

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 4**

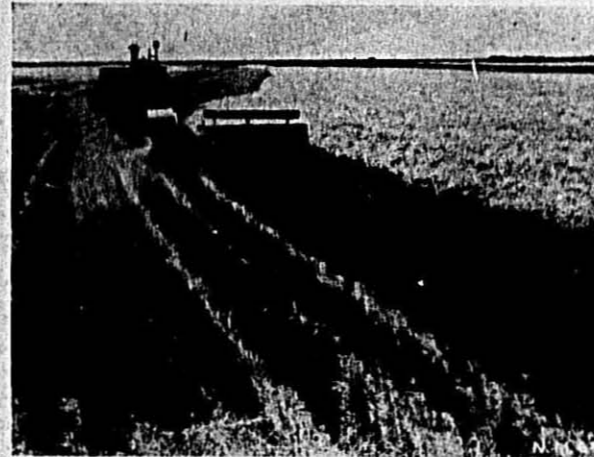
August, 1949

AUGUST, 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*In Durum Land,
North Dakota*



Harvesting the 1949 Durum Crop for Milling into Semolina Products for Conversion into Tasty Macaroni Products by Macaroni-Noodle Manufacturers in the 1949-1950 Period.

VOLUME XXXI
NUMBER 4

Macaroni Manufacturers Association

Printed in U.S.A.



Look of the Month Club

Best sellers in the package parade are those labels and cartons that make the customers look—and buy . . . that serve as constant reminders, month-in and month-out.

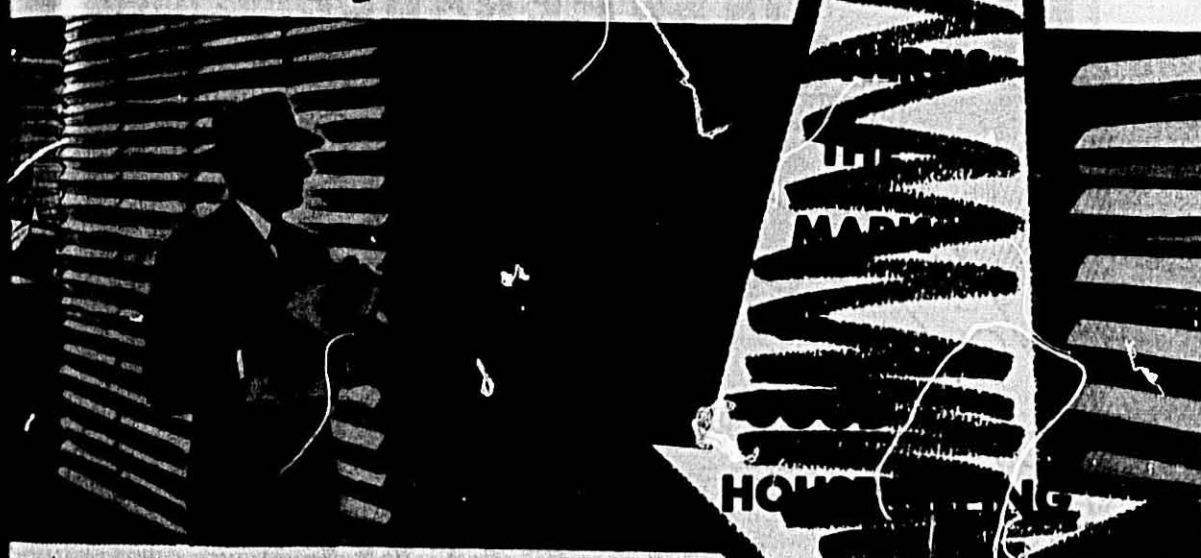
Rossotti helps keep your product at the top of the buyer's list. For perfect purchase-appeal, mouthwatering eye-appeal, surefire display-appeal, Rossotti Labels and Cartons have few equals.

More than fifty years of specialized service is one reason Rossotti has led the field in dynamic sales-effective packaging. Now, with modern, fully-equipped plants on each coast, we can assure prompt, fast, dependable service from coast-to-coast. When a packaging problem confronts you, consult Rossotti—specialists since 1898.

Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING COMPANY, INC. • NORTH BERGEN, N. J.
ROSSOTTI WEST COAST LITHOGRAPHING CORP. • SAN FRANCISCO, CAL.
ROSSOTTI FLORIDA LITHOGRAPHING CORP. • TAMPA 1, FLA.
SALES OFFICES: PHILADELPHIA • BOSTON • ROCHESTER • CHICAGO

at inspection time



St. Regis Multiwall Paper Bags keep your flour—and your plant—more sanitary. By providing maximum protection against contamination from insects and rodents, these rugged kraft containers greatly lessen chances of condemnation by sanitary inspectors.

This protection—protection that fabric bags can't offer—is vital to you.

And . . . because flour can't sift through paper, Multiwalls are cleaner and easier to handle; keep your flour safe from rodent contamination . . . your plant more sanitary . . . ready for inspection at any time.

Put the mark of "good housekeeping" on your plant—order your next shipment in sturdy, economical St. Regis Multiwalls. Your miller is ready to supply you.



look to St. Regis for

- 1 ECONOMY**—St. Regis Multiwall Paper Bags save handling time and costs; give full weight (no sifting or retention).
- 2 PROTECTION**—St. Regis Multiwalls are strong; stand up under shipping and handling; protect contents from moisture, rodent and insect contamination, loss of freshness.
- 3 CONVENIENCE**—St. Regis Multiwalls are cleaner and easier to handle; stack evenly in a smaller space.

SALES SUBSIDIARY OF ST. REGIS PAPER COMPANY

ST. REGIS
SALES CORPORATION
230 PARK AVENUE • NEW YORK 17, N. Y.

YOU BUY PROTECTION WHEN YOU BUY MULTIWALLS

Allentown, Pa. • Allentown
Baltimore • Birmingham
Boston • Chicago
Cleveland • Denver
Detroit • Houston
Kansas City, Mo. • Los Angeles
Louisville • Minneapolis
New York • Omaha, Ne.
San Francisco • Seattle
In Canada:
St. Regis Paper Company
(Can.) Ltd. Montreal
Hamilton • Vancouver

MALDARI'S INSUPERABLE MACARONI DIES

STAINLESS STEEL

FOR LONGER AND HEALTHIER

DIE LIFE

IT PAYS TO PRACTICE

DIE-GIENE

Return Your Dies to
Us Regularly for Periodic
Checkup and Reconditioning

D. Maldari & Sons

America's Largest Die Makers

178-180 GRAND STREET

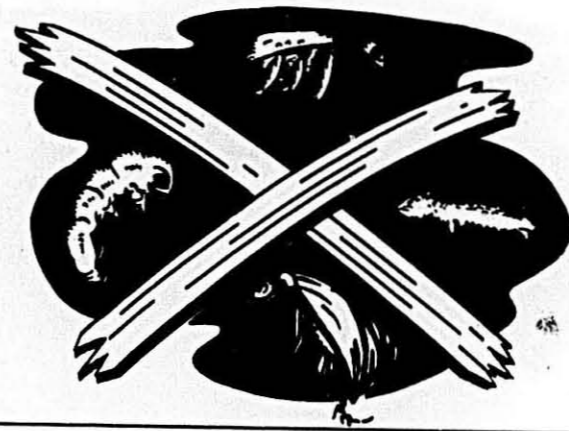
NEW YORK 13, NEW YORK

U. S. A.

ESTABLISHED 1903
MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY
BRONZE ALLOYS COPPER

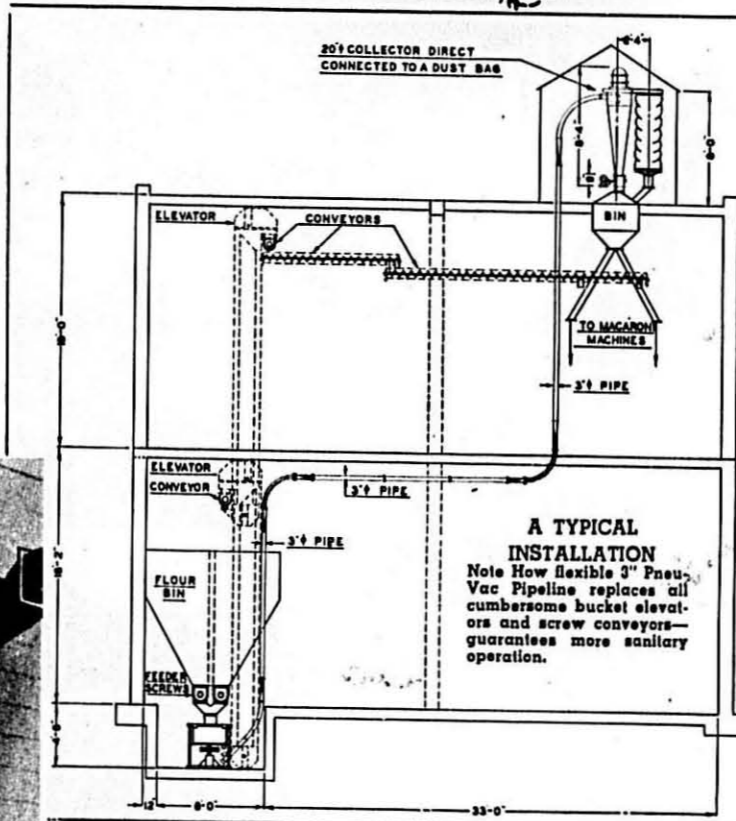
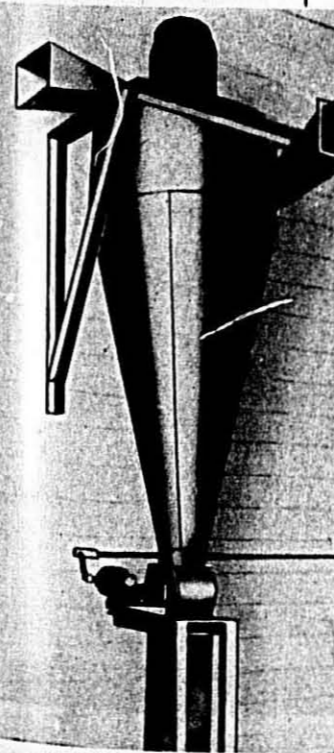


You, too, can BANISH PRODUCT CONTAMINATION forever!



PNEU-VAC . . . this modern, sanitary, pneumatic conveying system is doing an excellent job for Mega Macaroni Company, Harrisburg, Pa.

- Pneu-Vac eliminates completely the hiding places of bugs, weevils, etc.
- No flour remains dormant in a Pneu-Vac System to harbour infestation and attract rodents.
- Because flour is pneumatically conveyed at the rate of 5,000 ft./min., every inch of a Pneu-Vac System is swept absolutely clean after each batch.



A TYPICAL INSTALLATION
Note How flexible 3" Pneu-Vac Pipeline replaces all cumbersome bucket elevators and screw conveyors—guarantees more sanitary operation.

Never before have such sanitary methods for handling bulk flour been available to the Macaroni Industry.

With its cost justified by sanitary standards alone, Pneu-Vac offers even more

- Easy, flexible installation economies.
- Lower maintenance costs compared with outmoded screw conveyors and bucket elevators.
- Working conditions are greatly improved as dust is carried along with air stream in closed ducts.

Learn how a Pneu-Vac System can prevent contamination in your plant . . . save you money through more efficient handling methods. Contact Sprout, Waldron & Co., Inc., 56 Waldron Street, Muncy, Pa.



H.A. Nabi
 CONTRACTORS AND ENGINEERS
 DESIGNERS OF FULLY AUTOMATIC PLANTS FOR THE MACARONI INDUSTRY
 2 BEECH ROAD
 ST ALBANS, HERTS
 HUNTERS GREEN, ENGLAND

SUMMER 1949

YOUR REF. OUR REF. EXPORT. U. S. A.
 TO THE MANUFACTURER.
 U. S. A.

SIR: MAY WE INTRODUCE TO YOU OUR NEW RONCA DA VINCI PLANT FOR THE MANUFACTURE OF SHORT-CUT GOODS? THIS EQUIPMENT, DESIGNED AND CONSTRUCTED IN BRITAIN, IS COMPRISED OF THE FOLLOWING ITEMS:

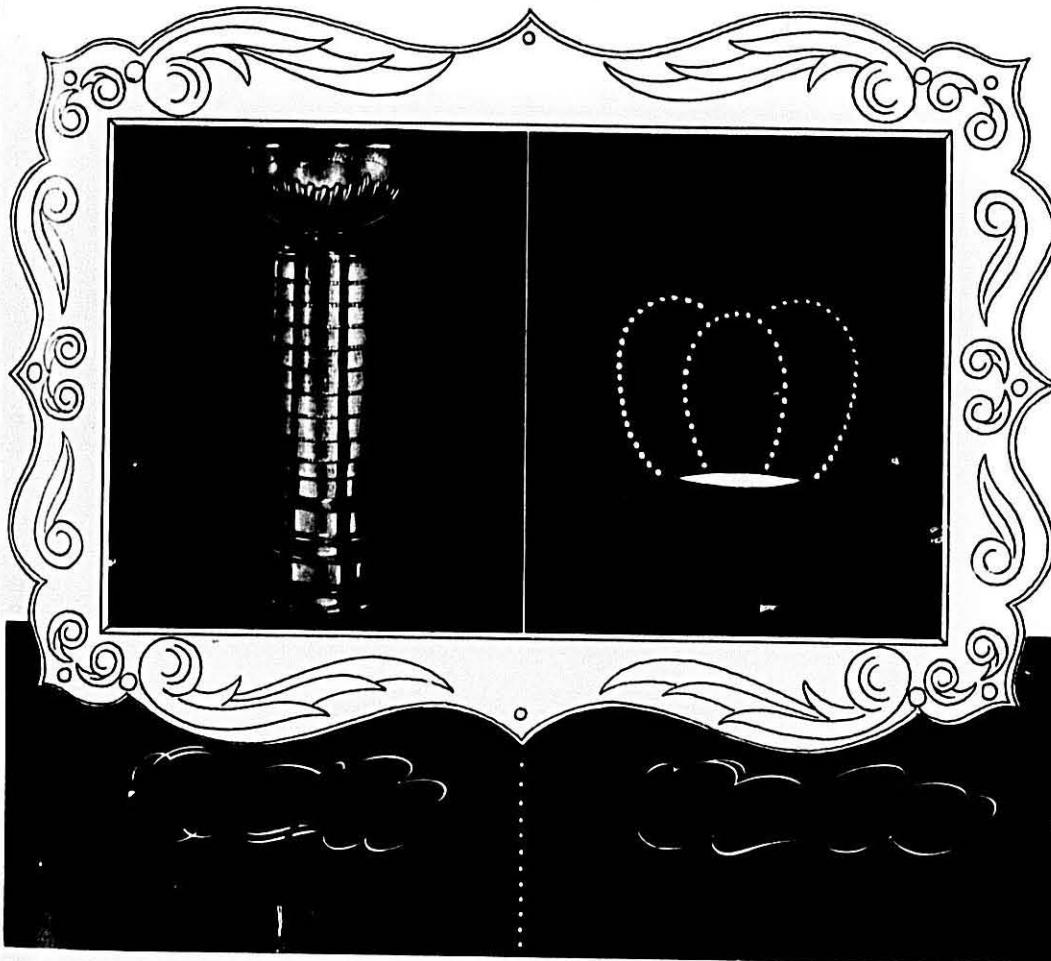
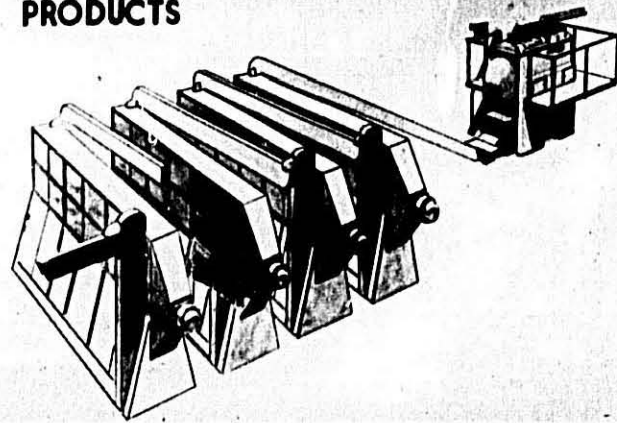
1. THE M.C.R. 2 DOUBLE-HEADED EXTRUDER FOR SHORT OR LONG GOODS.
2. THE N.P.A. LIGHT ALLOY PRELIMINARY DRIER.
3. THE N.W.N. CONTINUOUS DRIER FOR SHORT GOODS.

WE GUARANTEE A CONSTANT PRODUCTION OF 700 800 POUNDS PER HOUR OF VERY HIGH GRADE GOODS UNTOUCHED BY HAND FROM SEMOLINA SACK TO RETAIL CARTONS.

WE CAN DISPATCH CATALOGUES ON REQUEST FOR YOUR FURTHER INFORMATION.

H. A. NABI, LTD.

A SUGGESTED LAYOUT OF RONCA DA VINCI EQUIPMENT FOR SHORT CUT MACARONI PRODUCTS



Possession of the Stanley Cup marks its holders as being pre-eminent in the field of professional hockey. In the packaging field, cartons bearing the Empire Crown emblems are recognized as being outstanding examples of fine quality. Yet, in spite of their obviously superior quality, Empire cartons for the macaroni, spaghetti and egg noodle industry are definitely *low* in price. Prove it to your own satisfaction. Contact your nearest Empire representative for full facts and figures.



Empire Box Corporation

Plants: Garfield, N. J. • South Bend, Ind. • Stroudsburg, Pa.
 Offices: New York • Chicago • Philadelphia • Boston • Garfield, N. J.

PACKAGES THAT SELL!

Macaroni and Noodle Products

Oneida packages give you maximum protection, super strength and sound package construction. In addition to these structural qualities you also get this prize-winning, sales-building combination:

Brilliant Colors

Skillful Design

Beautiful Printing

Full Product Display

This combination will sell your short goods, long goods and round goods like they have never sold before! Your products will sell in the face of competition both within the industry and from other types of food products.

Take a look at the shelves of any food store that carries macaroni and noodles. You'll see many types of products. You'll find several types of packages and many competitive brands. Your package, then, HAS to be good to hold its own, to build repeat sales ... volume sales.

Catch the eye ... and make them buy!!!

According to a recent DuPont survey, 48% of all macaroni and noodle products are bought on impulse. In order to get your share of the big, fifty million dollar macaroni and noodle market your package must stand out enough to attract the eye,

be looked at ... examined ... and BOUGHT!

Let Oneida show you examples of fine quality packages. Let Oneida show you how economical it is to package this proven way. Let Oneida prove its claim. Write today for samples and new prices.

ONEIDA

paper products, inc.



Manufacturer and Converter

Plain and Printed Specialty Bags • Cellophane Envelopes • Printed Rolls and Sheets

FORT WORTH, TEXAS • 10 CLIFTON BOULEVARD, CLIFTON, NEW JERSEY • LOS ANGELES, CALIFORNIA

ENRICHMENT BY WAFER

MERCK
Enrichment Wafers for all varieties of Macaroni Products

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pastina, etc.

MERCK & CO., Inc. • RAHWAY, N. J.

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

MERCK ENRICHMENT PRODUCTS

Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Niacin, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

MERCK ENRICHMENT PRODUCTS

MERCK & CO., Inc. RAHWAY, N. J.

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill. • Elton, Va. • Los Angeles, Calif.

In Canada: MERCK & CO. Limited. Montreal • Toronto • Valleyfield



A Guaranty of Purity and Reliability

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

**SUPERIOR
FANCY No. 1
SEMOLINA**

**COMET
STANDARD No. 1
SEMOLINA**

**ROMAGNA
GRANULAR
FLOUR**

**CAMPANIA
DURUM
PATENT FLOUR**

COMMANDER MILLING COMPANY
MINNEAPOLIS 1, MINN.

The MACARONI JOURNAL

Volume XXXI

August, 1949

Number 4

Durum Protein Test

MANUFACTURERS have been reporting that the raw materials being supplied them for conversion into high grade macaroni products lack the essential proteins. They realize that the millers are doing a fine job with the kind of durum wheat that is available.

Quite naturally, the leading macaroni makers of the country are looking to the National Macaroni Manufacturers Association to do something about the protein deficiency and they are not to be disappointed from the reports that emanate from the durum area of North Dakota, where tests are being made to determine the effect of fertilizers on the protein contents of durum wheat.

The idea of field tests to determine what types of durum to grow under specific conditions of fertilization had its origin at a conference last April between a special committee of macaroni makers, county agents and durum growers in Langdon, N. D., when it became known that, under present growing practices, the protein has gradually decreased.

As chairman of the Durum Millers Relations Committee, Maurice L. Ryan of Quality Macaroni Company, St. Paul, Minn., reports as follows on the work undertaken by his committee:

"When in Langdon, N. D., last April for the State Durum Show, I took up the matter of durum protein with Dean H. L. Walster of the North Dakota Agriculture College of Fargo, N. D.; with Henry O. Putnam, Executive Secretary of the Northwest Crop Improvement Association, Minneapolis; with Robert W. Amstrup, county agent of Cavalier County, the center of durum production in North Dakota, and with Victor Sturlaugson, president of the N. D. State Durum Show and superintendent of the Durum Experimental Station at Langdon.

"As a result of these conferences, arrangements were made with Raymond Chaput of Langdon to run some experiments for us. He had 76 acres of summer fallow and on which he agreed to sow 38 acres of selected durum, using a fertilizer known as 11-48-0, and the other 38 acres without a fertilizer, the object being to determine the effect of fertilization on the protein content of the crop. The fertilizer was applied at the rate of 50 pounds per acre with a fertilizer attachment which reads the fertilizer equally.

