procedure. Interestingly enough, the Digitonin method, among eleven different analysts, gave better agreement than the Bromination Cholesterol. This is

understandable since some of these analysts are not too acquainted with the techniques of the older Cholesterol, and frankly, this is one of the most difficult analyses to make. However, it is gratifying to note that this sample of egg noodles, which was manufactured to contain 5.56% yolk solids, in the course of this study, yielded an average of 5.31% among the eleven different analysts. The maximum found was 5.67%, the minimum was 5.01%. This is considered a good agreement, inasmuch as some of these analysts have not had much experience at all with the analysis of egg noodles. The advantage that this Digitonin procedure has over the older Cholesterol is that it is less time consuming and just as accurate. At any rate, each one of the three official procedures, when performed by an experienced analyst, should yield comparable results. I am glad to say that our laboratory has collaborated in each one of these studies made to improve techniques of analysis on noodle products.

Law Enforcement Activity

In the past few months, a number of different noodle products have been submitted to us for analysis for compliance with the Standards of Identity. Most of the products examined by our laboratory have contained the required amount of egg solids, and have shown

no evidence of the presence of either adulterants, egg substitutes or artificial color. In a few cases, intrastate shipments showed low egg solids and these were reported to the proper state officials. In the matter of imports, a thorough report will be rendered to you by Joseph Giordano, Chairman of the Standards Committee, which will be self-explanatory. However, I would merely like to add this. The Food and Drug Administration in New York in charge of imports, has informed me that they are continuing to check macaroni products for evidence of infestation. In the last fifteen shipments which they analyzed, two of them were found to be excessively high in foreign matter, and therefore, were detained and rejected for admission to this country. In addition, I have prevailed upon the New York City Board of Health to examine certain imported macaroni brands which have on previous occasions shown an excessive amount of foreign matter. The Department of Health has informed me that they have sampled and analyzed the specific brands called to their attention. Those products excessive in foreign matter will be subjected to the usual penalties. In addition, The Board of Health will transmit their data to the Food and Drug Administration so that the latter can also take the proper action.



PRESS No. 222 (Special)

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Engineers — Machinists

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

Specialty of

Macaroni Machinery

Since 1881

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Mixers
Cutters
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ALL SIZES UP TO THE LARGEST IN USE

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



C. L. "BUD" NORRIS, N.M.M.A. past president, was made an honorary member of the organization by resolution of the 51st Annual Convention.

International Names Ness

P. N. Ness, Vice-President, Director and former Assistant Manager of the Grain Department of International Milling Company, has been named Vice-President in charge of all Grain Operations of the Company. Mr. Ness was elected to the post following the recent death of P. B. Hicks, former Vice-President in charge of Grain Operations.

Mr. Ness started with International Milling Company as a Stenographer in 1923 entering the Grain Department in 1935. He was appointed Assistant Grain Manager in 1945. In 1951, Mr. Ness became a Vice-President of International Milling Company, and in January of this year he was elected to be a Director of the Company.



C. FREDERICK MUELLER, executive vice-president of C. F. Mueller Co., Jersey City, N.J., was recently elected to the board of Burry Biscuit Co., Elizabeth, N.J.

Phyllis Freschi Weds

Mr. and Mrs. William J. Freschi announce the marriage of their daughter Phyllis Joan to Mr. Richard E. Dillon on June 18 at the Church of the Annunziata in St. Louis, Missouri.

Macaroni Stack Displays Pay Off

Golden Grain's new 1-Minute Macaroni is being merchandised on the radio with a saturation schedule. The lively commercial begins when a female voice with "come hither" overtones sings out at you, "Hey! . . . Got a minute?" This is followed by a bouncy tune that explains—

"It only takes a minute from the time that you begin it—

Golden Grain 1-Minute Macaroni! You boil it just a minute, and not a second more—

And you'll love 1-Minute Macaroni! 1-Minute Macaroni's made by Golden Grain. And that's a good reason

1-Minute Macaroni—so tasty and so tender—

The finest macaroni that you can buy!

It only takes a minute from the time that you begin it—

And you'll love 1-Minute Macaroni—Golden Grain 1-Minute Macaroni!"

Golden Grain Macaroni Company of San Leandro and Seattle know that Mrs. America is a busy woman with a sharp determination to find time-saving short cuts. So they decided to give these busy women a macaroni every bit as tender, as tasty and as nourishing as any macaroni product—and one that would cook in exactly one minute. Specially-constructed dies and the Golden Grain experimental kitchen jointly solved the

problem and Golden Grain 1-Minute Macaroni became a reality.