"Mr. Chaput started sowing this field on May 7. Mr.

Amstrup, the county extension agent, has assumed the full responsibility of getting the durum sacked, tagged and loaded for shipment when harvested. The North Dakota Mill & Elevator of Grand Forks, N. D., will mill the 300 bushels of each lot into granular which will be shipped to The Creamette Company, Minneapolis, Minn., for processing into macaroni products.

"Proper analyses will be made of the two kinds of macaroni products made from durum grown on fertilized and non-fertilized plots to determine the protein contents of each. The information will be passed on to the membership of the National Macaroni Manufacturers Association as well as to the interested durum growers, semolina millers and county agents concerned in improving the quality of the wheats that can be grown in North Dakota for the production of the world's best macaroni products."

Chairman Ryan is planning an inspection of the test plots in August with Victor Sturlaugson, manager of the North Dakota Experimental Farm at Langdon.

Henry O. Putnam of the Northwest Crop Improvement Association inspected the plots of growing durum late in July and reports as follows:

"Durum wheat is being grown on the Raymond Chaput farm, 3½ miles east of Langdon, N. D., on the south side of Highway 5. According to Robert W. Amstrup, county extension agent, Mr. Chaput is growing tested durum on 76 acres of summer fallow land. Thirty-eight acres were fertilized with 11-48-0 and 38 acres were planted without fertilizer. This means that the fertilizer contains eleven pounds of nitrogen, forty-eight pounds of phosphate and no potash to 100 pounds of fertilizer. It was applied at the rate of 50 pounds to the acre.

"Mr. Amstrup reports that on the fertilized land the grain emerged about a day earlier than the grain on the unfertilized area. It also has deeper, healthier and greener color. The plants stood more on the fertilized plot and the grain on this plot has been four or five days ahead of that on the unfertilized plot. It is also taller. Both plots were treated for weed control. There appears to be more weeds in the unfertilized durum because of the thinner stand which allowed more room for weed growth. The crop is progressing nicely, but the entire area would welcome a good rain (July 15)."

Thus the National Association is attaining another of its objectives in the interest of the entire industry.

Report on Association and Institute Affairs

By Robert M. Green
Acting Secretary-Treasurer

National Macaroni Manufacturers
Association Convention in Chicago,
June 27 and 28, 1949

MY report on the Association and Institute affairs will be brief and to the point. If there is any single thing that stands out on the business scene today it is that our industry as well as every other branch of business must do a better job of selling. And in doing this we must have the best public relations possible.

The activities that your Association is engaged in to help you along these lines can best be shown in where your dues dollars go. On the income and outgo of the Association's funds: As of June 15, Association dues collected from seventy-seven members and twenty-three associates totaled \$11,875.85. The largest single expense is for the Association office, which includes salaries, subscriptions, material for bulletins, mailings, and traveling. Up until June 15, it was just under \$5,000, to be exact, \$4,982.42.

The second in size was for the special publicity expense incurred in hir-

ing Bert Nevins last fall. While this expense was incurred in 1948, it was paid this year. It totaled \$3,675.

The Department of Research, under Dr. Jacobs, maintains Washington contacts and conducts the laboratory in New York City. Fees for the department totaled \$1,000.05 and expenses \$508.27 for a total of \$2,174.92.

Our next activity is maintaining good relations with the raisers of durum wheat and includes direct newspaper advertising in the durum growing areas during the planting season, encouraging these farmers to plant better durum wheat. Our expenditure for this activity was \$469.95. Our expenses in participating in the North Dakota State Durum Show held in Langdon, N. D., in April, which resulted in such excellent publicity for macaroni, spaghetti, and egg noodles, amounted to \$235.83.

The National Macaroni Manufacturers Association has a membership in



Mr. Green

the Northwest Crop Improvement Association. There is always a job to do with the durum farmers. Either we have too much wheat or not enough. When we have too much, we must explain to them why. When we don't have enough, we must encourage them to raise more.

The Northwest Crop Improvement Association are the boys in the field with the farmers. Our membership in this association costs us \$500 a year. Following the Durum Show in Langdon last April, Henry Putnam made arrangements for a test of fertilized durum wheat against unfertilized durum wheat, which we hope will show whether there is an improvement in protein in the fertilized grain and the end product, macaroni.

Your Association also belongs to the United States Chamber of Commerce and to the Greater North American Association.

Miscellaneous expenses for the president, directors, and committees amounted to \$425.15 until June 15 of this year.

Ninety-four firms representing ninety-nine plants are participating in the promotional work of the Macaroni Institute. The Institute counts are in excellent shape. Collections have been good. Starting November 1 our collections for December 1 for November were \$4,132.60. There was a drop in December to \$3,859.25. January rose to \$3,686.01, February to \$3,687.20, March to \$3,687.20. There was a drop in April, of which you are well aware, to \$2,993.25. Collections for May conversion up to June 15 totaled \$2,508.42, although within the past five days an additional amount exceeding \$500 has come in.

(Continued on Page 50)



The 1949-50 officers of the National Macaroni Manufacturers Association gather around Edith M. Barber, food editor of the New York Sun and Syndicate, after her talk to the annual convention June 28 on the subject, "Reaching the Homemaker." C. L. Norris, Minneapolis, who was re-elected president of the association, is seated at the right, and C. Frederick Mueller, re-elected vice president, at the left. Standing, left to right, are: C. W. Wolfe, past president and re-elected advisor; A. I. Grass, Chicago, also re-elected vice president; Peter J. Viviano, Louisville, newly elected vice president, and Robert M. Green, acting secretary of the association.

COLOR IS THE VISUAL TEST OF MACARONI QUALITY



General Mills Durum Products are Color-Controlled for Your Protection

Color-conscious about macaroni? Of course you are! And here are important facts regarding the color check at General Mills:

1. Durum wheat samples, only hours from the wheat fields, are milled into semolina and made into dough slabs at General Mills Products Control Durum Laboratory. Uniformly dried, these slabs are tested for color value with a colorimeter. Color value thus determined, each car of durum wheat is specially binned as to its color value at the elevator.
2. When the bins are full, the durum wheat is "turned" and mixed. Then composite samples are taken and double checked for color value in both slab and macaroni form.
3. The mill mix is made by blending Durum wheat in various percentages from several bins. Only when mill mix samples produce macaroni of the proper amber color value, is the mill mix released to the mill.

Painstaking? Yes! But this 3-way color-check is your guarantee that General Mills Durum Products will produce the finest quality macaroni.



General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS





Convention Pictures

Left, Don McNeil and C. L. Norris, president of the National Macaroni Manufacturers Association, put their noodles together on the subject of macaroni products during a recent broadcast. In answer to a question about the hole in macaroni, Norris told McNeil his industry gets the holes from doughnuts and wraps macaroni around them.

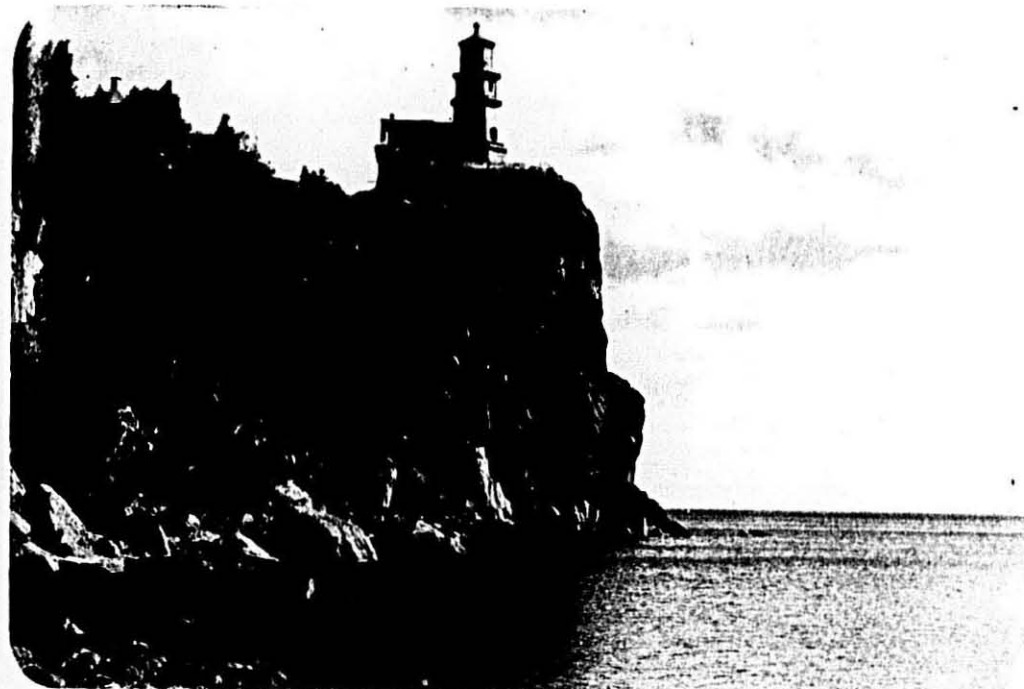


Right, the four speakers who spoke during the "Better Public Relations" section of the National Macaroni Manufacturers Association convention at the Edgewater Beach Hotel in Chicago June 28 were: Gertrude Michalove, director, Women's Department, Theodore R. Sills and Company; Clara Gebhard Snyder, director, Wheat Flour Institute, Edith M. Barber, food editor, New York Sun and syndicate; and Theodore R. Sills, the Association's public relations counsel.



Extreme right, a platter of spaghetti and meat balls also makes an attractive hat, wives of macaroni products manufacturers agreed at the style show presented in Chicago's Edgewater Beach hotel in their honor during the convention of the National Macaroni Manufacturers Association.

Right, made of macaroni, this fetching hat and decorative fan caught milady's eye at Chicago's Edgewater Beach hotel fashion show held for wives attending the National Macaroni Manufacturers Association convention there June 27 and 28.



Photograph of Split Rock Lighthouse on Lake Superior

This Cool Great Lakes Breeze Helps in Milling Better Semolina

In Superior, Wisconsin, home of King Midas' durum mill, it's cool the year round. Located at the head of the vast Great Lakes waterways system, Superior is characterized by cool breezes and low humidity, which have earned it the title of America's "Air Conditioned" city.

The cool weather in Superior is ideal for the storing and milling of durum wheat. It makes possible a higher degree of uniformity. It plays an important part in the preservation of color standards. It's one big reason why you can always depend on every shipment of King Midas Semolina to be of highest quality.

KING MIDAS FLOUR MILLS • MINNEAPOLIS, MINNESOTA



King Midas SEMOLINA

TRADE ASSOCIATIONS

By Chester C. Kelsey
Manager Asbestos Cement Products
Association at The University of
Nebraska College of Business
Administration

THE Trade Association is a great American institution. It is typically American—the product of our system of free capitalistic enterprise coupled with the American instinct to join, to get together with others who have similar interests and aims. Much has been said and written about trade associations and their alleged sinister influence; until recently, little has been said for them because they have failed to tell the public about the good things they are now doing, or to correct many of the erroneous impressions that have been circulated about them through the years.

Trade associations had their beginnings in this country in 1853 when the American Brass Association was organized by a few brass mills in the Naugatuck Valley in Connecticut, followed a year later by the Hampton County Spinners' Association, a forerunner of the National Association of Cotton Manufacturers. Other industries slowly joined together, but by 1890 they were still mainly local in character, had no offices or staffs, and met occasionally behind closed doors to exchange information, mainly of a technical manufacturing nature and discuss the good and the bad in the industry.

From 1890 to 1912, there was a second period of development, but it was marked by such an emphasis on price controls that when the Wilson Administration came into power, efforts were made to curb price fixing. We find the Clayton Antitrust Act and the creation of the Federal Trade Commission to promote fair trade practices outstanding in the pre-World War I legislative program.

The post-war years from 1920 to 1933 were filled with confusion for trade associations, but out of many prosecutions, there came a clarification of the proper functions of a trade association and an outlawing of some of the insidious practices that had grown through the years. I hold no brief for the methods used by some unenlightened members of industry in their selfish grasp for power, and the uses to which they put trade associations. We are still fighting to overcome the governmental attitudes that had their beginnings in those years.

And then came NRA which added organized chaos to disorganized confusion. Industry was told to fix mini-

mum prices, establish codes of fair competition and do many things that they had just been prosecuted for doing, and would soon again be prosecuted for continuing. Hundreds of new trade associations sprang up to represent their industries and trades in Washington, and they continued, even after NRA was tossed out by the Supreme Court, to make their influence felt in spite of an administration that was suspicious of business.

Through trial and error, prosecutions and cease and desist orders, and with the development of a broader concept of their responsibilities by business leaders, trade associations finally reached maturity about the time of our entry into the last war. During the war years, these associations did everything in their power to aid the war effort and at the same time to fight bureaucratic inefficiencies in many government agencies that hampered rather than helped industry to do its best job.

Today's trade association is a far cry from the small groups of manufacturers who gathered together in 1853. It is estimated that there are about ten thousand trade associations in the United States today, of which about two thousand are national or regional. The smaller local groups are mostly in the service or distribution trades; few have fulltime paid staffs or headquarters, and their influence is largely confined to the state, county, or city.

The national or large regional associations are, for the most part, run on a business basis with offices, staff, and a very definite program of activities. Some are large in membership: the National Association of Retail Grocers has seventy thousand members. My association has ten members. Some have budgets of several million dollars and engage in national advertising programs, support extended research, hold large conventions, and maintain various departments headed by competent administrators. Others have an income of only a few thousand dollars—merely enough to cover office space, an underpaid executive and a part-time secretary. But the average is good, and most industries and trades today support adequate associations.

You may well ask at this point, "What are the proper functions of a trade association?" The general philosophy of all of them is the same: to bring together in one group those hav-

ing similar business interests; to provide them with information affecting their industry; to represent that industry as a group before the public, legislative committees, governmental agencies, and other trade organizations; to key good public relations for the industry, and to promote its best interests.

The activities of some trade associations are more varied and extensive than others, but usually they include continuing projects under the following headings:

Conventions or Meetings. The old conception of a convention as an excuse to get away from home, paint some city all shades of red, and charge it all off as a legitimate business expense has gone to limbus. While there is, as there should be, fun and relaxation, there is a serious motive that draws today's business executive to the meetings of his industry—a desire to find out what's going on, to exchange information with reasonably friendly competitors, and to participate in shaping industry policies. Some conventions are large with floor after floor devoted to exhibits of industry products, and with a galaxy of important people as featured speakers on the program. Others, like those of my association, are small working meetings with committee activities and their reports comprising the entire agenda of the three meetings a year which we hold.

Publications. Most executives think that they have to keep feeding printed or mimeographed material to their members to prove to them that the manager is doing a job. Some even get out elaborate publications and magazines and probably most of them issue periodic bulletins. These can be very helpful to members who are scattered throughout the country, and where they provide terse comment about important matters they are good; when they are sent out only because it is Friday and that is the day they must go even if there is little or nothing worth telling, they are a waste of time, paper, and postage. My own policy is, if there is something the members should know, tell them—otherwise don't bother them.

Industry Statistics. An important service and one of value to every businessman who studies his trade or industry and the relationship of his busi-

(Continued on Page 49)

KEEP MACARONI PRODUCTS IN STEP with recent enrichment advances!

NEWFOUNDLAND NUTRITION SURVEYS 1944 — 1948

THE RECENT, dramatic report on compulsory enrichment in Newfoundland has created increased interest in the cause of enrichment in the United States.

This large scale experiment, covering a period of four years with conditions controlled, is an impressive demonstration of the value of enrichment which can be readily recognized by both scientist and layman.

A quick review of some of the more important developments of the Newfoundland surveys presents the following dramatic findings:

- Outward signs of malnutrition less conspicuous and less prevalent.
- Quality of life improved.
- Death rate lowered.
- Deaths from tuberculosis decreased.
- Rate of stillbirths and infant mortality reduced.

B-E-T-S TABLETS

Offer these advantages
to users of the batch method

1. ACCURACY— Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.
2. ECONOMY— No need for measuring—no danger of wasting enrichment ingredients.
3. EASE— Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

Although the problem of nutrition in Newfoundland is not solved, these surveys have demonstrated the far-reaching effects and benefits of enrichment.

The nutritional improvements which have been shown so convincingly in Newfoundland are also applicable in the United States where white flour and corn meal together provide a very large proportion of the dietetic calories. Enrichment of these foods, as was shown in Newfoundland, provides a means of immediately correcting the inadequacies of these diets.

Today, the American consumer is becoming more and more enrichment conscious. The list of states with compulsory enrichment laws is steadily increasing while both bakers and millers are doing a wonderful job of educating the masses in the nutritive values of enriched bread.

Keep your macaroni and noodle products in step with this growing national trend. And give your brand an extra sales "plus" by enriching with Winthrop-Stearns vitamins... the choice of manufacturers of leading national brands.



SPECIAL MARKETS—INDUSTRIAL DIVISION

Winthrop-Stearns INC.
170 Varick Street, New York 13, N. Y.

VEXTRAM

Offer these advantages

to users of the continuous process method

1. ACCURACY— The original starch base carrier—freer flowing—better feeding—better dispersion.
2. ECONOMY— Minimum vitamin potency loss—mechanically added.
3. EASE— Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.

Suppression of FM Broadcasting

Joseph Giordano, sales and advertising manager of V. LaRosa & Sons, Brooklyn, N. Y., one of the world's largest macaroni manufacturing firms, is naturally interested in all media for advertising macaroni products. Recently he went to the help of FM system of broadcasting by asking a direct question—"FM is a superior form of broadcasting, yet thus far it hasn't become an efficient national advertising medium. Why?"

The question was so timely and pertinent that *Sponsor Magazine* elected to put it to a selected panel for discussion. The opinions of the panel members were published in its June 20, 1949, issue. Because of the interest of all macaroni advertisers in the effectiveness of all media of advertising, the opinions are published in part herewith:

"Before the war FM was a highly competitive, fast-moving threat to the AM system. It was progressing at an ever-increasing rate that could not be slowed down by anything short of war. The four-year war period enabled the Federal Communications Commission to take the engineering of the system out of the hands of the men who built the art and to redesign it according to its own ideas.

"One of these ideas consisted in moving FM from the band where it was operating successfully, on the ground there would be 'intolerable interference' if FM stayed there. A second idea was the imposition of the 'single market plan,' which had the effect of destroying the coverage of the principal pioneer FM stations by cutting down their power to a few per cent of what the Commission had already authorized.

"The net result was to remove FM as a serious commercial threat to the established AM system, reducing it, for the time being at least, to a mere adjunct of the existing system.

"However, despite the fact that it was impossible, after the change in frequencies, to obtain adequate high-power transmission for over two years, and despite the fact that sensitive, inexpensive receiving sets required nearly three years before quantity production could be obtained, the time has

Panel Discussion Aroused By Question from a Leading Macaroni Manufacturer

now arrived where the superior service and greater coverage of the FM system are about to be demonstrated to a large part of the population of the United States."

EDWIN H. ARMSTRONG
New York

"FM being a definitely superior form of broadcasting, it has been hampered mainly by the numerous weak crutches of low-powered interim operations which have been more detrimental to the FM industry than any other one thing.

"Now that the pressure groups are realizing the unlimited possibilities of FM, due to the coverage, quality, etc., the way has been paved for high-powered FM to do the job. This, in my opinion, will be accomplished in a very short period of time. With the stepped-up production of low-priced quality FM receivers, including FM automobile sets, the outlook for the FM industry at this time is indeed very bright."

ELOISE SMITH HANNA
President
Birmingham Broadcasting Co.
Birmingham, Ala.

"FM is an efficient medium for national advertising. The fact that this unsurpassed method of sound broadcasting is not being used for national advertising on a scale similar to AM usage does not in any way lessen its efficiency as such a medium.

"Consider facts and we see that FM is the bright spot in the broadcasting picture. There are more than 750 FM stations now in operation, consisting of 728 commercial FM stations and an additional 30 or more educational FM stations. These commercial FM stations, in addition to covering the more densely populated urban areas, cover as well considerable rich rural and agricultural sections. Boiling this down

into more specific terms of coverage: there are more than 100,000,000 people—better than two-thirds of the total population of the U. S.—who live in 451 cities served by FM stations. And this coverage is the same day and night since FM signals are unaffected by nighttime atmospheric conditions that interfere with the transmission of AM signals.

"The coverage is there day and night and it is there on static-free, interference-free, superior-coverage basis.

"One of advertising's basic principles is: 'You've got to reach 'em to sell 'em.' Radio advertising is also higher on the third show than it was on the first.

"The time has come for advertisers and agency people to wake up to facts. FM is an efficient medium for national advertising."

WILLIAM E. WARE
President
FM Association
Washington, D. C.

"FM broadcasting is alive today only because it is so much better than AM that virtually nothing can kill it. It has survived body blows which would have destroyed a system of less vitality and outstanding superiority, but these blows have hurt FM, which should long since have been the dominant system of aural broadcasting, is today only beginning to come into its own.

"The assaults on FM fall into four general, interrelated categories. First, we have had obstructionism by interests that feared FM as a competitor, and/or did not have patent control of FM. Second, inexcusable laxness by former Federal Communications Commissioners delayed FM's pre-war start for several years and, postwar, nearly killed it altogether by an unwise change in frequency allocation (these were the same FCCs that left the present FCC such

(Continued on Page 50)

Simplicity of **CECO** Adjustable

CARTON SEALER Gives you these important advantages

Lower

FIRST COST

Lower

OPERATING COST

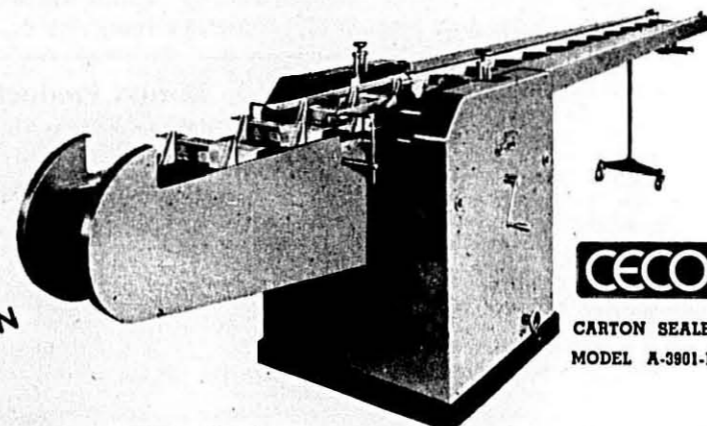
Lower

MAINTENANCE

A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.

CONTAINER
EQUIPMENT
CORPORATION

Packaging Machinery
Specialists



CECO

CARTON SEALER
MODEL A-3901-12

210 RIVERSIDE AVE., NEWARK 4, N. J.
BALTIMORE • CHICAGO • JACKSON • PITTSBURGH
ROCHESTER • ST. LOUIS • SAN FRANCISCO
SAVANNAH • TORONTO

Proper Distribution Most Important

By E. J. Martin
Secretary, N.F.D.A.

MACARONI is a top item with the members of the National Food Distribution Association and the truck distributors should likewise rank high on the sales list of the macaroni manufacturer. At the present moment at least 80 per cent of all truck distributors are selling and merchandising macaroni. There is a long list of sales success where the macaroni manufacturer has gone to the truck distributor for sales—Aunt Sarah, Weiss, Grass, Schoneberger, Ronco, Delmonico, Schmidt, and many others too numerous to mention, have found it profitable to bring to the attention of the distributor sales helps and offerings of new products and merchandising plans through the medium of the distributors journal and their annual exhibit. There is no better advice to be given. Our two associations have a mutual founder in the person of Mr. Fred W. Becker. I feel strictly "at home" among friends in having the honor to be present on this distinguished panel today.

There can be no doubt that macaroni is an ideal item for our distributors. My brief remarks today come directly from members of the National Food Distributors Association, and they are in the front line of today's battle for sales.

One member raises the following point: our type of distribution is of great importance to the grocers today. Since prices are dropping, there is no need for the grocer to buy in quantity, as we service him every week and give him only enough to gather all the sales possible until our next visit. He therefore suffers no risk of inventory loss on our merchandise. With money a little tighter the grocer is glad that with our type of sales—service—delivery he need not tie up a lot of his needed cash in surplus inventories. His gain in having only fresh merchandise in stock with weekly sales service from us is obvious. He appreciates this freshness.

Another member of the N.F.D.A. points out that attractive packaging and displays are back on a pre-war basis and absolutely necessary to successful sales. Here again, this member points out, the truck distributor is again building those sales-getting point of sale displays, rotating stock and keeping the whole ensemble looking sparkling fresh. It gets those impulse sales, says he. At any rate, there does seem to be no substitute for some one, a truck distributor, taking personal and direct action on the manufacturer's behalf at the actual point of sale. Here is where store-to-store selling

and service earns its way today as in years past.

Another key member in the N.F.D.A. presents the same argument with a slightly different emphasis. He says: The success of any real sales program is the personal touch which is given by the manufacturer's own salesmen or the aggressive work of some other sales organization. In most cases the manufacturer can't afford enough manpower to cover the immense grocery market with a single product. The store-door distributor, who has a modest number of products, can give specialized sales effort on a particular product during one campaign, and can then do specialized selling on another of his products, but he still keeps his contact alive on all his products, getting every penny of available business on each without interruption or letdown. The distributor salesman is therefore performing the sales function more effectively, since he has personal contact with the stores, and more efficiently since he can afford more manpower per store, since he spreads the cost over a number of products, and is therefore a well established factor in the food distributing business.

The food distributors can only handle a limited number of items and must select only those items which will earn volume repeat sales. He can only aggressively promote those items which, through research and pre-testing, promise to be sure winners. He is not in the business of experimenting to find out whether a particular product

will sell or not. Sales costs are too high for a distributor to be working on a trial and error basis.

The execution of good merchandising programs requires good salesmen, and distributors therefore have to have good salesmen who make good money in order to do a good job. The distributor must have a good overall gross profit in order to maintain such an aggressive sales organization. Only quality products which can demand a good price can in the long run support the efforts of a good sales organization. The specialty food distributors were never set up to sell merchandise at a cut price, because it doesn't take good salesmen to sell merchandise at a cut price.

Still other members suggested more product education in a form suitable for distributor salesmen and better display values in macaroni packaging. Many N.F.D.A. members wrote in to suggest that top quality was easily the most important asset that any macaroni manufacturer could possess in the sales battle of 1949. In concluding may I say that economy, sound nutrition and glorious tasty satisfaction are three of the most outstanding appeals of your product. These appeals should be stressed at all times and in widespread industry publicity and advertising, not forgetting related products such as cheese and sauce. There is no other food product that will be more at home or more appreciated at the American dinner table than macaroni products.

Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the Northwestern Miller, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

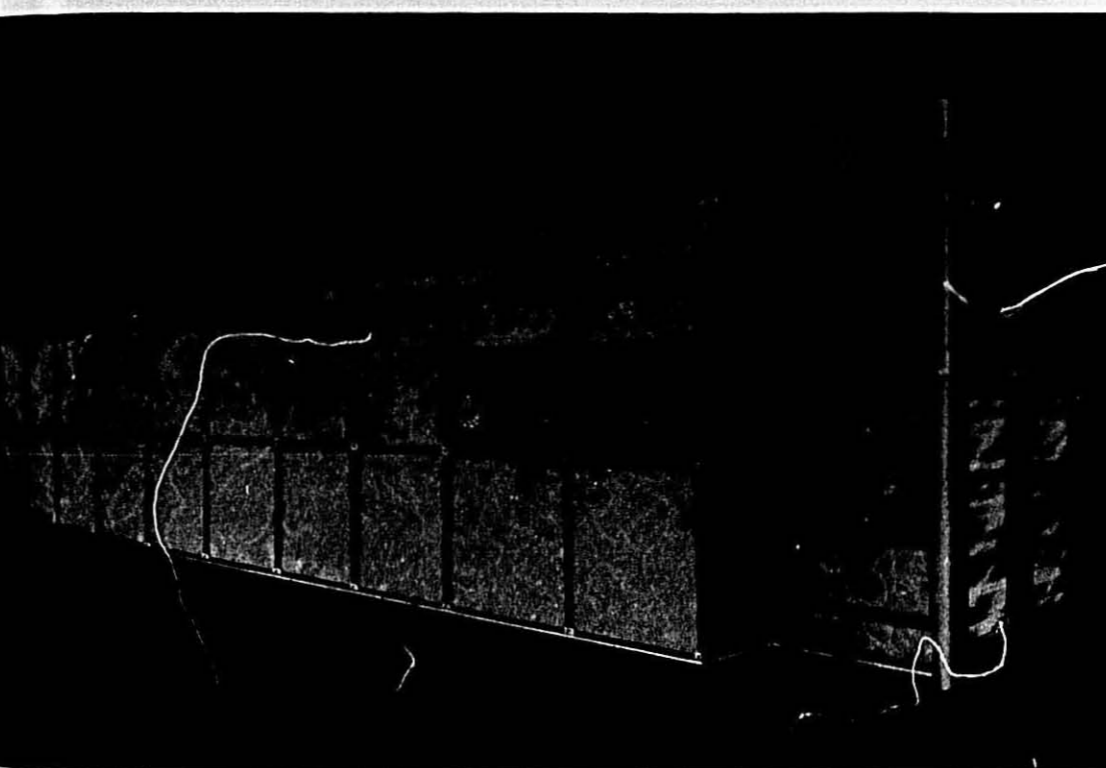
Month	Production in 100-pound Sacks		
	1949	1948	1947
January	799,208	1,142,592	1,032,916
February	799,358	1,097,116	664,951
March	913,777	1,189,077	760,294
April	589,313	1,038,829	780,659
May	549,168	1,024,831	699,331
June	759,610	889,260	650,597
July	587,453	683,151	719,513
August		845,142	945,429
September		661,604	1,012,094
October		963,781	1,134,054
November		996,987	1,033,759
December		844,800	1,187,609

Crop Year Production

Includes Semolina milled for and sold to United States Government:
July 1, 1948—June 30, 1949..... 9,993,362
July 1, 1947—June 30, 1948..... 12,991,793

LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed
(SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. CLERMONT'S DRYERS OFFER YOU:

ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean: screens equipped with zippers for ready accessibility.

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having an air chamber and a fan chamber

to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

CLERMONT MACHINE COMPANY, INC.

666-276 Wallabout Street, Brooklyn 6, New York, New York, USA

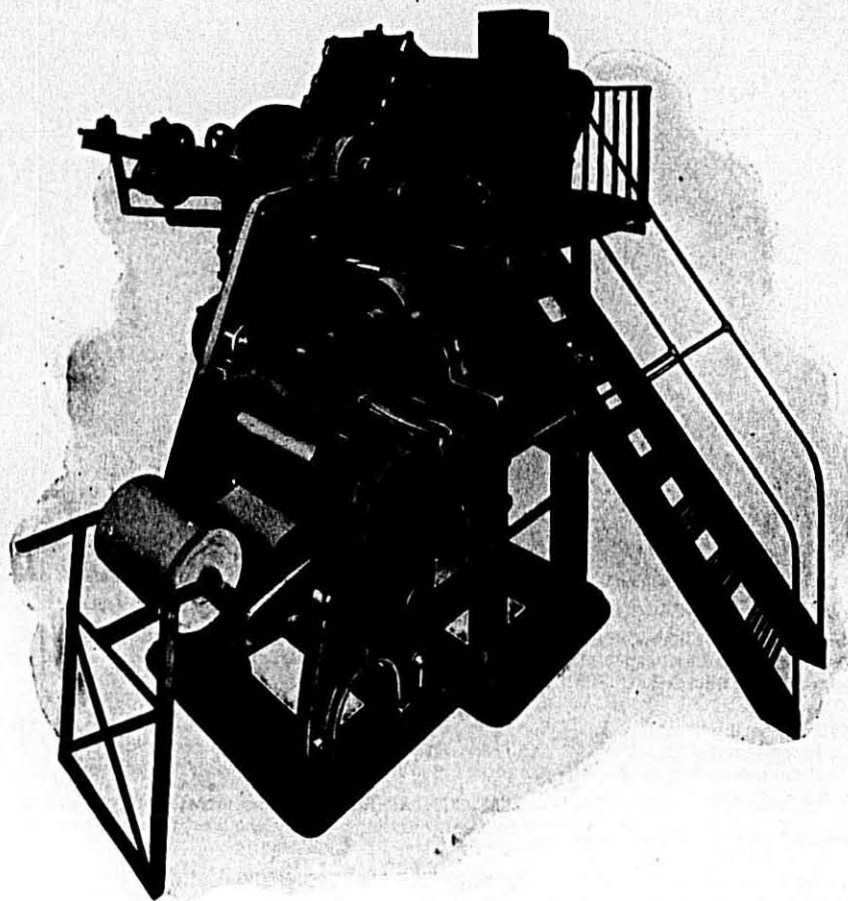
Tel: Evergreen 7-7540

Presenting

to the Noodle Industry

CLERMONT AUTOMATIC SHEET FORMING MACHINE

For Far Superior Noodle Products



Precision Built
for
Uniformity of
Size,
Shape, and
Texture
of the
Finished Product

write for detailed information to

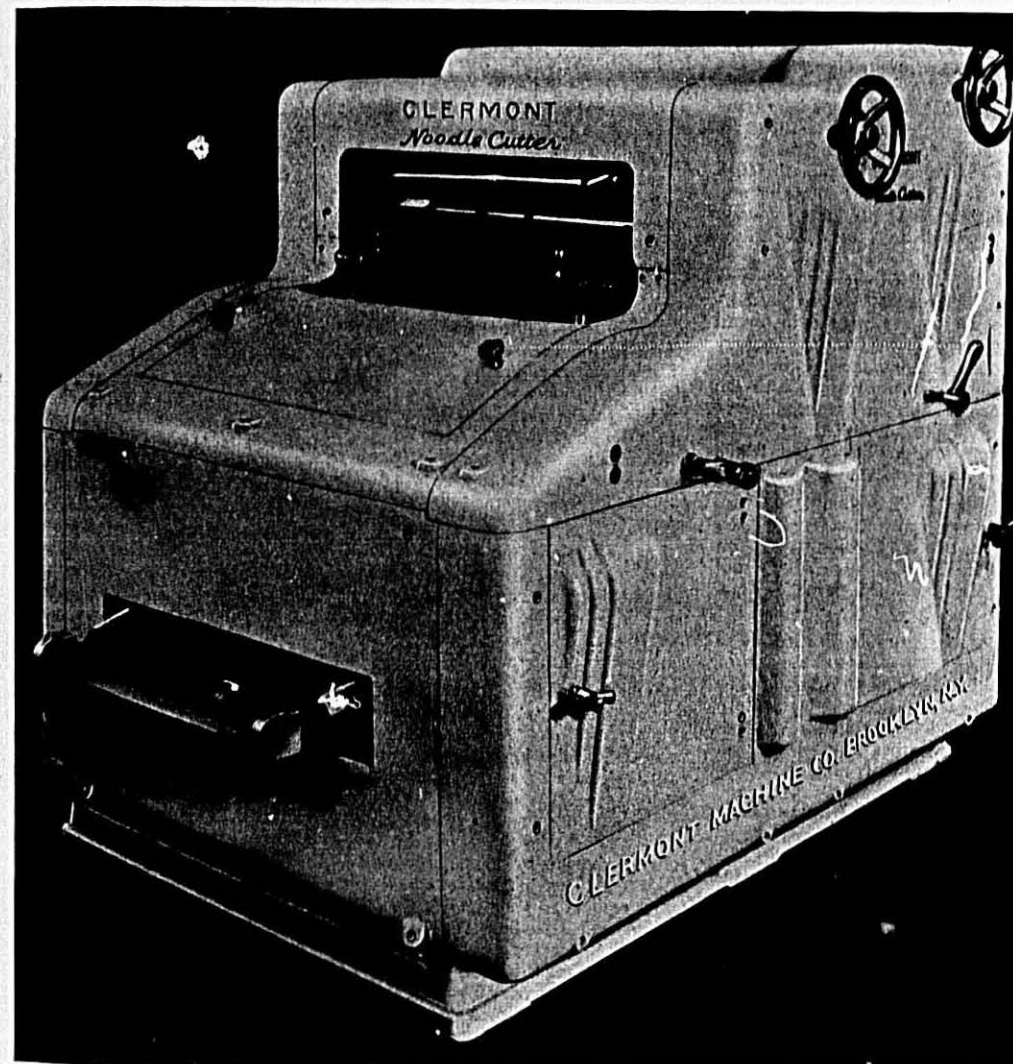
CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER

Sanitation Personified



Clermont's years of "KNOW HOW" have gone into the designing and engineering of this superlative machine, the CLERMONT SUPER HIGH SPEED NOODLE CUTTER, TYPE NA-4.

COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

CLEAN: All moving parts enclosed; all bearings dust sealed; no grease drip; cover keeps out dirt and dust.

SIMPLE: Less gearing mechanism. Revolving cutting roller

drum affords quick change of cutters. Vari-speed rotary knife with cutting range from 1/4" to 6". Central greasing control.

ECONOMICAL: Low maintenance cost; cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

AND

The largest output of any noodle cutter in the world—1600 POUNDS PER HOUR! Can be slowed down to as low as 600 pounds per hour if desired.

TO SEE IT IS TO WANT IT.

We'll Gladly furnish further details

CLERMONT MACHINE COMPANY, INC.

266-276 Wallabout St., Brooklyn 6, New York, U.S.A.

Tel: Evergreen 7-7540

Reaching the Homemaker

By Edith M. Barber, Food Editor, New York Sun

REACHING the homemaker—that's the large subject that has been assigned to me. There's really only one phase, or perhaps two upon which a food editor is qualified to speak. It would be presumptuous indeed for me to even attempt to touch upon such subjects as improving and standardizing your products or upon their merchandising. According to the program, you have already been briefed to a full extent by your own experts. In addition, it would be boring for me to review the historical background of your industry. Every one of you is familiar with the facts and fables which are tied up with the invention, possibly in the Orient, and the eventual introduction of macaroni to Europe and finally to the whole world.

Therefore, I shall plunge into my subject which can be paraphrased, by the way, in two sentences—"What Can a Food Editor Do for You?" and "What Can You Do for the Food Editor?"

First of all, it may be worthwhile to outline the development of the job of a food editor of today. She might be called an excrescence of the modern age. There are a few newspapers that perhaps consider her a necessary evil. The majority now realize, however, that she has an important place, and for two reasons. She gives the services which readers today demand. At the same time, incidentally, or directly, she gives services which are valuable to manufacturers of food products.

Originally, newspapers were edited by men for men. The morning paper was sacred for the head of the household. No one else might even unfold it. Often it was taken to the office. The evening paper was also a sacrosanct but after the man of the family had scanned it, the women might dip into it.

When it was at last discovered that women could and did read a newspaper, it became the custom to print a recipe or two as a sop to their interest. The source might be a cook book, a woman's magazine or perhaps it was contributed by the editor's wife or mother.

The stimulus toward giving more space to food was undoubtedly food advertising which began to increase and, in some cases, was initiated about 30 years ago. This meant that there was more paper space to be filled to carry the columns of advertising. Then regular reporters were assigned to cull

more recipes and possibly to write the leads. It was a job for the lowliest member of the staff, who generally disliked the assignment.

As advertising departments on newspapers developed, there was a constant battle with the editorial department. Editorial news columns were considered sacred and such ordinary topics as food and home making were not welcomed. Under protests, however, more space was given to them. This meant more work for the woman's page editor and her staff which, by this time, was a regular part of a large paper. As the reporter assigned to the job was not familiar with the topic, there were often inaccuracies which brought protests from readers. This situation was responsible for the decision by my paper to employ a food editor. Other papers followed suit later.

Let us analyze the job of a food editor of today. Not all food producers and distributors really understand what it is. Some consider her job merely that of a space filler. Others see her as a panderer to advertisers.

Actually, the first great essential is service to readers of her paper, who at the same time are your customers. In order to have her columns successful, they must be readable and interesting as well as accurate. While it would be impossible for a food editor to have novelty every day in the food column, she can by the use of human interest leads give it a twist which will tempt readers to see what she "has to say today." Standard recipes which naturally must have repetition from time to time must be varied. There is always a new crop of young housekeepers who are avid for information. The experienced housekeepers are particularly interested in the leads which stress easy methods and "how to do" performances.

Among the services which women desire is authentic information upon nutrition. Men are also interested in this. This service is given directly in my column through a special article once a week with an extra editorial on Thursday—the big food day—upon this subject or upon an allied subject of current interest. A food editor has a responsibility which she should recognize and make sure that no fad diets are played up. This column may not be read as generally as are others, but letters to the editor show that it has some importance.

Indirectly, nutrition is played up

throughout the week. The weekly menu is worthwhile when it is done with practical nutrition in mind. A good deal of nutrition can be indirectly taught through articles on cookery and preparation, especially vegetables, fruit, meats, cereal and cereal products among which is macaroni.

Another topic which can be made interesting is the story about a food industry, and it has been found worthwhile for manufacturers to offer food editors the opportunity to see a plant in operation. Trips planned for this must be very carefully prepared for. Everything must be made easy as far as transportation and arrangements are concerned. If a luncheon is planned, it should be of the best with no over-stress of one product.

One of the points which a food editor must cover today is a description and criticism of new products. There have been innumerable novelties launched since the war. These must be tested by the food editor. These products have brought a new problem because it is difficult to discuss them without the use of brand names. For this reason, a new column "Food News and Reviews" was started a few years ago as part of the Sun's service. It is not confined entirely to new products. News about old products is just as welcome. This has proved very successful, as many readers have written. Some of them call it a "gossip" column! Only a paragraph or so is devoted to any product. Perhaps because the material is short, it is the better read for that reason. Readers like it, the editor is resigned to it, the advertising department and advertisers love it. It is not confined to advertised products, of course.

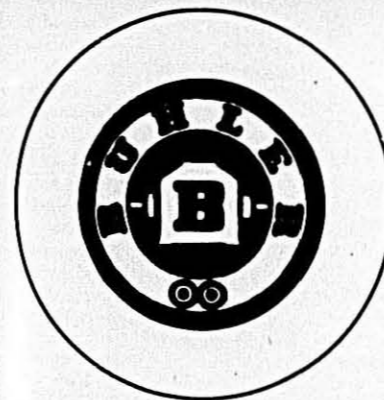
This brings up the subject of advertising and its influence upon the content of the food pages. A food column based only on advertised products will have small readership and very few papers follow that policy. On the other hand, the space in the paper for food discussion will be much greater than there is advertising in goodly amount. There must be some method of paying for the extra paper that is used. Therefore, a newspaper advertising program for a product, whether it covers all papers or not, is of value both to the food editor and to the producer and distributor. If recipes are used in advertising columns they should be prepared by an expert and should be written according to the accepted modern methods.

There are still some advertisers who feel that because a newspaper is used as a medium, the edited column should "co-operate." Actually, if it's a good food it will be used by the food editor in its turn, and seasonably. If readers feel that advertised products or any

(Continued on Page 50)

BUHLER

YOUR DEPENDABLE ENGINEERING SOURCE
FOR EVERY PLANT PRODUCTION NEED.



BUHLER

BROTHERS, INC.