Women, who have been stimulated by newspaper, radio and television advertising, have proved to themselves and their hungry families that "it takes only a minute from the time that you begin it." Home economists with stop watches are reporting that 1-Minute Macaroni does cook tender in just one minute! Grocers are noting the gleam of discovery in the eyes of women who buy several packages at a time. They have found that Golden Grain 1-Minute Macaroni, flanked with related products, creates an irresistible attraction for impulse buyers. Those special stack displays, they say, most certainly pay off!



JACOBS-WINSTON LABORATORIES, Inc.

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—Sanitary Plant Inspections.

James J. Winston, Director
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IT IS DIFFICULT

individually to do much about

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- IMPORTED MACARONI
- DURUM RELATIONS
- CONSUMER EDUCATION

But collectively, we can do a lot. Support the National Macaroni Institute and join . . .

National
MANUFACTURERS ASSOCIATION

FOR DETAILS WRITE BOX 636, PALATINE, ILLINOIS

RETROSPECTIONS

by
M. J.



AUGUST Gleanings and Recollections

35 Years Ago

• **OPPORTUNITY — COOPERATION — ATTAINMENT.** There is a time to act, a time to wait. The time for action is here—NOW.

• The problem of printing successfully on cushioned surfaces has been solved.—The Hinde Dauch Paper Co., Sandusky, O.

• The big 1920 conflict was that of "Macaroni vs. Paper" brought on the ever-decreasing weight of the macaroni in cartons.

• Advice: Be a live wire and you won't get stepped on. It is the dead one that is used as a doormat.

• From China to New York.—Egg Albumin, Spray Egg Yolks, Whole Egg Whitesaver.—Weeks—Hand Corp. ad, New York City and Chicago.

• The Convention decries the practice of subsidizing Jobber Salesmen by giving commissions and bonuses, as a bad trade practice . . . an unfair method of competition and contrary to the public interest.

• The popularity of Marquis Durum Wheat is still growing. It was hardly evident in the 1914 sowings, yet it contributed to the growing of 67.8% of the spring wheat in Minnesota in 1919; 47.5% in North Dakota; 63.8% in South Dakota and 71.4% in Montana that year.

25 Years Ago

• Slogan for the Depression (Good every year): "THINK RIGHT", "WALK STRAIGHT" and "TRADE HONORABLY".

• "The 3-C's Trio" by James M. Mills, president of Grocery Store Products, Inc. . . . (1) Cooperation, (2) Confidence, (3) Continuance.

• A new mill built exclusively to mill Semolina for the Macaroni trade. A 2-color, 4-page insert by Washburn Crosby Co., Minneapolis.

• A colorful center spread by "Eventually, Why Not Now Semolina" shows durum wheats, semolina, durum flour and many types of the most popular shapes and sizes.

• Hal M. Ranek appointed Field Secretary to promote the NMMA Macaroni Products Publicity Campaign.

• The production of macaroni, spaghetti and similar products have been steadily increasing in the U.S. for many years according to Felix T. Pope of the Foodstuffs Division of USDA. The

value of the production has increased from \$31,012,787 in 1921 to \$45,353,200 in 1927.

• Mr. and Mrs. Emanuele Ronzoni and daughter of Long Island City, N.Y. returned home after a tour of Italy during which visits were made to the Ronzoni childhood home. They sailed June 14, 1930 and returned in September.

15 Years Ago

• Consumers expect full package. The Government rules that the responsibility for the Degree of Fill in Package of Macaroni Products rest entirely on the manufacturer.

• Aliens employed in Macaroni-Noodle plants must register under the Alien Registration Act of 1940.

• Millers propose that the definitions of Durum Flour, Farina and Semolina be changed to make them more descriptive.

• The Michigan Macaroni Manufacturing Company's plant in Detroit, Mich. was completely destroyed by fire July 29, 1940. Loss estimated at \$100,000.00, partly covered by insurance.

• Italian Dinners, 1928 in number, were seized July 26 by the Federal Department on the charge "That the cartons were large, the dinners small".

• Macaroni products—a good source of Energy. Ideal as the Main Dish in Summer meals.

• Quaker Maid, Inc. announces the completion of a new addition to its Terra Haute, Ind. plant. Cost—\$400,000.

• Antoni D'Angelo, macaroni maker in Avon, N. Y. died in July.

5 Years Ago

In 1948 the U.S. exported 223,732,000 pounds of Macaroni Products with a value of \$26,014,000, approximately 10 cents a pound. The total products of this food stuff in 1949 was 1,139,750,000 pounds according to the Government estimate of that year.