411 WEST 43rd STREET
NEW YORK 18, NEW YORK

Complete factory layouts for the most modern plants
Presses, automatic spreaders, continuous long goods production units

Pneumatic handling systems for semolina and flour

Combination units—press and spreader—for capacities of 600 lbs. to 1000 lbs. per hour

Combination short goods and automatic spreader units

PLUS—A NEWLY DESIGNED, SIMPLIFIED SPREADER FOR ALL SOLID AND HOLLOW GOODS

Write today for complete list of Advantages available with Buhler engineered equipment

ENGINEERS FOR INDUSTRY SINCE 1860

Forces That Sell

By Theodore R. Sills

PUBLIC relations has many functions, but one of its most important to you, individually as macaroni manufacturers, is to *sell*.

We, as your public relations counsel, know that when you decided in Miami last winter to engage Theodore R. Sills and Co. to tell the world about macaroni, spaghetti and egg noodles, you did so with the expectations of potentially increasing *your* sales. You made certain that we knew exactly what was expected, and our entire public relations program on your behalf is geared to create a bigger market for macaroni products.

Even before our contract became effective on March 1 of *this* year, our entire staff had contributed ideas to the program designed entirely to sell macaroni, spaghetti and egg noodles to the public as they have never been sold before.

Now, that cannot be a short-term program. We told you gentlemen in our earliest talks with you that the sales effects of a good public relations program are cumulative. That they are slow in starting if a sound foundation is to be laid. But once results begin to show, they snowball, and the program gathers strength as it moves along.

A basic principle of public relations in the food field is to reach the public—time after time after time—with the words and thoughts you want people to remember.

We have set the sales goal at a billion and a half pounds of macaroni products annually. That sounds like a lot, but we know on the basis of past experience in food merchandising that a billion and a half pounds a year can be sold by a long-range, hard-hitting program that sells—sells—sells—without appearing to the public to do so.

A fact that food processors and merchandisers must never forget is that each seeks a place frequently in the human stomach—a stomach that has a maximum capacity of only thirty-two ounces.

Think of it! Potatoes, bread, meat, fish, eggs, poultry, butter, peas, spinach, pickles, olives, pies, cakes, and thousands of other items you see on grocers' shelves compete every day for a place in the stomach that can hold only 32 ounces. Macaroni, spaghetti and egg noodles must fight for their share of that capacity.

We must face the fact, too, that almost every serving of macaroni products in American homes pushes some-

thing else off the menu that day. A terrific, unrelenting fight bombards the homemaker's mind daily to get her attention. You are in that fight today on a nationwide scale because of your action at the Miami meeting last winter. The first three months have produced results, samples of which we have here today to show you.

We know that newspapers, magazines, radio, and television—and even the grocers' shelves—force myriad appeals daily into the minds of homemakers—the nation's food buyers. Yet, how often has the lady of your house and mine said, "What do you want to eat tonight?" And just how often have we said, "I don't know."

Careful, psychological studies, scientifically conducted, have proved that women pick this, that and the other off grocers' shelves—where as many as two thousand items may show themselves—on the basis of recent and frequently repeated reminders that she has seen and heard. Reminders that have pressed themselves deep into her subconscious mind.

Women buy, research has shown, because of suggestion. The bid for purchase may come on the spot from a prominent store display; it may have been just a mention of macaroni that she saw in the newspaper that day, or it may have been a recipe she read in last month's favorite magazine. Maybe she heard a woman say macaroni, spaghetti or egg noodles during a radio program; or saw an attractive dish actually prepared for her information and entertainment on the television screen. It might even have happened that hubby saw the word "macaroni" on a luncheon menu when he selected his sandwich, and said that evening, "Let's have some soon." Some place, the buyer of food for the nation's homes gets her suggestions of what to feed the family.

That thought provides the sound, selling reason why our public relations program on your behalf is geared to reach, first, the women of America. Frankly, that is the reason why Sills and Co. maintains an expertly staffed women's department located in New York—the heart of national women's magazines and newspaper syndicate services. Magazines, newspapers, radio and, now, television, have learned through seventeen years that our company never releases a recipe, or any facts on food, until they have been exhaustively tested by Sills' graduate

home economists in our own kitchen. Absolute dependability in the matter of food information has made our releases on behalf of a client immediately acceptable in the nation's magazine and newspaper publishing houses, its radio and television broadcasting stations. We are in the enviable position also of having free lance writers and book publishers come to our offices for basic information on foods.

But first let's look at **RESULTS!** Results reported for only **THREE MONTHS.**

In the initial three months we moved first into newspapers, because they print faster than major magazines.

We know definitely that our macaroni material was used in at least seven thousand four hundred and ninety-two (7,492) newspapers throughout the country.

In those newspapers, a total of two million eight hundred eighty-four thousand, four hundred and fifty-five (2,884,455) lines about macaroni, spaghetti, and egg noodles have been printed.

That equals three thousand five hundred and forty-eight pages in *LIFE* magazine.

Those newspapers reached approximately 40,000,000 habitual readers across the country.

That is selling—with a capital S.

Now, let's take a look at how we obtained those and similarly excellent results for macaroni products.

We know from long experience that the forces that sell food products include: *Newspapers—Food Feature Syndicates—News Services—Magazine Supplements—Women's Magazines—Radio—Television—Special Events—Background Material— and Co-operation.*

Let's look first at results obtained from our direct newspaper releases about macaroni:

We have clippings which were taken from newspapers reaching almost five million readers.

The Chicago Tribune and 11 other newspapers in the United States and Canada used two recipes and photos prepared especially for them.

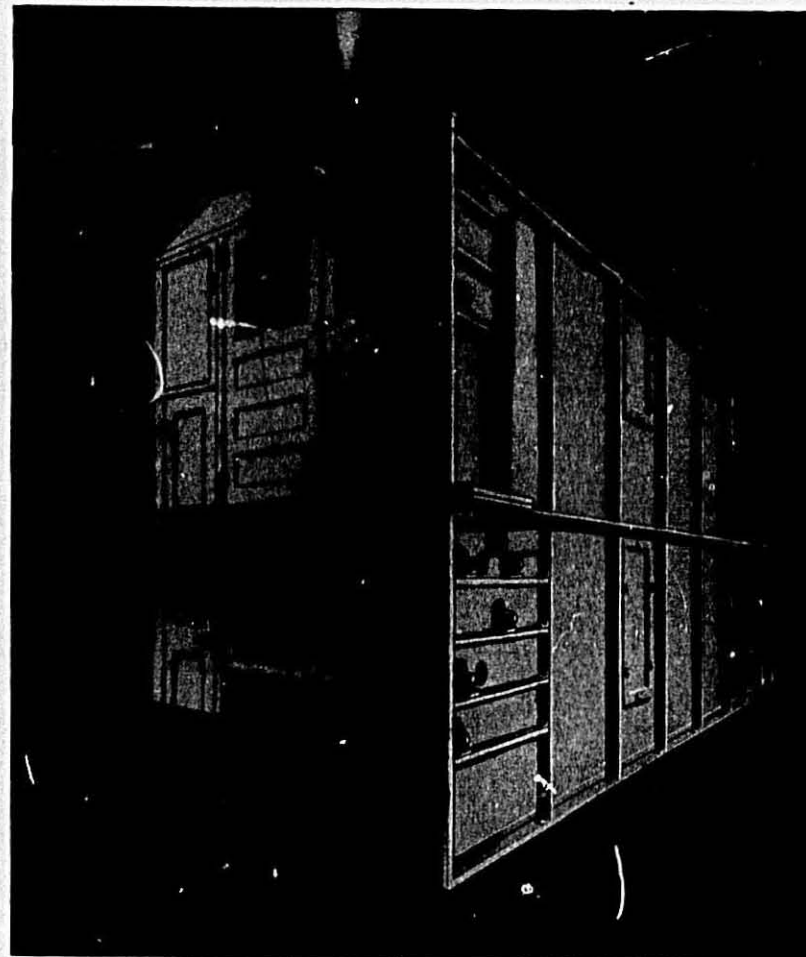
Food Feature syndicates service newspapers all over the United States, a fact important to our service to you. As Miss Barber indicated in her delightful talk, it is always important in the entire food field to reach the homemaker—and we reach toward them through serving those who write copy directed specifically to the women.

King Features Syndicate sent material to 50 leading newspapers with four million circulation.

Twenty-five million readers use food suggestions by Gaynor Maddox, distributed to 800 newspapers by NEA. Here are few samples of results received in our office from a story and

(Continued on Page 51)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

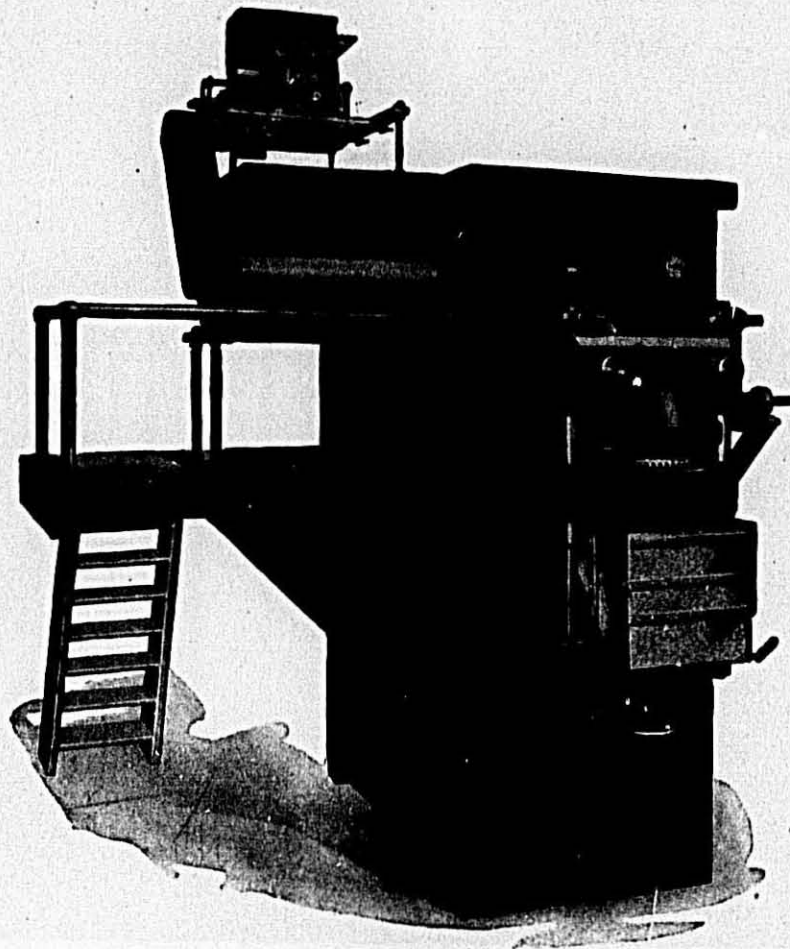
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

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

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

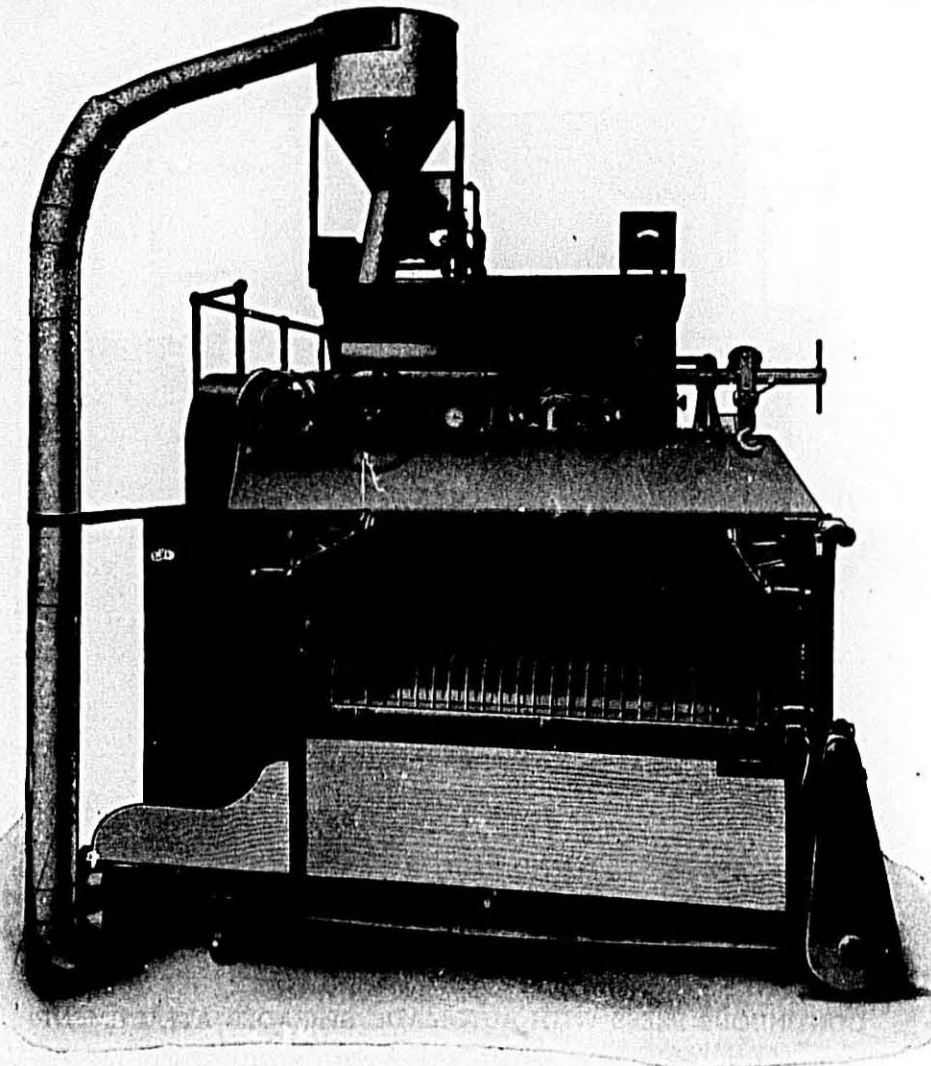
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street.

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

Production—Long Goods, 900 to 1,000 pounds of dried products per hour.

Short Goods—1000 to 1100 pounds of dried goods per hour.

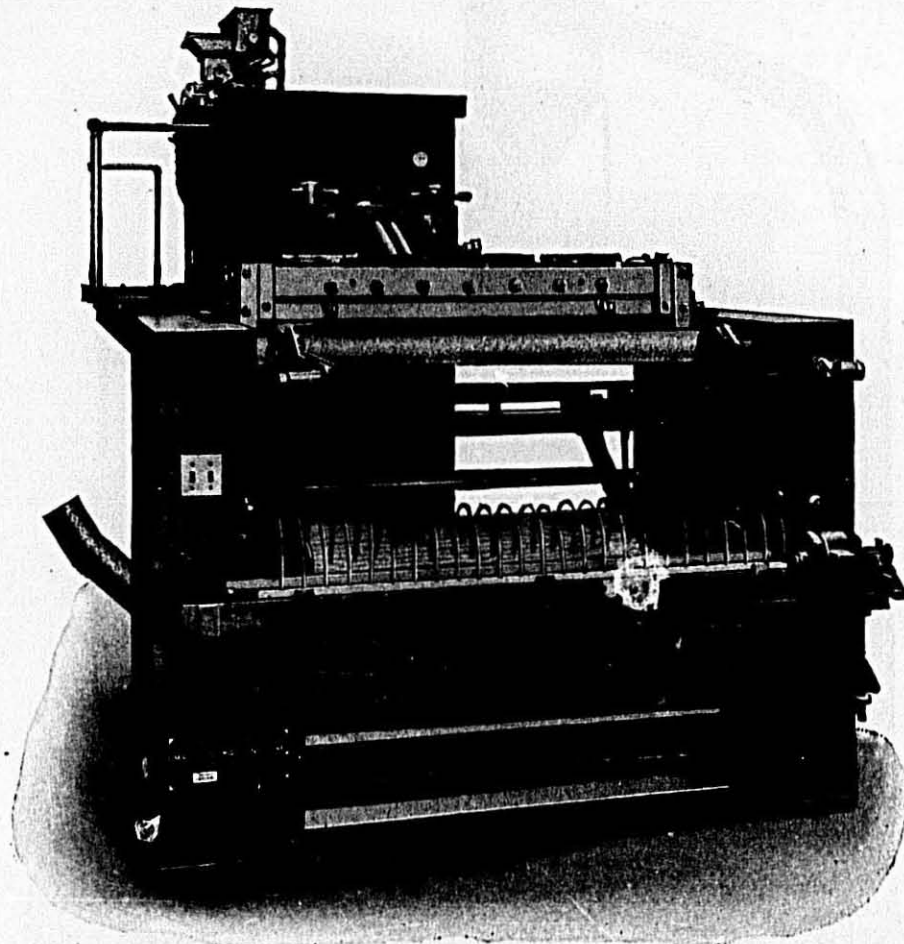
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

Production—Long Goods, 900 to 1,000 pounds of dried products per hour.

Short Goods—1000 to 1100 pounds of dried goods per hour.

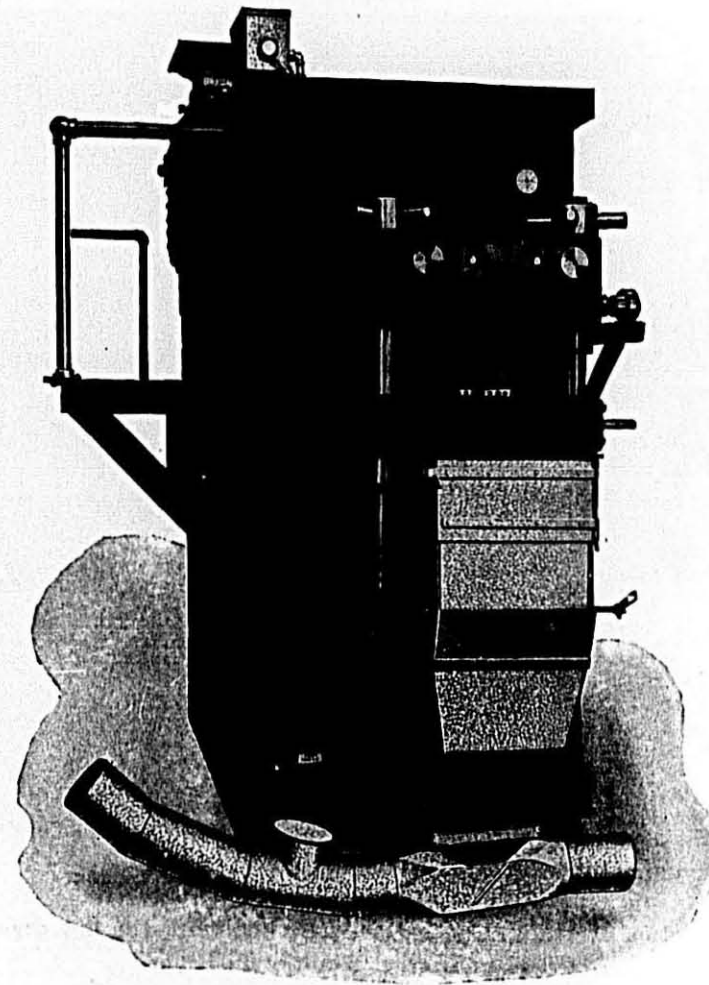
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

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

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

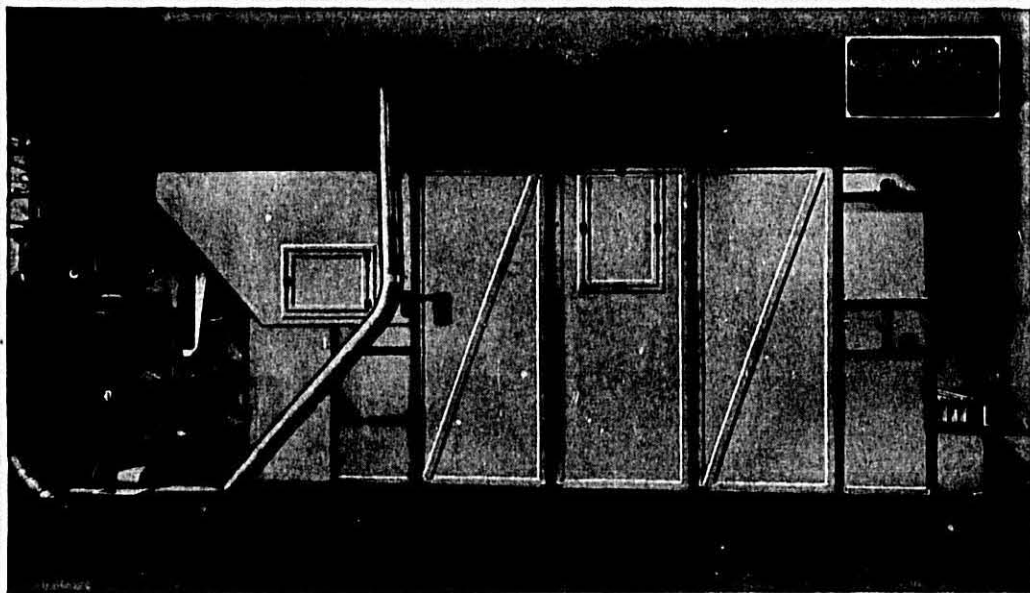
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

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

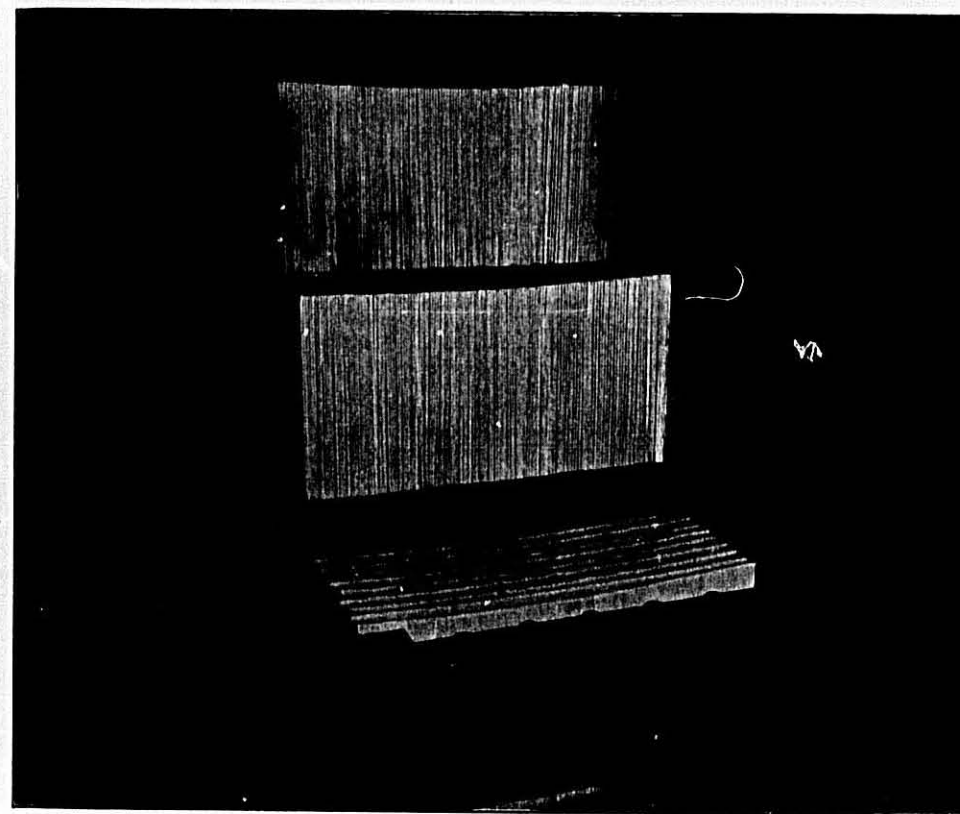
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

The above illustration shows the intake end of our type P.L.C. Long Goods Preliminary Dryer. After the loaded sticks issue from the automatic spreader press they are picked up by the vertical chains and carried into the aerating section of the Preliminary Dryer.

After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

After the preliminary drying, the goods issue from the exit end at the rear of the Dryer. At this point, they are placed on the trucks and wheeled into the finishing dryer rooms. The placing of the sticks on to the trucks is the only manual operation throughout the drying process.

By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

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

Write for Particulars and Prices

Another Merchandising Idea

By E. E. Seeck, Food Distributors Association of Illinois

YOUR convention theme, "Better Materials—Better Methods, Better Merchandising for Better Business," is certainly a very appropriate one, for one without the other would net nothing.

Perhaps "Related Selling" would come under the "Better Merchandising" classification and the few suggestions I am going to make pertain to "Related Selling."

To my knowledge there has never been a representative from the National Macaroni Association or from any spaghetti or macaroni manufacturer in our stores who has suggested any form of related selling.

There are many, many people who are very fond of spaghetti, but who hesitate to eat it often because of the many calories spaghetti contains. Spaghetti dinners can be rather well balanced by careful planning. Of course, you must serve Italian style bread or rolls and a salad of greens with either lemon juice or an oil and vinegar dressing (but not a salad dressing). If there is to be a vegetable, serve it plain or with lemon juice, lemon butter, but certainly not with butter sauce or cream sauce. A delicious dessert would be lemon pie, pudding or a gelatin dessert.

Most of us who like spaghetti, like it so well, we are apt to overeat and then suffer, for hours afterwards. I believe it would be better to eat a well-balanced spaghetti dinner and eat it more often. As a rule most cooks serve meat balls with spaghetti, but I have been served on various occasions barbecue beef, spare ribs, chicken and veal with spicy sauces, all very delicious, but they also suggest ulcers and so we hesitate to eat them too often. I don't believe the Italians know what an ulcer is. Why not merchandise these various meats—Italian Style—for they certainly are delicious. An efficient dietician or home economist could suggest many, many delicious ways to serve spaghetti or noodles. She would include everything from soup to nuts and yet you could be assured of a delicious, well balanced meal that you could serve often.

Also, there still are many cooks who cannot cook spaghetti properly. Isn't there some never-fail method of preparing spaghetti? If there is, why not let everyone know about it? Personally, I have read about the wheat being washed before it is milled, about the wheat being 100 per cent semolina wheat, about the wheat being milled on some special machinery and other information about the way it is made and

handled. I don't believe that we Americans care too much about whether spaghetti is made from washed wheat or rye, for that matter, or whether it is made by hand or machinery, just so it tastes good and you can eat a lot of it without becoming ill.

When you eat at an Italian restaurant you don't ask whether the grapes in the wine were washed or whether the grapes were pressed by hand or machine. No, but you do ask for seconds when it tastes good. Don't misunderstand me, we do need all these fine qualities and improvements, but let's merchandise the food, not the packages. And, don't forget, there are also many delicious ways to serve noodles besides in soup and with pot roast.

So, my suggestion would be to plan well balanced meals—featuring macaroni products by competent dieticians. Then let the store managers and clerks know, then devise some way—such as advertising, leaflets, contests, serving church demonstration groups—to let all our customers know.

It seems that the manufacturers who have done the best jobs are those who have promoted RELATED SELLING, for example—Jim Knox. I believe the macaroni manufacturers could do as well as Jim Knox, if not better.

Men Big Food Shoppers

A survey taken among a cross section of *The American Magazine's* male readers offers convincing proof that, when it comes to buying food, men are to be reckoned with today more than ever.

The recently completed poll of this middle-income group reveals that a good percentage of men not only cook, wash dishes, clean house, wash windows and wax floors, but also do much of the food buying.

While slightly more than half, 54.3%, said they could take grocery buying in stride or leave it alone, 17.5% stated they actually enjoy shopping for food.

Two-thirds confessed to abandoning all thought of a food budget, once inside the market place, and buying on a hit-or-miss basis. Even when the better half provides a list, nearly all, 95%, buy things not specified therein.

While half, 51.5%, stated their wives think their buying of food is "just right," 40% admitted to being told they frequently bought too much.

Two out of every five male shoppers reported the service in groceries has improved since the war-year of 1945 when the magazine made a similar survey. Four years ago 28% complained that the grocer's service was "strictly lousy" but only 6.3% of the 2,350 respondents to the latest questionnaire were of that opinion.

Among other things, the national study of *The American Magazine's* male readers, 62% of whom are in the 25-45 age group and have children, and nine out of ten of whose homes are located in communities of 2,500 or more population, discloses:

48.8% stated they usually shop for groceries in super-markets compared to 34% shopping in these places in 1945; 44.9% with an independent grocer compared with 62% in 1945; 33.3% in a chain store compared with 34% four years ago; 5.2% in delicatessens today compared with 5% in 1945. (Some respondents checked more than one classification.)

While 48.4% were without a prefer-

ence, 38.5% of the males stated they prefer to be waited on by men clerks, giving as foremost reasons that men are businesslike, quicker, faster, more courteous, accommodating, pleasant, don't gab, et cetera. Four years ago 42% voted for men clerks.

Those preferring women clerks, for such reasons as more helpful, co-operative, more courteous, politer, faster, more cheerful, et cetera, changed only from 13% in 1945 to 13.1% this year.

The survey shows that while 16.5% of the males always prepare their own breakfast, and 53% sometimes do, 38.7% are proud of the special dishes they turn out on the kitchen range.

More than four out of every five, 84.8%, are right at home when it comes to dishwashing. Of these, 35.5% report the frequent use of detergents, while 21.5% like powder, 20.4% granules, 11.7% bar soap, and 10.9% chips. In 1945 only 2% said they used detergents most frequently, compared to 28.2% for powder, 25.8% granules, 25% bar soap, and 19% chips.

Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

Why not put these proven products to work in your plant, too?

N-Richment-A Type 6 in either powdered premix or wafer form for easy, accurate enriching.

N-A Feeders to handle enrichment in continuous presses dependably and economically.

Richmond Sifters for efficient, sanitary sifting with low power requirements and minimum space demands.

W&T Merchen Scale Feeders to feed semolina accurately by weight either manually or in synchronization with other equipment.

To find out how this winning combination can help you, write today for full details.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE
BELLEVILLE 9, NEW JERSEY



The Women's Angle in Macaroni Products Promotion

By Gertrude Michalove

SPEAKING for the women's department of Theodore R. Sills, Inc., we thoroughly enjoy working on the National Macaroni Institute account because the manufacturers of macaroni products really give us a food that we can sell with the greatest of pleasure. There is no end to the promotion we can do for so good a food. You give us nutritious, economical and versatile products.

In return, our women's department can give basic recipes for family dinners; suggestions for easy entertainment with macaroni products; easy ways to fix one-dish meals by weary homemakers; suggestions for warm weather eating with macaroni salads; jiffy recipes with delicious macaroni products, and advice to budget-conscious homemakers how not to short-change the family on nutritious and enjoyable eating by serving economical macaroni products.

We sell ideas that turn thoughts of homemakers to the more frequent appearance of macaroni products on the family dinner table. This sale of ideas in turn means sales of your products to the very same homemakers.

Our women's department services the food editors of newspapers and magazines on the premises that good publicity is material service. We must give them newsy, practical material about your products to serve both you and the food editor fully.

To do this job we have a women's department whose members have had experience working on newspapers, magazines and in radio. Backing up this work we have a test kitchen under the supervision of a graduate home economist. Interesting recipes with your products are developed and tested very carefully in our kitchen before we write a story or take a photograph for release. No recipe is ever released from our office that has not been tested and re-tested.

Practically every important woman's magazine has a food editorial staff in New York. We service these publications with your material. To begin with, every food editor of every woman's magazine—in and out of New York—has received a basic information piece telling the history of macaroni, an explanation of the term, "macaroni products"; how these foods are made, their food value and suggestions on their proper cooking; also a selection of recipes showing the versatility of spaghetti, macaroni and egg noodles. In addition to such general mailing of information, we work on a more

personal basis with each food editor, offering her exclusive recipes and story ideas. Some examples:

The Ladies Home Journal has accepted some of our recipes for quick and easy dishes for two macaroni products, to appear this fall.

The American Home magazine has considered macaroni casseroles with a different touch for use this fall.

True Story magazine in August features spaghetti, and *Radio Mirror* has a color picture of a delicious macaroni casserole for September.

Intimate Romances magazine already has suggested elbow macaroni for summer salads, and *Seventeen* magazine for the second time in recent months is planning to feature a macaroni recipe.

Generally, magazines work on long deadlines, several months in advance of planning, so some of the results of personal contacts with editors about macaroni products should be showing in fall and winter.

Newspaper syndicates and newspapers themselves work on much shorter deadlines. So, even though newspaper clippings about macaroni products are pouring in, there's more continually doing so. The United Press, on June 22, ran two of our recipes, both casseroles. The United Press is a syndicate which provides news and feature material to hundreds of newspapers that subscribe to their service. Western Union, which is a syndicate serv-

Baseball Players' Favorite—Spaghetti

Because of the players of Italian descent on most of the league teams, spaghetti is claimed to be the favorite food of ball players. This is recognized in "Ruby's Report," a sport column in the *Courier-Journal* of Louisville, Ky., July 9, with particular reference to Johnny Bernardino of the Cleveland Indians who is helping that team in its fight to overtake the league leading Yankees of the American league. On the subject, the columnist says:

"One of the most popular dishes among baseball players on the road is Italian spaghetti, probably because there is at least one Italian boy on every team, and he does a good job of selling. . . . Anyway, Johnny Bernardino of the Cleveland Indians recently told the *Sporting News* that of all the stuff he had ever eaten, his mother

ing about 2,500 newspapers throughout the country, has accepted a story and a picture for use early this fall. *The Chicago Daily News* of June 23, 1949, used a layout of three of our macaroni recipes and accompanying pictures.

We have a proof of another page from the *American Weekly* to be run August 7. *The American Weekly* is a magazine supplement with a circulation way up in the millions. The food editor of this weekly asked for a macaroni salad recipe for a special story on salads. It was supplied as soon as our home economist completed her testing. Later this fall the same food editor is releasing our own picture and recipe of Ham 'n Eggs and Spaghetti.

In addition to our regular radio and television activities, we spot leaders of the National Macaroni Association as guest speakers on programs of women commentators. President C. L. Norris is scheduled to be interviewed by Arleth Haerberle, the woman commentator on Station WTCN, Minneapolis, July 6, and other guest appearances are being arranged.

Being in the heart of activities in New York, we work with many people in the food field in addition to the editors of newspapers and magazines and radio commentators. We are in touch with publicists for other food manufacturers. For example, the shrimp canners, the Can Manufacturers Institute, the National Cannery Association, and many others.

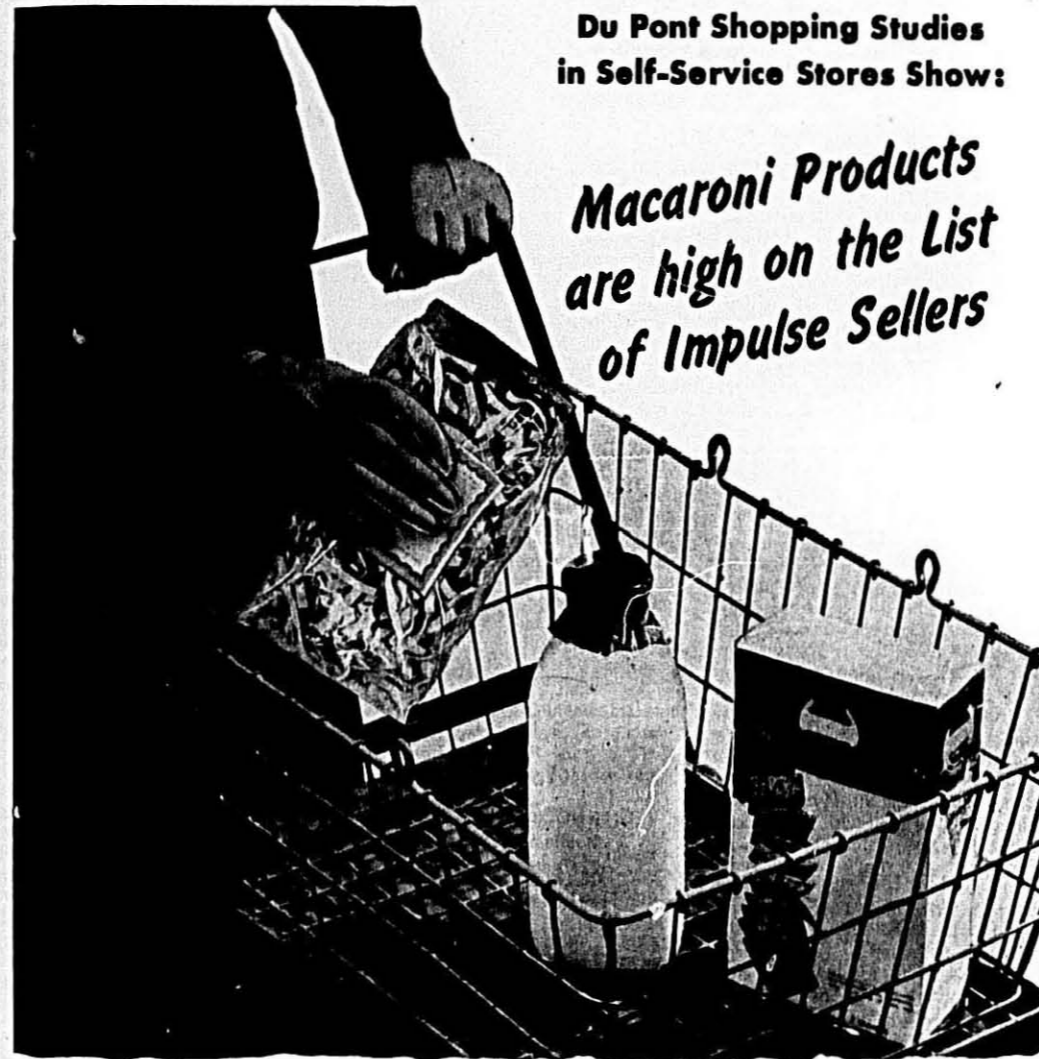
We work with cook books and have supplied a picture of a macaroni casserole for a news stand cook book to be issued by the Dell Publications. Really, this public relations business in the food field is a never-ending source of promotion. In conclusion, I recall a national magazine's slogan, "Never underestimate the power of a woman," and that is the thinking that guides our women's department in serving the National Macaroni Institute.

made the best. This is her spaghetti recipe:

"Brown one big onion in four tablespoonfuls of olive oil. Add two large cans of tomato puree, two cups of water, a half teaspoon of parsley, half teaspoon of salt, a dash of cayenne and one pound of spare ribs. Allow to simmer for three hours. Remove the spare ribs and save them for your pals in Cincinnati. Brown one pound of ground round steak, a half pound of pork sausage, half an onion and a button of garlic in a skillet and add to the sauce. Simmer the whole works for another half hour. While this is cooking, drop the spaghetti into boiling water and cook until tender, but not overdone—about 15 to 20 minutes. To serve, place layers of spaghetti, sauce and grated cheese on a platter."

Du Pont Shopping Studies in Self-Service Stores Show:

Macaroni Products are high on the List of Impulse Sellers



Nationwide surveys in super markets reveal this important fact: more than one-third of all sales are impulse sales! (Even in clerk-service stores it's 3 out of 10.) That's why keen merchandisers are reviewing their point-of-sale opportunities.

In this era of self-service, with the shopper's tendency to buy on the spur of the moment, sales stimulation must come from good product displays.

Good packaging is the logical beginning in securing effective displays from the retailer. He naturally gives smart packages the best spot in his displays . . . puts them in a good position to beckon passing shoppers and prompt impulse sales.

Have you checked the take-home appeal of your macaroni packages recently? E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Delaware.

DuPont
Cellophane

Shows what it Protects—Protects what it Shows



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Better Merchandising

By Donald F. Kiesan
Chicago Restaurant Association

THERE are all kinds of merchandising possibilities in the restaurant field for the distributor of any food product. The very sale through restaurant channels of a nationally advertised product, prepared in an unusual way, can be regarded as basic merchandising for that product. Many years ago, the leading distributors learned something about the possibilities of such merchandising. In the early struggles to put "brand names" across to the public in connection with specific foods, these distributors came to regard the restaurant table as something of a proving ground for their products.

The H. J. Heinz Company was one of the first to explore this field by making a drive to get their ketchup on restaurant and hotel tables in the original trade marked bottle. Later, the same company introduced the Heinz Soup Kitchen as a means of stimulating the sale of their canned soup varieties. At the present time, they are offering relish dishes to restaurants in order to encourage them to pass the pickles to patrons. This company has aggressively merchandised its products in the restaurant field with tremendous success. It is no wonder that they have—for they were quick to sense the growing possibilities of the restaurant market—a growth that developed to the point where at one time during the war it was estimated that upwards of 85,000,000 civilian meals were being consumed each day outside the home and where, even today, we are at an estimated postwar normal—serving more than 60,000,000 meals each day. It can be truly said that the restaurant operators of this nation are actually "housewives to millions"—in the sense that they assume the responsibility of purchasing and preparing the food and serving it as meals to these millions of people each day. Stating it another way, it is estimated that one-fifth of the nation's food dollar is spent in restaurants.

Any food manufacturer can find a receptive market in the restaurant field if he will develop new and acceptable uses for his product and then take the trouble to merchandise it aggressively.

There are many ways in which a manufacturer can help a restaurant operator to merchandise his product. First, it is advisable to provide a variety of good tested recipes. By this, I mean recipes that have actually been developed for quantity cookery and tried out—not just household recipes

"blown up" by someone with a knack for multiplying figures.

Then, the food manufacturer might provide some sort of menu help. Full color menu tip-ons are best. In this, it is sometimes possible for the manufacturer of a particular product to "tie in" with that of another manufacturer, as for example, a macaroni manufacturer might tie-in with a cheese manufacturer in pushing macaroni and cheese as an entree one or two days a week. If I am not mistaken, your Association distributed some such menu tip-ons with considerable success even at the bottom of the depression.

Buttons and badges, worn by waitresses to give "on the spot" advertising to a particular dish, have occasionally been used. I suppose many of you are familiar with the red diagonal streamers worn by the Triangle Restaurant waitresses here in Chicago during the annual Strawberry Festival in those restaurants.

Window displays are, of course, a most effective merchandising medium. But keep in mind that restaurant windows must be "something different." You cannot just use the type you put in grocery store windows. Remember that when the restaurant customer picks up his menu he most often has not made up his mind what he wants to eat. He is anxious for suggestions—and these can be given him either by the printed word or by suggestion from the waitress.

Some food manufacturers, particularly the breakfast food folks, have done a good job in supplying breakfast menus for restaurants.

Food styles in restaurants are constantly changing. They have to offer new and different appeals in order to hold public interest. It would seem to me that the progressive manufacturer or distributor would help customers to keep food styles changing by finding and merchandising new and improved uses for their product.

Government's 1949 Durum Estimate

A Crop in Excess of 48,000,000 Bushels Predicted

The U. S. Crop Reporting Board, as of July 11, estimated that durum wheat production this year will exceed 48,766,000 bushels, about nine per cent more than last year's crop of 44,742,000 bushels and a third more than the 10-year average of 36,256,000 bushels.

Prospects have declined somewhat since July 1, due mainly to heavy losses in South Dakota from dry weather, insects (mainly aphids) and disease. Yield of durum wheat is estimated at 13.8 bushels per acre compared with 14 bushels last year and the 10-year average of 14.5 bushels.