• James T. Williams, president of The Creamette Co., Minneapolis, and Benjamin R. Jacobs, the Association's Washington Representative and Director of Research were paid due tribute for long and faithful service to NMMA. The industry's appreciation was in the form of plaques containing a resolution unanimously adopted by the 1950 convention.

• Durum Wheat Stocks as of July 1950 are estimated at 19,717,000 bushels.

• The third generation of the La Rosas were named to management positions in

the V. La Rosa & Sons, Inc. organization. Those advanced were: V. S. LaRosa, V. P. LaRosa, V. F. LaRosa, P. P. LaRosa and J. S. LaRosa.

• How to go bankrupt in the macaroni business. Make Macaroni at a cost of \$0.135 and sell it for \$0.125.

• The dates of the N.D. Durum Show in Langdon, N.D. are November 9 and 10, 1950, as announced by Maurice L. Ryan of the NMMA Durum Growers Relations Committee and Victor Sturlaugson, perennial president of the show.

CLASSIFIED

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....75 Cents per Line

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Higher Egg Prices by Fall

The Department of Agriculture predicts higher egg prices by fall. Production is above a year ago, but summer heat will begin to cut the rate. Production this fall may be below last year's level by 5%, and if demand holds high, prices may run a dime a dozen higher than now. A possible brake on rising prices may be cold storage stocks which were 50% higher on May 31 than the smaller than usual total a year ago.

Average egg-laying flock on hand during June was 326,155,000 compared with 317,022,000 in June, 1954. Hens and pullets of laying age on farms July 1 totaled 321,227,000 compared with 310,164,000 the same date last year.

Why you should make

ENRICHMENT

a vital part
of your sales story

Enriched macaroni, spaghetti and noodle products are deluxe grain foods, members of a select nutritional family. Not all cereal products are enriched. Those which are have a positive advantage in the market place because more homemakers buy products which meet the high nutritional values recommended by doctors and dietary experts. The Food & Drug Administration of the U.S. Department of Health, Education and Welfare has established standards for all enriched macaroni products. Your products, enriched with vitamins and iron, qualify.

Make the most of enrichment! Make it work hard for you. The extra value of enrichment puts your foods in a much better competitive position and helps to keep them out in front.

Here are some ideas to help you get the greatest benefit from enrichment.

- Show your retail customers, in big, bold type on your packages that your foods are enriched.
- Use a phrase like this to tell homemakers quickly and simply the advantages of enrichment:

*Enriched with vitamins B₁, B₂, Niacin
and Iron for better nutrition*

- Feature the enrichment story in all of your advertising: newspaper, magazine, radio, television, car card, store poster, displays. Don't overlook your newspaper mats for cooperative advertising.
- Have your sales force talk enrichment on all calls. Your men can get the full story from the new Roche Enriched Macaroni Brochure.

By producing and distributing the Roche Enriched Macaroni Brochure and Versatility Chart to important buyers and those who influence buying, Roche is doing a big job to help the sales of your enriched foods. Cash in on this effort by featuring enrichment and its benefits in all of your sales promotion.

ROCHE vitamins for enrichment

VITAMIN DIVISION • **HOFFMANN-LA ROCHE INC.** • NUTLEY 10, NEW JERSEY
NUTLEY 2-5000
Pacific Coast distributor: L. H. BUTCHER COMPANY • San Francisco • Los Angeles • Seattle
Portland • Salt Lake City
In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec

ROCHE BROCHURE AND VERSATILITY CHART

Now ready for you in quantity



The Rossotti Lithograph Corporation of North Bergen, N. J. and San Francisco, Calif., in cooperation with Hoffmann-La Roche Inc., now makes it possible for you to purchase four different plans built around the Roche Enriched Macaroni Brochure and Versatility Chart at mass-production prices. See the Rossotti advertisement on the inside front cover of this issue for full details. Plan now to make this material a vital part of your own sales-building plan.



ADVERTISING AGENCY EXECUTIVES

You will find many ideas for entire sales campaigns and publicity articles for your macaroni client in the Roche Enriched Macaroni Brochure and Versatility Chart. Study this material well; it's a mine of valuable information. If you have not yet received your personal copy, write to the Vitamin Division.

MORE HELP FOR YOU

Reprints of the famous Science Writer article, "The Vital Story of Macaroni Enrichment" are available to you on request—without charge. You will find this most helpful in mailings and for distribution by your salesmen. If large quantities are needed—for distribution to consumers, for example—we shall be happy to discuss arrangements with you. Ask your Roche salesman or write the Vitamin Division.



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Two strategic mill locations plus representatives from coast to coast assure you of the best possible service on Capital top-quality durum products.

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