The acreage seeded is estimated at 3,646,000 acres, 12 per cent more than the 3,245,000 acres seeded last year and 36 per cent above the average of 2,677,000 acres. Part of the increase in acreage is due to an increase in red durum, which is used primarily for feed. The acreage for harvest is estimated at 3,528,000 acres, 11 per cent more than the 3,187,000 acres harvested last year and 38 per cent more than the average of 2,565,000 acres. Abandonment of durum wheat is estimated at 3.2 per cent of the acreage planted compared with 1.8 per cent last year.

All spring wheat production, at 256,595,000 bushels, is 14 per cent below

the 298,308,000 bushels harvested last year and three per cent below the average of 265,397,000 bushels. The indicated yield is 13 bushels per acre compared with 15.7 last year and the average of 15.4 bushels. Although weather conditions were favorable at seeding time and during the early development period of the crop, adverse conditions since June 1 have greatly increased abandonment and reduced yields. Drought conditions in the northern Great Plains States and in the Pacific Northwest sharply reduced prospects for spring wheat and the present estimate of production is about 15 per cent less than was indicated a month ago.

All spring wheat acreage remaining for harvest, estimated at 19,794,000 acres, is four per cent more than the 19,045,000 acres harvested in 1948, and 14 per cent above the 10-year average of 17,353,000 acres. Abandonment of all spring wheat acreage this year, at 8.7 per cent, is more than three times the 2.8 per cent not harvested last year and is considerably above the 10-year average of 5.1 per cent. Abandonment is especially heavy in Montana, where one-fourth of the seeded acreage is not expected to be harvested because of extended drought, and in South Dakota 12 per cent of the acreage may be lost due to dry weather, insects, and disease.



A meal! Millions of children have to be coaxed to eat, but not these youngsters, who know war's effects first-hand. They are getting their daily supplementary meal from the non-political U.N. International Children's Fund (UNICEF)—supported by member governments, as well as by personal contributions from three-score countries made to U.N.'s world-wide Appeal for Children during 1948.

For Our "Living Futures"— The Children of the World

TO some of the world's children, not getting a pair of shoes, perhaps not even new or well fitting, is the experience of a young life-time. And if, on the same day, these children manage to get a good meal into their stomachs, they feel themselves as lucky as the finders of buried treasures.

During the war, these children, who had no responsibility for the fighting, were the first to suffer. After the war, they continued to suffer as the world tried to rebuild from war.

But these children are part of the new generation. No matter how painful their youth and how slight their preparation, they will soon have to govern nations. They are part of the living future of the world.

To help save this generation, the world—through the United Nations—finally has begun to shoulder the responsibility for its children internationally, both those who experienced war and those who, though they were

safe from bombs, still need help urgently.

U.N.'s efforts to help the world's children began with UNRRA and have constantly expanded since then, so that millions of children and nursing and expectant mothers in the world's worst hit areas now look to U.N. agencies for the supplementary meals and the clothing which keep them alive. But this type of help can only be temporary. U.N. is also trying to solve the problem of the world's next generation on a long-range basis.

U.N. child welfare experts visit and advise countries requesting them, while, through its fellowship program, U.N. is also helping to train new experts from the countries themselves. Educational facilities are being rebuilt, and new homes are being found for war orphans. At the same time, U.N. Agencies, with Scandinavian Red Cross Societies, are conducting a world-wide anti-tuberculosis drive, to involve some 100,000,000 children,

while other U.N. arms continue to combat child labor and immoral traffic in children.

Durum Carryover July 1st

The Crop Reporting Board, Bureau of Agricultural Economics, in its estimate of July 25, 1949, shows carryover stocks of all wheats as amounting to about 293,000,000 bushels.

The durum carryover as of that date is placed at 11,453,000 bushels, compared with 8,116,000 on July 1, 1948, and 10,281,000 bushels the 10-year average as of that date.

New Arena Agency

V. Arena & Sons, Inc., Norristown, Pa. maker of Conte Luna macaroni and spaghetti products has appointed the Baltimore Office of St. George & Keyes, Inc. as advertising agents.

Plant Operations Forum

By Glenn G. Hoskins, President
Glenn G. Hoskins Company

The Glenn G. Hoskins Company Sponsors a Modern
Class in Macaroni-Noodle Manufacturing

Something new even to seasoned macaroni-noodle manufacturers was the Plant Operations School conducted by the Glenn G. Hoskins Company of Chicago on July 28 and 29 in Wieboldt Hall of Northwestern University. Thirty-eight production men from twenty-one plants participated in this epochal educational venture.

Members of the Hoskins firm and other leaders in the field discussed all phases of macaroni manufacture, ranging from quality and cost control to specific drying and transportation problems incident to the industry. C. Daniel Maldari, of a New York firm which specializes in macaroni dies, described the making of these dies and the special problems presented by the hole in macaroni, put there by a pin in the die hole. Paul Talmey, director of research for the General American Transportation Corporation, described the work of his company in developing new methods for the bulk transportation of flour and the semolina used in macaroni manufacture.

Quality in the manufacture of macaroni products was described by Charles M. Hoskins as the silent salesman that helps build better business. He outlined procedures to be followed by manufacturers to maintain top quality in every package of macaroni, spaghetti and egg noodles sent to grocers' shelves.

Glenn G. Hoskins discussed the many factors important for management of food processing firms to watch at all times in order to keep operations on the profit side of the ledger, and William G. Hoskins presented results of his firm's extensive studies in air-conditioning factors beneficial to macaroni plant operation.

The school pointed up the fact to manufacturers attending from Minneapolis to New Orleans and New York to Fort Worth that increased mechanization has come to the industry rapidly in recent years.

"The mechanization that has come to our industry makes better quality and lower manufacturing costs possible," Glenn Hoskins said. "That, in turn, enables us to give customers better goods at the best prices possible, benefits which we must make available if our industry is to maintain its proper place in the food field."

All classes of the school were conducted on a forum basis, with questions presented by the manufacturers answered by the speakers. Acting Secretary-Treasurer, Robert M. Green of the National Macaroni Manufacturers



Mr. Hoskins

Association who attended the forum reports thereon, as follows:

BULK TRANSPORTATION OF FLOUR IS HERE. According to Paul Talmey, Director of Research & Development of the General American Transportation Corporation, National Biscuit Company, using covered hopper cars with satisfaction since early this year. This car developed by G. T. A. is in reality a series of bins on wheels; with no moving parts on the car, it is unloaded with a pneumatic nozzle system which is maintained in the unloading plant. Among the apparent advantages: savings on sacks; savings in handling costs of loading and unloading; minimized shrinkage; improved control of insect infestation.

The railroads credit users 2 1/2¢ per mile on the use of the car, whether loaded or unloaded, because they do not have to furnish equipment. This eliminates cost of dead weight returns. "Turn-around time" is a chief economic consideration. Cars are leased from G. T. A. on a 10-year basis for \$325 per month per car, so their ultimate cost to the renter is determined on how long it takes the car to make a round-trip from mill to plant.

IN A DISCUSSION OF MATERIALS HANDLING, William G. Hoskins said the use of pallets and

powered lift trucks is generally the one best way of handling flour received in bags.

He uses a horsepower against horsepower rule of thumb in comparing flour handling methods within the plant.

Pneumatic conveying systems are cheaper per foot than screw conveyors or bucket elevators.

Bucket elevators are space savers but present tough maintenance and sanitation problems because it is so hard to get into them to see how the bugs are growing.

While screw-conveyors are self-cleaning their feed inlet is high, and the discharge is relatively far from the top of the conveyor.

With proper application there should be no more attrition with a pneumatic system than in a screw conveyor system. In handling finished goods Hoskins recommends belt driven blowers; gradual curves in duct work rather than sharp jogs; and points out that a suction system will minimize breakage.

HOW MANY REPAIRS WILL A DIE TAKE? C. Daniel Maldari says that dies on the old hydraulic presses would average, under good conditions, about 8 to 10 repairs. Today, continuous presses have cut that figure in half mainly because dies are not reconditioned when they should be. When dies should be repaired and reconditioned is dependent upon a number of production and handling factors, but with regular use, Dan Maldari recommends a checkup at least every three months.

Improper cleaning of dies as well as wear creates problems. While there is no standard method, many plants soak dies overnight to soften the dough, then wash thoroughly, dry, oil, and store. Another common method is to store dies in a tank of running water. Among the questions yet to be answered is the effect of water temperatures on dies, and the effect of materials used in die-tank construction in relation to the electrolytic and chemical actions set up.

All causes of "dough rings" are not known but worn die outlets and running presses too hot are among them. "Splits" may be the result of grit in the semolina or improper amalga-

mation of the dough prior to extrusion. In remote cases improper drying may be the cause.

"Roughness" of the product may be caused by die wear. A thin film of dough residue left when dies are not properly cleaned set up chemical reactions which deteriorate the metal and pit the die.

SUCCESSFUL DRYING, says Charles M. Hoskins, "entails a thorough knowledge of the properties of humid air and wet macaroni. Modern controls can be used to manufacture perfect drying weather inside macaroni dryers, to yield a product of high quality in a uniform, short drying time independent of outside weather." Control of humidity and temperature equals drying control.

QUALITY IS THE SALESMAN THAT BRINGS FAITHFUL CUSTOMERS. Features of an active quality control program:

1. A chief inspector, responsible to management, for quality control throughout the plant.
2. Maintenance of an educational program impressing workers with their responsibility for quality control and benefits derived.
3. A laboratory to test raw materials, goods in process and finished goods. Recommended for every plant: a table with good light, moisture tester, testing sieves for granulation.

4. A system of records to maintain a history and control.

5. A set of standards for raw materials and finished goods. Whenever quality drops below standard, correct the cause.

MATERIAL LOSSES OFTEN EXCEED PROFITS. Glenn G. Hoskins advises management to analyze these losses and determine where they occur so methods can be devised to reduce or eliminate them. Recommendations:

A system of records to identify and compare losses by periods;

Organization of a maintenance and repair crew that will have the ability and the time to keep equipment in good operating condition;

Willingness on the part of management to buy new equipment when preventable material losses exceed the cost of investment and amortization costs.

New models should be installed:

- "1. When quality can be improved to a point where sales will tend to increase or where present quality is detrimental to sales. Quality is always detrimental when your product is not as good as your competitor's.
- "2. When enough labor will be saved to pay for the machine in five years or less. You will find this a good yard stick without going through the accounting routine of figuring depreciation, interest

on investment, and obsolescence. If it costs \$30,000 and you can prove a net saving of \$6,000 or more per year, you are safe in recommending it then let the accountants figure the details. They may prove it's a good buy if it pays off in ten years.

"3. If more capacity is needed to produce more goods to be sold for more profit. Don't make the mistake of spending money to make more goods to sell for less than cost. A lot of people are finding it doesn't work.

"4. When you have to produce more, and if you think you have to enlarge your building.

"5. When old equipment is worn to the point where waste is excessive."

Pacific Coast Convention

Because of the interest taken by the West Coast manufacturers in the special convention held in San Francisco, Calif., last December, the Board of Directors of NMMA voted to sponsor a sectional convention again this year in the same city. Tentative dates are October 24 and 25, subject to later confirmation.

Arrangements are being handled by Acting Secretary-Treasurer R. M. Green, who is also Director of Public Relations for the National Macaroni Institute.

John J. Cavagnaro

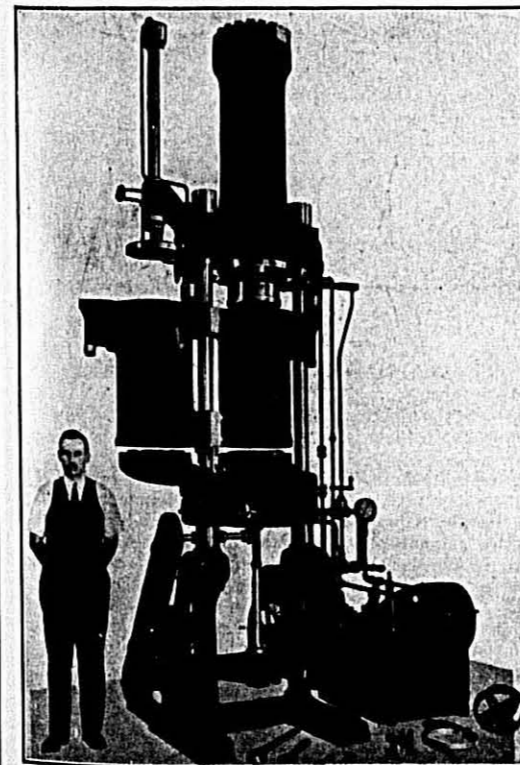
Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use
N. Y. Office and Shop 255-57 Center St.
New York City



PRESS NO. 222 (Special)

Protect Your Product— and Your Reputation

By John A. Larigan, St. Regis Paper Company, New York City

To my assigned topic—Protect Your Product and Your Reputation—let's add these three words: And Your Purse!

Practically everyone today is cost conscious. This certainly is true of the paper industry with which I am associated. And judging from newspaper reports, semolina is being purchased cautiously. Great care is given to the matter of costs. Every pound of semolina purchased today must be of top quality and available at the right price. As a factor of cost, you are demanding full measure of product in every shipment.

At the same time, you are anxious that your reputation remains unblemished. Each of you has a highly respected name, a name that is synonymous with quality products and service.

Customer confidence is the best assurance of continued profitable business operations. This is true of every good business endeavor and is becoming a factor of increasing importance with the return of keen competition to the American way of life.

In order to Protect Your Product and Your Reputation, to the end that you will continue to enjoy profitable operations, I am sure each of you here today has taken out many forms of insurance to safeguard your business.

Insurance, not only in the strictest meaning of the word but also of the kind offering protection equal to that guaranteeing replacement of your property in event of destruction.

One form of such insurance—the insurance against semolina infestation and contamination—is found in multiwall paper bags, used extensively for semolina shipments in this country. In the baking industry more than 60 per cent of all bakery flour is shipped in multiwall paper bags. Bakers know well the inherent values the kraft paper container offers their product. But the percentage of macaroni manufacturers receiving semolina in multiwalls is even greater—more than 70 per cent demand shipment in paper bags.

This container is recognized as the most sanitary of all unit shipping containers ever devised for your industry, and therefore one of our best assurances for Protecting our Product and Your Reputation against contamination.

The small cost of the one-trip, multiwall paper container has always been a cheap price to pay for such compre-

hensive insurance against semolina infestation and contamination. But the cost of the protection is even cheaper today. Multiwall bag prices have dropped some 15 per cent since April, placing them in a most favorable competitive position with cotton fabric bags.

For instance, a multiwall paper bag for semolina today costs about 10 cents, compared with 23 cents for a new cotton bag. Only under the very best of conditions can that cotton bag bring a resale price of 15 cents. But we'll give the bag the benefit of the doubt and figure it at that price. This leaves a net cost of the cotton bag at 8 cents.

Now, you should figure into the cost of cotton bags the hidden costs of dusting, sifting and retention of semolina. This amounts from three quarters to more than a pound in each 100 pound shipment. That loss means you must add four or five cents more to the net cost of the cotton, thus the cotton bag costs you not eight cents—but 12 or 13 cents.

But even if the paper bag were a penny more than cotton, you still would save money by using it. As one of the largest bakers in the country recently said, even if a five cent differential existed in favor of cotton over paper bags, use of the paper container still would be cheap insurance to pay for the protection and sanitation afforded by kraft paper multiwalls.

Advocates of textile bags—particularly cotton—had to devise the program of reselling bags since 16 states prohibit—through legislative action or special sanitary regulations—the re-use of unlaundered textile bags for flour, or require the use of only new containers.

On the surface, such re-sale value may sound attractive—but the program is troublesome. It involves long hours for someone to sort cotton bags, eliminate the torn and unsuitable ones. Countless cotton bags are lost, through tears and stains, and through mysterious disappearance. Finally, salvaged bags must be marketed—another expensive step to derive the monetary return. Think of the bookkeeping involved!

In addition to the disadvantages which we have just considered, there are these other risks which in the long run may prove many times more costly than you would care to admit:

1—Cotton bags cannot offer you product protection equal to paper con-

tainers. I quote from a U. S. Department of Agriculture circular: "Fabric bags do not protect flour from infestation by insects. Small forms readily crawl through the meshes or through the needle holes, and adult insects thrust their ovipositors through the fabric and lay their eggs in the flour. It is of course impractical to do away with fabric bags entirely, but in many cases paper bags can be substituted. Paper bags afford considerable protection to flour from outside infestation if they are properly made and sealed. With the exception of the cadelle and the lesser grain borer, most flour-infesting insects are unable to cut through the walls of substantial paper bags. They can and do, however, enter through the needle holes where the bags are sewed, unless the holes are protected in some way. All seams of paper bags should be cemented, and sewed tops should be protected by strips of gummed tape or other covering." That's the end of the government quote. Let me add that we are building into our paper bags more effective methods than the government recommends to seal those needle holes.

2—Cotton bags cannot assure you a full measure of product upon delivery because of dusting, sifting and retention inherent with mesh-type containers. This frequently means the loss of more than a pound of flour in each 100 pounds—an invisible loss that causes your costs to mount. In this matter of full measure of product, aside from the fact there is hardly a traceable loss from multiwall paper bags, there is this consideration: Our company—through exhaustive field work—has found that when the question of bag breakage is raised, the fault in the majority of instances rests with poor bag handling techniques. We have published a manual on proper handling methods, and results show that when the recommendations are followed, customers have little or no trouble with bag breakage.

3—Cotton bags cannot repel liquids. One company recently received flour in both paper and cotton bags. During warehousing, animal excreta was detected on many of the bags. A representative of the Food and Drug Administration examined the bags, and automatically condemned everything in textile—and automatically freed everything in paper. This was because of the acceptance on the administration's part of the fact that rodent urine will not penetrate through to the fourth

wall of a kraft paper multiwall. The company involved suffered a heavy loss in the textile packed flour, but has eliminated recurrence of the problem by shifting 100 per cent to paper bags.

The problem of aging bakery flour also is applicable to semolina. Just this month the American Institute of Baking released findings of its exhaustive year-long investigations into this subject. The tests included various types of cotton fabric and multiwall paper bags. Eight conclusions reached in this test can be summarized in these words:

There is no detectable difference between cotton fabric or multiwall paper bags on the relative problem of aging, storing or baking quality of wheat flour in competitive sacks. The Institute concluded its findings by saying, and I quote: "Advantages of more rapid or more complete aging of flour should not be claimed by advocates of either cotton fabric or multiwall paper bags." Unquote.

These findings substantiate our contention that the character of flour undergoes no significant change due to the type of container in which it is packed. However, the study did not, and was not designed to take into consideration the question of sanitary features of the containers. It is on this point of sanitation that multiwall paper bags offer the utmost in protection of flour from outside contamination.

These are but a few of many points to be considered in weighing the merits of competitive sacks for flour. There are others which time prevents delving into now. It is safe to say, however, that recent multiwall paper bag price drops improve their competitive position, and continue to offer their important sanitary features now recognized as the biggest factor for their widespread use in the milling, baking and related industries.

Multiwalls today deter insects from boring through the container walls to deposit their eggs in flour. Multiwalls have practically eliminated dusting, sifting and retention of semolina, and in so doing insures a full measure of weight in every 100-pound bag. Kraft paper multiwalls are tougher; breakage is at a low ratio. They form flat, rectangular packages that stack and handle safely.

Increase Cash Discounts to 2%

American Home Foods, Inc., has announced a change in cash discount to 2% from the present 1% affecting Chef Boy-Ar-Dee Spaghetti Products and all lines, effective July 18, 1949. President V. T. Norton said, "Our studies of cash discounts over the past three years indicate convincingly that a 2% cash discount is preferred."

The increased discount will be absorbed by the company where possible.

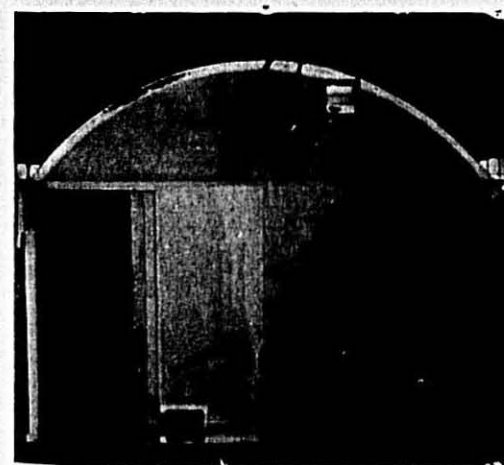
In some cases, however, upward price adjustment will be necessary to offset the effects of the increased cash discount. The net effect will be a reduced grocery bill for American Home Foods customers.

Named Member of Chicago Board

William J. Walton of General Mills, Inc., has been elected a member of the Board of Directors of the Chicago Board of Trade to fill the unexpired term of James E. Skidmore, vice-president of General Mills, Inc. Mr. Skidmore recently resigned as a director of the Board of Trade because of his transfer to the headquarters office in Minneapolis. Mr. Walton has been a member of the Board of Trade since 1937.

La Premiata Plant Damaged

A fire in a section of the La Premiata Macaroni Company's factory, in Conneltsville, Pa., that was being converted into a refrigerating room caused damage estimated at \$20,000 the afternoon of July 6. The fire, started when caulking material was being mixed with tar, caused much smoke. Much of the damage was to the building and to semolina and finished products in adjacent rooms that were damaged by water and smoke.



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

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

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

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



USING HER NOODLES. . . Peggy Dow, Universal-International Studio starlet, gets an okay on her culinary skill from Head Chef Louis Sogno of the Fred Harvey System Restaurant at the Los Angeles Union Station. He says that she can cook as good as she looks!
Peggy will soon be seen in "Yes, Sir, That's My Baby."

Use of Paper in Food Packaging

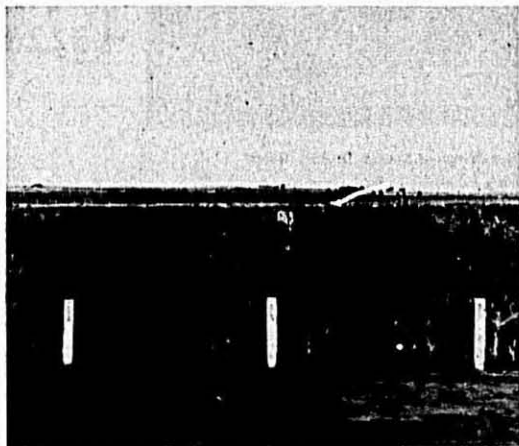
"From a public health and sanitation point of view, paper and paper products are superior materials for packaging food." This statement was made in a recent report by the American Paper and Pulp Association to its membership. This report resulted from several years of intensive study carried out by the Association at The Institute of Paper Chemistry.

Over an extended period the general question of the use of paper and paper products in food packaging has been studied from several angles. One phase of the work has been concerned with the bacteriological examination of more than 2,500 specimens of paper, taken at random from 28 widely located mills and including 35 different types of paper and paperboard ordinarily used in the packaging of foods. These sheets were tested for the presence or absence of disease-producing bacteria as well as for the presence of nondisease-producing forms. Of all the tests made not one showed the presence of the disease-producing type and the incidence of nondisease-producing forms were either absent or very low.

Another phase of the study was to determine the effect of the paper manufacturing process on bacteria artificially introduced into the stock from which paper is made. For example, a heavy suspension of *Escherichia coli*, a bacterium found in the digestive tract of humans and other warm blooded animals,

was sprayed onto the wet sheet just before it entered the drier section of a paper machine. Analyses of this wet web showed a coliform count as high as 4,577,000 bacteria per gram of paper, and yet after the paper had passed over the driers, analyses showed that all of the coliform bacteria had been destroyed.

"There is no question," the report concluded, "that from a public health point of view, paper and paper products are superior, if not ideal, materials for the packaging of all types of foods. Not only is paper free from disease-producing bacteria but it has the added advantage of being a single-service container, thus preventing the



Scene at North Dakota Experimental Station, Langdon, showing test plots referred to in the editorial on page 11.

chances of food contamination through reuse."

Liquid, Frozen and Dried Egg Production June, 1949

The quantity of liquid egg produced in June totaled 78,720,000 pounds, compared with 77,941,000 pounds in June last year, the Bureau of Agricultural Economics reports. Quantities used for freezing, drying and immediate consumption during the month were about the same as in June a year ago.

Dried egg production during June totaled 7,640,000 pounds, compared with 9,082,000 pounds in June last year. Smaller quantities were produced from frozen eggs than a year ago; this accounts for the decrease in total quantity dried compared with June last year. Production in June consisted of 6,919,000 pounds of dried whole eggs, 172,000 pounds of dried albumen and 549,000 pounds of dried yolk. Dried egg production from January through June totaled 52,070,000 pounds, compared with 21,291,000 pounds during the same period last year. Purchase of dried whole egg by the Department of Agriculture from January through July 22, 1949, for price support purposes totaled 54,930,104 pounds.

Frozen egg production during June totaled 49,534,000 pounds, compared with 48,898,000 pounds in June last year. Production during the first half of this year totaled 267,142,000 pounds; this compares with 312,567,000 pounds during the first half of 1948—a decrease of 15 per cent. Storage holdings of frozen eggs on July 1 totaled 162,480,000 pounds, compared with 266,748,000 pounds on July 1 a year ago and 275,853,000 pounds for the 1944-48 average. Frozen egg storage stocks increased 21,000,000 pounds during June; this compares with 18,000,000 pounds during June last year and an average June increase of 32 million pounds.

Tell Me Quick and Tell Me True (or Else, My Love, to Hell with You!)

Victor O. Schwab
Schwab and Beatty, Inc.

Poem read by Professor H. A. Bergfahl, sales lecturer, University of Illinois, to conclude his fine address on "Merchandising Ideas" at the June convention of the Macaroni Manufacturers in Chicago, June 28, 1949.

I see that you've spent quite a big wad of dough

To tell me the things you think I should know.

How your plant is so big, so fine and so strong;

And your founder had whiskers so handsomely long.

So he started the business in old '92!

How tremendously int'resting that is—to you.

He built up the thing with the blood of his life?

(I'll run home like mad, tell that to my wife!)

Your machinery's modern and, oh, so complete;

Your "rep" is so flawless; your workers so neat.

Your motto is "Quality"—Capital "Q"—

No wonder I'm tired of "Your" and of "You"!

So tell me quick and tell me true (or else, my love, to hell with you!)
Less—how this product came to be;
More—what the damn thing does for me!

Will it save me money or time or work?
Or hike up my pay with a welcome jerk?

What drudgery, worry, or loss will it cut?

Can it yank me out of a personal rut?

Perhaps it can make my appearance so swell

That my telephone calls will wear out the bell;

And thus it might win me a lot of fine friends—

(And one never knows where such a thing ends!)

I wonder how much it could do for my health?

Could it show me a way to acquire some wealth,

Better things for myself, for the kids and the wife,

Or how to quit work somewhat early in life?

So tell me quick and tell me true (Or else, my love, to hell with you!)
Less—how this product came to be;

More—what the damn thing does for me!

Mill Representative's Wife in Rome

Mrs. Carmelita F. Spagnol, wife of J. Spagnol, Pittsburgh semolina salesman for Capital Four Mills, has spent the summer in Europe. During the first part of August she completed the sets and interior decorations for the stage version of the old Greta Garbo picture "Ninotchka," planned for presentation in Rome the first week in August.

The talented wife of the well-known semolina salesman attended Duquesne University, Pittsburgh, and was interior decorator for a Pittsburgh studio for several years. Leading playwrights recognized her ability and have engaged her for some special work in her line in this country and in Europe.

She is showing the rest of the American tourists how to see Europe. In the first three weeks on the continent, she has:

- 1—Met Andrei Vishinsky, Pablo Picasso and a whole troupe of miscellaneous celebrities.
- 2—Attended the wedding of Rita Hayworth and Prince Aly Kahn.
- 3—Been hired as set designer for a Rome stage production. Mrs. Spagnol plans to return to Pittsburgh in October.

LET OUR ENGINEERS HELP YOU MAKE MORE PROFITS!

—from Your New Type of Continuous Automatic Presses by Installing MODERN

CHAMPION Flour Handling Equipment

More and more leading Macaroni Manufacturers are putting in Champion Flour Handling Units to secure that steady, even flow of finely sifted, clean flour so essential for the efficient operation of the new type Continuous Automatic Presses and Sheet Forming Machines.

Our Engineers, skilled in such installations, will gladly provide you with blue prints, money-saving recommendations, and aid you in every practical way on your modernization plans without cost or obligation. Write today for details.

PROMPT DELIVERIES

CHAMPION MACHINERY COMPANY, JOLIET, ILL.

MAKERS OF MODERN EQUIPMENT FOR THE MACARONI AND NOODLE INDUSTRY

A Partial List of Recent Installations Champion Flour Outfits:

SORRENTO MACARONI, LTD.,	Montreal, Canada
G. D'AMICO MACARONI CO.,	Steger, Illinois
A. RUSSO & COMPANY, INC.,	Chicago, Illinois
LUSO MACARONI CO.,	Fall River, Massachusetts
P. ROCA & COMPANY, SUCR.,	Yauco, Puerto Rico
PHILLIPS PACKING CO.,	Cambridge, Maryland
FAUST MACARONI COMPANY,	St. Louis, Missouri
SCHMIDT NOODLE COMPANY,	Detroit, Michigan
MINNESOTA MACARONI CO.,	St. Paul, Minnesota
V. VIVIANO & BROS.	St. Louis, Missouri
MACARONI MFG. CO., INC.,	St. Louis, Missouri
THARINGER MACARONI CO.,	Milwaukee, Wisconsin
INDIANA MACARONI CO.,	Indiana, Pennsylvania
ANTONIO PALAZZOLO & CO.,	Cincinnati, Ohio
GOOCH FOOD PRODUCTS CO.,	Lincoln, Nebraska
FORT WORTH MACARONI CO.,	Fort Worth, Texas
MEISENZAHL FOOD PROD., INC.,	Rochester, N. Y.
DELMONICO FOODS, INC.	Louisville, Kentucky
MOUND CITY MACARONI CO.,	St. Louis, Missouri
SCHONEBERGER & SONS	Chicago, Illinois
ROBILIO & CUNEO,	Memphis, Tennessee
U. S. MACARONI MFG. CO.,	Spokane, Washington
MILWAUKEE MAC. CO., INC.,	Milwaukee, Wisconsin
PROCCING-ROSSI CORP.,	Auburn, New York
LA PREMIATA MAC. CORP.,	Connellsville, Penna.
SANACORI & COMPANY,	Brooklyn, New York
THE DE MARTINI MAC. CO., INC.,	Brooklyn, N. Y.
VIVIANO BROS. MACARONI CO.,	Detroit, Michigan

C. M. Johnson in Command, Kutz, Assistant

C. M. Johnson has been appointed manager of the durum department of the Commander-Larabee Milling Co.,

C. W. Kutz as assistant to Mr. Johnson.

Mr. Kutz started with the Capital



Mr. Johnson

following the retirement of T. L. Brown.

Mr. Johnson started with Commander-Larabee on September 15, 1927, working in various departments, including the credit department. In 1943 he was appointed assistant to T. L. Brown.

The Commander-Larabee Milling Co. also announces the appointment of



Mr. Kutz

Flour Mills in the billing department in 1929. He was transferred to sales, both spring wheat and durum 1933-1941. In 1941 he opened and managed the Chicago office for the Capital Flour Mills leaving this position in 1943 to serve in the U. S. Army 1943-1946, following which he was appointed sales manager for the A. L. Stanchfield Durum Mills 1946 to May 1, 1949.

Winthrop Names Callison

Paul S. Callison of P. G. Callison Co., Portland, Ore., has again been named as the exclusive agent in the Pacific Northwest of the Special Markets Division of Winthrop-Stearns, Inc. The division markets enrichment tablets for the baking and macaroni industry.

PMMI Convention in Chicago

The Seventeenth annual meeting of the Packaging Machinery Manufacturers Institute will be held at the Edgewater Beach Hotel, Chicago, from October 31 to November 2, 1949.

John P. Corley, vice president of the Institute and vice president, Miller Wrapping and Sealing Machine Co., Chicago, is chairman of the Program Committee for the meeting, assisted by the following committee: vice chairman Charles L. Barr, of the F. B. Redington Co., Chicago; H. Lyle Greene, president, I. L. Ferguson Co., Joliet; Louis R. Muskat, president Triangle Packaging Machinery Co., Chicago; G. Radcliffe Stevens, president, Elgin Manufacturing Co., Elgin, and Herbert H. Weber, president, H. G. Veber & Co., Sheboygan, Wis.

This is the first annual meeting

Groom — July 24 — Pessimistic

"I am changed," writes B. E. Groom, durum expert of the Greater North Dakota Association, on July 24, 1949. "On the first of June, the durum prospects were the best I had ever seen. The whole durum area was in good shape. Since then we have had only one inch of rainfall over the entire area. The summer fallow durum is fair, but the rest very poor."

"My guess is that a 50% crop is the limit. The heavy winter snow with subsequent deep and heavy sub-soil moisture is all that has held the durum growers through the unfavorable season. This year's drought is like the disastrous ones of the Thirties. The State, as a whole, will do well if it gets a 50% crop."

"All those interested in durum growing agree that the Government estimate of July 1 is 'way high. It was three weeks late anyhow and farmers reporting the last week in June saw conditions very much better than when the report was published July 12."

August 8 Conditions Better

The situation is greatly improved for all late grains during the last two weeks. It will help the filling of much of the durum crop as durum is about the latest crop to harvest, excepting flax. Rains that have hampered the harvesting of earlier grains have been a blessing to durum growers.

Supplementing the drought in July, there has been a whale of a loss to early crops by storms, including winds and hail; also bugs and grasshoppers. The general prediction of inspectors is that the 1949 durum crop should be around 30,000,000 bushels. At this time there is no way to gauge its quality.

Macaroni Manufacturers View New Truck



Displayed at the national convention of the National Macaroni Manufacturers Association in Chicago was the newly introduced Dodge Route-Van, a delivery truck with low step height, 78 inches of headroom, fluid drive and many other features. Inspecting a 8 1/2-foot unit, left to right, are: Charles Travis, secretary of the Keystone Macaroni Manufacturing Co., Lebanon, Pa.; Louis Roncace, secretary and general manager of the Philadelphia Macaroni Manufacturing Co., Philadelphia, Pa.; and John Linstrub, production and personnel manager of the Creamette Co., Minneapolis, Minn.

Bids on Government Purchases

The U. S. Government recently advertised for bids on macaroni-spaghetti and egg noodles for delivery at different supply depots. Government awards on bid No. 1254 opened June 17, went to:

—Dehonic Foods, Louisville, Ky., for 1,557,700 pounds of macaroni or spaghetti at \$.0785 less one per cent in 20 days.

—Paramount Macaroni Mfg. Co., Brooklyn, N. Y., for 617,700 pounds of macaroni or spaghetti at \$.0845 less two per cent in 20 days.

Government awards on bid No. 1238, opened June 21, 1949, went to:

—V. Arena and Sons, Norristown, Pa., for 80,010 pounds of macaroni, domestic pack for delivery in the East at \$.075.

—Paramount Macaroni Mfg. Co., Brooklyn, N. Y., 60,021 pounds of macaroni for export, delivered in the East at \$.0935, two per cent, 20 days.

—Luso-American Macaroni Co., Fall River, Mass., 60,021 pounds of macaroni for export, at \$.0935, one per cent in 20 days.

—Paramount Macaroni Mfg. Co., Brooklyn, N. Y., 40,000 pounds spaghetti, domestic at \$.0775, two per cent in 20 days.

—Sorrento Macaroni Co., Trenton, N. J., 40,000 pounds spaghetti, domestic, delivery in the East, \$.08.

Paramount Macaroni Mfg. Co. Brooklyn, N. Y., 60,000 pounds spaghetti for export, delivery Western port at \$.0939, two per cent, 20 days.

—Galiota Brothers, Chicago, Ill., 60,000 pounds spaghetti for export, delivery Western port, \$.0939, two per cent in 20 days.

—Kurtz Brothers, Bridgeport, Pa., 40,000 pounds noodles, domestic at \$.133, two per cent in 20 days.

—Paramount Macaroni Mfg. Co., Brooklyn, N. Y., 80,000 pounds for export, Western delivery at \$.173, two per cent in 20 days.

—Golden Grain Macaroni Co., San Francisco, Calif., 40,005 pounds noodles for export, Western delivery at \$.1795.

Sales and Income Decline

St. Regis Paper Co. reports net sales for the first six months of 1949 of \$66,123,268, compared with \$83,907,818 for the like period of last year. Net income, after provision for Federal taxes, amounted to \$3,202,888, against \$8,744,935 for the corresponding six-month period of last year. It is pointed out that earnings are subject to the company's practice of revaluing inventories to lower of cost or market at the year-end only.

Directors of the company declared a regular quarterly dividend of 15 cents a share on the common stock,

payable September 1 to stockholders of record August 5.

The decline in sales and profits, according to Roy K. Ferguson, president and chairman, reflected both a drop in volume and a reduction in prices of the company's products running up to 20 per cent.

Taxing Discarded Containers

The most popular game among municipalities throughout the country is that of taxing almost every conceivable thing in order to increase incomes to meet ever-increasing expenses. The City of New York has a rather peculiar tax—a sales tax on discarded containers. The reasoning seems to be that since the cost of the box, barrel, crate or container of any description must be charged proportionally on every container to individual customers, the retailers who collect that tax should pay the city the tax thus collected.

New York officials claim the metropolis has been losing revenues because such cartons haven't been taxed so they've started to collect. But retailers and the distributors plan to fight the levy in the courts. Early estimates put the cost of the tax to New York merchants at several million dollars annually. Outcome of the battle may well have an important bearing on retailers in many states that have sales and use taxes.



dependability

CAPITAL GRANULAR

Painstaking scientific research, skilled personnel, and constant laboratory control guarantee dependable uniformity in all Capital products.



SERVING YOU BETTER FROM TWO CONVENIENT LOCATIONS

CAPITAL FLOUR MILLS

AT SAINT PAUL, MINN. • BALDWINVILLE, N.Y.

DIVISION OF INTERNATIONAL MILLING COMPANY, GEN. OFFICES, MINNEAPOLIS 1, MINN.

Macaroni—5000 B.C.

The art of making macaroni is so old that its exact origin is lost in the pages of history. The Chinese recorded the eating of macaroni products in various forms as early as 5000 B. C.

Among the most popular legends is the one about the Chinese maiden who was lured from her breadmaking by her lover, a member of the famous Marco Polo expedition to the Orient. While the maiden neglected her bread dough, the wind blew leaves from an overhanging tree into the batter. In an attempt to help her save the dough from waste, the sailor forced the dough through a wicker basket which served as a sieve.

The thin strands of dough dried in the sun and when the sailor departed, the maiden presented him with the dough in this new shape. He cooked the strands of dried dough on his ship and found the dish so delicious that he made it many times thereafter. The food came to be favored by all the members of the crew and finally by the great explorer himself, Marco Polo.

A thirteenth century king is credited with naming the food. When he was served the delicious dish, he declared "Ma Caroni" which means "how very dear."

Bloomington, Ill. Pantograph

Durum Show November 10-11

Snow and wintry blasts are factors when considering dates for public affairs in the Durum area of North Dakota. The management of the North Dakota State Durum Show at Langdon, N. D., has agreed that a fall date for its annual show is preferable to one in the dead of winter or early spring; therefore, the tentative dates for the 1949 Durum Show have been moved ahead to the second week in November. The dates tentatively set are Thursday and Friday, November 10 and 11.

The National Macaroni Manufacturers Association will again offer a lovely plaque to the farmer whose durum exhibit marks him as the 1949 Wheat King. It will also arrange to take a part in the show as may be delegated to it by the management.

May Macaroni Exports

According to the U. S. Department of Commerce, only 3,043,163 pounds of macaroni products were exported during May, 1949. Switzerland got most of the shipment, about 2,026,000 bushels; Belgium and Luxembourg about 505,420 pounds, and Cuba 98,143 pounds.

The total exports of this food for the first five months of 1949 is 7,660,403 pounds.

Gets "Macaroni Magic"

"I recently had the privilege of looking at your booklet *Macaroni Magic*, sent a friend who saw your exhibit at the Edgewater Beach Hotel and requested a copy. I was so pleased with it that I would enjoy a copy of my own . . . Jean E. Otn." A copy was mailed to her.

Self-service Retailing

Government figures show self-service is becoming more and more important in all retailing—even in department stores.

Consequently, Robot selling needs a battery and spark plugs. Recognized trademarks serve as a battery—advertising provides the spark.

Because of these changes in retailing methods, advertising—the spark plug—carries greater responsibilities than ever before.

All this points to the need for scientific re-evaluation of advertising media. Merchandise and advertising bought and sold at right prices is a practical first aid to better profits . . . *American Weekly*.

Did you ever note how often a narrow mind and a wide mouth go together?

TIMEPIECE—A fiendish device, concocted to speed up the universe.

TRADE ASSOCIATIONS

(Continued from Page 16)

ness to that of the whole is the compilation of industry statistics. These may cover such items as production, shipments, labor statistics of man hours worked, man hours per unit of production or unit of sale, operating ratios, etc. They definitely should not cover current costs or selling prices and such subjects as inventories, current production, and unfilled orders must be handled carefully and should be compiled only under advice of competent legal counsel. Here we are on the legal fringe of what may or may not be permissible. Statistics must not be construable by the courts as promoting any unlawful restraint of trade, or providing grounds for agreement or concerted action with respect to prices or production or restraining competition.

Public Relations. The field of public relations has taken on increased importance in recent years as business has slowly learned that what the public thinks of it has a definite effect on its sales acceptance. Product promotion is tied in with this activity and together they provide an opportunity for a trade association to do some of its most effective work. Many associations spend thousands of dollars on industry advertising programs and retain public relation and advertising agencies to guide these programs.

Research. The opportunities for research by a trade association are limited only by its vision and its finances, and the latter are limited mainly because the executive has not sold his members on the values they may receive. One of the best jobs of continuing research with maximum results and minimum expenditures has been done by the National Wholesale Drug-gists Association. They have financed studies affecting wholesale operations running all the way from the cost of operating salesmen's cars, to the difference on returns for full carton and broken carton sales. The Cement Institute, The American Institute of Laundering, and the American Meat Institute, to name only three, maintain large research laboratories for the study of product or service improvement. My association has a very active research committee, but the actual work is done by its members and their staffs in the company's own laboratories and the information is then pooled.

A whole industry can afford to do non-competitive research which few individual companies could finance. Not only are the members helped, but the public at large reap many benefits in the form of better products or better merchandising that result in lower costs.

Relations with Government. When this subject is mentioned, the usual re-

action is that we are engaged in selfish lobbying for legislation that will give our industry some advantage. This is not, in the main, true. Relations with government—and we have come to mean by that, "Washington," although the same principles apply to state governments—must be a two-way street. I have found that busy legislators and department heads are anxious for information that assists them in arriving at decisions. A lobbyist is not ipso facto a person of ill-repute with only sinister motives. He should be not only a protagonist of his industry, but also a source of information to whom those in government can turn with assurance that the facts given them can be relied upon.

My experiences in Washington have been very pleasant. I have testified before Congressional Committees, and have co-operated with a number of different agencies. Of course, I believe that if you go to your government with an honest presentation and an evident desire to play fair, you will get a cordial reception.

I have touched briefly on six activities in trade association work that I think are most important. There are many more, such as merchandising clinics, sales training programs, labor relations, cost accounting studies, group insurance, and others that can fit into the over-all design of different trades or industries. But I think I

For Low Speed

Where total volume is small, or where small runs are handled periodically, PACKOMATIC's hand-glue, belt compression sealer is a preferred unit for the manual application of adhesive and compression sealing of cases. Equipment has feed table, glue pot and brush. Only one operator is required.

AND HIGH SPEED
PAPER SHIPPING CASE SEALING

For production requirements up to 3,000 cases per hour, PACKOMATIC's automatic Model D shipping case sealer, with belt compression sealer is recommended. Unit is adaptable, flexible. Write for literature, or consult classified directory for nearest PACKOMATIC office. J. L. Ferguson Company, 789 Republic Ave., Joliet, Ill.

PACKOMATIC
PACKAGING MACHINERY
FERGUSON TO JOLIET, ILL.

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

Jacobs Cereal Products 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 and Yolks.
- 3—Soy Flour Analysis and Identification.
- 4—Rodent and Insect Infestation Investigations.
- 5—Macaroni and Noodle Plant Inspections.

Benjamin R. Jacobs, Director
156 Chambers Street
New York 7, N. Y.

Are You Money Wise?

THE CONTINUOUS AUTOMATIC COILING MACHINE

Will realize a great saving to manufacturers of coiled goods

Designed and Manufactured By

Lombardi's Macaroni Dies
805 Yale St. Los Angeles 12, Calif.

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

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

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

Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**
Offices: 1667 No. Snelling Ave., St. Paul, Minn. Mills: Rush City, Minn.

have given you enough to indicate the varied programs that a modern trade association can embrace, and certainly enough to indicate that the trade association executive has to have broad knowledge of many fields even though he may have a staff to execute the details.

I hope I have hit enough high spots to show you that the trade association of today has a definite program that not only improves its own industry, but also serves the interests of the public in disseminating facts that the public is entitled to know, and in constantly striving to make every segment of its industry more efficient, better informed, and more economical in its operations.

REPORT OR ASSOCIATION

(Continued from Page 12)

bring the main total considerably over April.

The relative proportions of income against outgo: The Sills organization has been paid \$7,500 for their first quarter's services from March 1 to May 31. They have been paid their retainer of \$7,500 for the second quarter which carries through from June 1 through August 31, so this is actually a pre-paid expense.

The administration and office expenses for the Institute, which includes salaries, mailing, postage, et cetera, has totaled \$1,414.30.

We have \$8,432.10 in the bank as reserve.

These activities are designed to make more and more people conscious of macaroni, spaghetti, and egg noodles and to help you in the job of selling. Ted Sills will go into greater detail of what their organization has accomplished in the last three months. We are well on the way to doing a bigger and better job of selling and improving public relations. Thank you.

FM SUPPRESSION

(Continued from Page 18)

an unholy mess to untangle in television allocations). Third, the production and sale of many inferior FM sets; and fourth, advertisers have not been told the truth about the inferior coverage of AM as compared to FM. "FM coverage is growing at such a rate that more than 100,000,000 people live within the area of a good FM signal.

"Today there is not even an approach to national radio coverage without FM to fill in the blank areas where AM cannot render good nighttime service. It will not be many years until FM alone will reach more people than AM alone has ever been able to."

E. F. McDONALD
President
Zenith Radio Corp.
Chicago

REACHING THE HOMEMAKER

(Continued from Page 21)

others are used too often, they will be bored with the column and overlook it. This is not good for either the editor's job nor for food producers. "Publicity" may be of great value as an adjunct to advertising, but it can never replace it. The Publishers' Association will express itself to newspapers which give too much publicity to this free medium of advertising unless there is some consideration for the latter in the newspaper field.

What is good publicity? Good publicity is service material, and this is your responsibility. It must have an interesting lead and this is the place where some historical material may be appropriate. The lead may be based upon seasonal use for a product. Let me warn you, however, that no one is much interested today in what movie stars eat for lunch nor in how they stir up a dish between shots. In fact, no one believes the latter. A story of this sort will usually go right into the waste basket. A food editor gets innumerable offers of stories of this kind. My answer when a press agent calls me is, "Thank you, I should love to do a story if the star will cook me a meal." Once in awhile, I am taken up, and the result is a good story.

Publicity stories used by a food editor must usually carry recipes. These must be accurate and written in the accepted form. They should have an interesting variation if they are standard recipes as most of them must be. If a release is dull in every respect, it will probably go into the wastebasket.

To catch the eye, it should preferably be prepared with a colored heading which will stand out and which may become associated with the product. Literally pounds of publicity material come to the editor's desk. She does not have time to go over all of it, and the ones with eye appeal are more likely to be noticed. Even for an editor who never uses a release as it is written, an attractive, well-organized, interesting and accurate production is worthwhile. It may give her an idea for a theme which she will develop in her own style.

In connection with releases, a photographic service is valuable if it is well done. Photography is an art in itself, and to produce a good publicity picture, there must be co-operation among the publicity agency, with its expert and its home economist, and the photographer, all of whom must know their jobs. Too many releases and photographs use out-of-season products and sometimes flowers which, however, are not considered an essential part of a good photograph today. The composi-

tion and the technique are often much better than those which can be furnished by the usual newspaper photographer. Photographs must be exclusive for a time which is usually six weeks. Where personal contacts can be made with editors, special photographs can be planned. Later, the same prints can be offered in other cities. Personal contacts between the right representative of an agency and a food editor are invaluable. What is a right representative? My definition is one who offers a food editor service and who has a conception of the editor's job. The more tactful and charming the person, the better for the agency.

So far, my own personal problems as a food editor have been discussed. You may be interested to hear something about a recent conference of Women Page Editors which was held in New York under the auspices of the School of Journalism. One session during this press institute was devoted to the question of food and Dorothy Sinz, editor of the *Dallas Star News*, and I led the discussion. Among the questions which were sent in previously and which we were asked to take up were the following—

Are releases sent in from food companies used? How can they be judged as to quality?

Our answers were that there are many good releases although still many poor ones. No release is ever used, no matter how well written, by some city papers but the theme of it may be useful and the recipes may be used if they pass the test. No recipe is ever used without some type of testing. This does not always mean making up the recipe, as often it is merely a variation of one which has already been tested. If it comes from a company or a publicity agency which has a good test kitchen, it can be used, although it may be rewritten slightly to conform with the column. There are companies with home economists whose recipes may be accurate but which are completely unnecessary. Some recipes sent out by companies who do not have a home economist have too many or too strange ingredients, and methods are often difficult and not always accurate.

What about publicity photographs? If they meet your needs, if they are exclusive and are well taken, they will often reproduce better than the ones taken by photographers on a newspaper staff. Many companies are glad to take special photographs and, of course, do not expect to have brand names included. A photograph which contains a picture of a product with a brand name is seldom of any use unless there is some special policy of the paper which allows the use of these.

"Are booklets prepared by food companies distributed through newspapers?" A new booklet may be mentioned in the "Food News and Re-

views" with the address where it may be obtained. Some of those mentioned have resulted in hundreds of requests to the company. In my opinion, this is enough service from a newspaper.

"Should reducing menus supplied by industry be used?" In general, the answer is no. Actually, women are not as much interested in this subject as men think. Only an approved reducing diet should be printed.

"Don't women ever get tired of recipes?" The answer is that most of them have to use recipes daily. There is always a new crop of young housekeepers, and experienced cooks like to see their own methods pronounced good and they like variations. A large paper which has not featured a "how to do it" articles has had so many requests that it has planned to do a series of this sort.

"Are food budgets of interest to the reader?" They seem to be of little interest as such, but readers want suggestions for the preparation of economical meals and menus. These cannot be used too often, as it is difficult to vary them and a column will not be read unless this is done.

While all the material which I have given you is general, practically all the points which have been stressed apply to all macaroni products. I feel however, a little like the preacher who com-

plains in the pulpit to his Sunday audience about those members of the congregation who are not in attendance. The services which I have mentioned are your responsibility to the food editor. You are already practicing and therefore do not need preaching. May you continue to walk in the paths of righteousness, according to a food editor's standards.

FORCES THAT SELL

(Continued from Page 26)

recipes we supplied Mr. Maddox concerning spaghetti and macaroni.

Magazine supplements—those magazine sections that come with your Sunday newspapers—are another important means of reaching the men as well as the women of the nation. We have had quick success in getting into these publications as the next series of boards show:

Five million circulation across the country is reached by newspapers using PARADE magazine.

AMERICAN WEEKLY—9,400,000 circulation—used a macaroni recipe April 10, in connection with its regular food feature, and has another scheduled for fall publication.

And now we come to women's magazines, which you will agree are pow-

erful media for reaching directly into the home. However, you gentlemen experienced with advertising know the cost and you know the time it takes to get into these publications. For that reason, we can show you best what is coming in this category by hearing from Miss Gertrude Michalove, director of our women's department, who personally supervises our activities with women's magazine editors, food consultants, and others in related fields.

Let me read from a letter addressed to Miss Gertrude Michalove from Miss Louella G. Shouer, of the *Ladies Home Journal*, and says, in part:

"You really went to town on the Quick and Easy Recipes and Betty and I want you to know that we tried each and every one. We liked some better than others, of course, and have selected four which appealed to us most. . . . This is the type of material we can use. General release material in the way of recipes is not as valuable, as we naturally don't want to print a recipe that is apt to appear elsewhere. . . . These recipes had little unusual touches—were quick and easy and economical. We're full of praise. If you think of any more, shoot them our way. . . . We enjoyed talking with you and want to wish you success with your new account (macaroni). What you did for us was a swell job . . . so take

You Can Always Depend on

STAR DIES

for consistently BEST results—because there is a third of a century of "know-how" behind them.

- ★ GREATER SMOOTHNESS
- ★ GREATER EFFICIENCY
- ★ LONGER LIFE
- ★ LESS FITTING
- ★ LESS REPAIRING

*Expert Advice
Cheerfully Given.*

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

Automatically CUTS ROLL CELLOPHANE TO YOUR SIZE SHEETS



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING & STACKING MACHINE will save you money by enabling you to purchase roll stock cellophane rather than cut-to-size sheets.

This machine gives you the advantage of being able to cut various size sheets to meet production requirements.

Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 25" can be cut. Machine is portable and no operator is required, since the machine stops itself when the stacker table is filled with cut-to-size sheets.

If required, a Slitting Attachment can be furnished for greater production, to slit wide rolls into narrower widths as the sheets are cut to length.

Electric Eye available for spot registering printed cellophane. Write us for bulletin giving additional information. We will be pleased to send it to you.

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

a bow and come and see us again soon when you're in the neighborhood."

Despite the fact that television is new, we have moved macaroni right onto the television stage. We have photos showing two Sills home economists illustrating to WJZ-TV (New York) and ABC audiences how to use macaroni in summertime meals. Twenty-five Grand Union Supermarkets in New York have receivers where customers could view this "Market Melodies" program. Today, we have contact with every TV station in the country, so you and metropolitan millions will be seeing more of macaroni on television in the future.

And now, let's look at the immediate predecessor and companion of television, radio.

The experts of the radio business tell us that nationwide radio reaches into forty million homes. Few of us men know the considerable attention paid to women's programs by our wives during the daytime periods when we, personally, seldom if ever, listen.

Sills services 900 selected radio stations across the nation with our own scripts prepared especially for them. In addition, we supply specially prepared scripts to the radio division of the Associated Press, International News Service, Transradio Press and others which prepare women's programs for radio station clients.

Four macaroni scripts to radio stations have been released to date.

The Associated Press sent our macaroni script to more than 1,000 radio stations using its "Listen Ladies" program. International News Service sent it to its hundreds of radio station clients across the nation.

We have told you before that a public relations program builds momentum—that because of many mentions in the press and on the radio, others soon "get in the groove" on the same subject. On June 8, Ted Malone told an interesting macaroni legend carried by 222 stations of the American Broadcasting Co.

Just yesterday morning, your president, Bud Norris, was the guest of Don McNeil on the coast-to-coast and overseas broadcast of the popular Breakfast Club. This was arranged by Frank Ullrey in co-operation with Harry Bailey, of General Mills. The American Broadcasting Co. tells us that this program was broadcast in the United States by 242 stations in that number of cities and listened to by 2½ million persons. In addition, Bud Norris was heard in Canada and Hawaii.

This morning, housewives of seven states heard Miss Vito Viviano talk about macaroni, spaghetti and egg noodles with Stella White, conductor of a popular homemaker's program over WAIT here in Chicago.

I want to pause a moment: to discuss

the question obviously in your minds at this time. The question of poor business—poor business despite the proof we are giving you of good macaroni sales copy being published and spoken all over the country. We know, of course, that macaroni, like other businesses, is currently off a good many per cent from the wartime high.

I was asked recently by one of our members whether Sills and Co. couldn't take credit for keeping macaroni sales from dropping faster and farther than they have. My answer to that question was—and is, "NO!" A definite "NO." Nothing would please me more, personally, than to have earned credit for stopping, or even slowing, the downward glide in business, but we have been at work on your behalf too short a time to bring drastic results in overall sales. Thus far, we have no more than begun to lay the solid foundation that will build business for the future. We have hardly begun to dent the consciousness of the American housewife. A year may begin to show sales results, but we may not know for two years or more the exact part our effort on your behalf contributes to the sales side of your business.

We can only create and stimulate a market for macaroni products, the specific sales must be made by each of you through advertising, your salesmen, and point-of-sale devices.

Now, we know from past history with other food accounts the pattern of results that can be expected. Pickles and sauerkraut are two accounts that provide specific examples, which I want to cite to you for just a second.

We took over the task in 1945 of holding the gains in business which had come to the pickle packers during the war years. In three years, we boosted pickle sales 30 per cent over 1945.

In the same three years, we doubled sauerkraut sales—from three million to six million cases a year.

Nothing would make me happier at this moment than to report similar results for your business, but it can't be true in so short a time, and we cannot take credit for anything except that which we have actually accomplished.

The Associated Press sent two macaroni recipes and photos to its 800 newspapers. Here are first results: It is unusual to get newspapers all over the country to print stories about a food product that say "Let 'Em Eat . . . Macaroni." That's selling.

We pay attention also to the weekly newspaper field, for you know as well as we that people today are small-town conscious, and that a great volume of merchandise, especially food, is sold in towns under 10,000 population.

Western Newspaper Union services thousands of small town newspapers. These two features reached buyers in

those important markets all over the U. S.

Special events also help publicize macaroni products.

In addition to the over-all results already reported, we initiated two special projects in our first three months, one of them at the requests of your Association officers. That was to publicize the annual North Dakota State Durum show, in which your association has taken an active interest the last several years. When Bud Norris, Bob Green, Al Ravarino and Maurice Ryan suggested in our office about three weeks before the durum show that we publicize it, Frank Ullrey immediately contacted the show president and invited himself to Langdon, North Dakota, to find out all he could about durum and the show so that he could decide what could be done on short notice. The friendships you, as manufacturers, have made with your prime suppliers, is well put in a letter written by Mr. Edward J. Franta, a director of the durum show and editor of the newspaper at Langdon. He wrote this letter in answer to a question from the editor of the Fargo (N. D.) Forum, who wanted to know why a Chicago man had wired him about the durum show. Here's what Franta said, in part:

"Up to this time, we in this area had gone along raising durum, getting excited about increasing quality and production, and never giving a thought to the end result, the fellows buying our stuff. . . . During the past late winter, the National Macaroni Manufacturers Association engaged Theodore R. Sills and Co. of Chicago, one of the leading public relations concerns working in the foods field, to put the durum show, durum generally, and especially macaroni products, into the national limelight.

"The Sills Co. assigned the account to Frank Ullrey. He was here in Langdon the week end of March 18 and 19 to get the lay of the land. We marvelled at how much he knew about durum, though his company had received the account only March 1. He knew what he was talking about. . . . Someone on your staff has been noticing that we have been working this national angle on the durum show. Naturally, the Grand Forks Herald has been getting the same stuff. Without insistence, we have been after the Herald to give us a break, which they never have before. However, it was Ullrey's telegram that jostled them into action and they had Les Gruber and Thal Evanson here to cover the show, and they did a great job.

"Naturally, we are all out for him (Sills) for the better job done for the macaroni people, the better job he is doing for our durum growers."

The durum show publicity brought a known result of 3,208 lines of publicity, obtained partly as the result of

getting the governor to attend the show for the first time. That is a good figure when you consider this interesting sidelight.

Despite the fact that you men in the macaroni business are as familiar with durum and semolina as a child is with a slice of bread and butter, our first mention of durum always brings the question: "What is it?" We have letters in our files from three clipping bureaus, whose business it is to read publications all the time, which say: "We have entered your order to include durum in macaroni clipping specifications, but please tell us what durum is." As the result of those experiences, we now use the words "durum" and "macaroni wheat" interchangeably, with the permission of both your officers and the durum growers.

We also have basic arrangements completed for a National Macaroni Festival, which would give us another excellent news peg for nationwide macaroni publicity. Mr. Ullrey has negotiated with the Chamber of Commerce at Devils Lake, N. D., a larger city with better facilities than Langdon, and the businessmen there have agreed to stage the macaroni festival anytime we want to schedule it. We have recommended, however, that this not be done until next year, since we are in the midst now of additional phases of public relations which must be accomplished

first to complete the laying of a solid foundation.

This convention and other activities of your association also provide bases for macaroni publicity. Most of what you do as an Association can be made into news or feature releases which can provide us with another means of getting macaroni, spaghetti and egg noodles into the news and feature columns of the nation's publications.

In that way, background material concerning your product, methods, history, legends, and even personalities in the industry also give us a springboard for macaroni publicity.

As I mentioned earlier, most of our initial effort has gone into establishing a firm foundation for keeping Mr. and Mrs. America aware of macaroni, spaghetti and egg noodles. That job is only partly completed, but we feel we have made progress toward keeping macaroni products in the public eye and ear week after week on a national scale. Our next step, already started in the office, is to move specifically toward the education of your customer contacts, the grocers, and you soon will be seeing trade publication material giving the grocer many good reasons why he should feature macaroni. We plan eventually to follow that with specific merchandising ideas, material that you can actually offer your merchandisers to help them sell

macaroni. We plan, too, to get into the slimming phase of the food you produce, but will not do that until we definitely can put it on a positive, rather than negative, approach. We know that macaroni products are good for people, and we will not jeopardize the start already made by even suggesting any thought to people that could be termed negative and make them shy away. When other things are rolling well, we'll get into special things such as an Honorary Chef's Club, et cetera, all of which will help increase the mentions of macaroni in the news. Right now, though, we are still in the process of establishing fundamentals, so that our macaroni publicity foundation will be sound enough to build for the future.

Now, there's one more thing that builds that foundation strong—co-operation. The more people we have talking about macaroni, spaghetti and egg noodles, the better future business will be. That includes—the Can Manufacturers Institute, Pan American Coffee Bureau, National Fisheries Institute, shrimp canners, tomato sauce people, fresh produce merchandisers, the Wheat-Four Institute, and everyone else who has any public voice or the hope of it.

The more people who talk about macaroni products, the better sales will be.



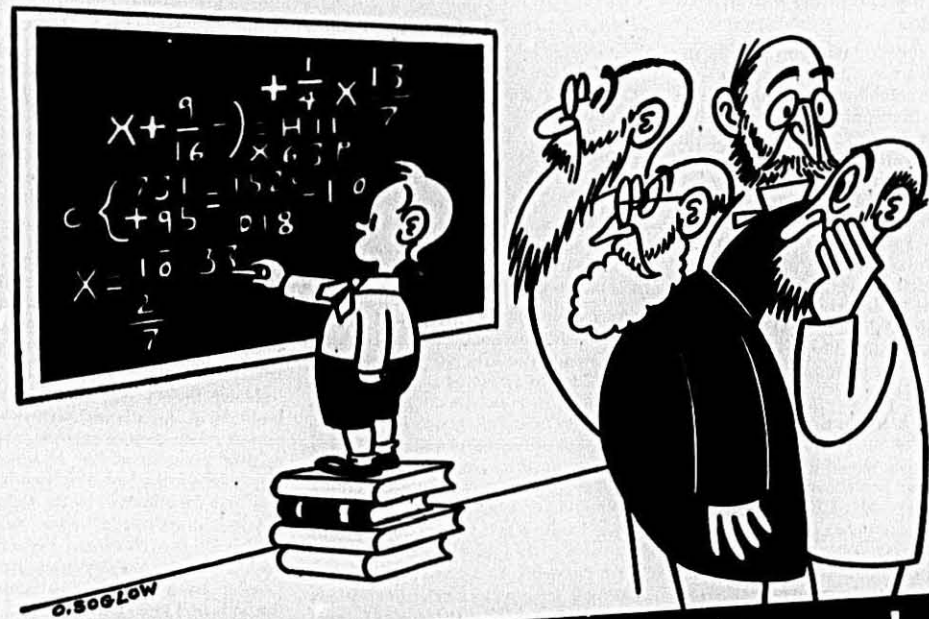
The Home of
STAINLESS STEEL
BRONZE
COPPER
ALLOY
DIES

Smoothness Guaranteed 100%

No more repairing when using stainless steel dies with stainless steel pins.

Designed and Manufactured by

Lombardi's Macaroni Dies
805 Yale St. Los Angeles 12, Calif.



You'll be surprised at these figures!

- 80 million Americans own \$48 billion of U. S. Savings Bonds.
- 20,000 of the nation's 38,000 firms employing 100 or more persons are operating Payroll Savings Plans.
- 7,500,000 workers are buying an individual average of \$20 of Bonds per month.
- For the year 1948, sales of Series E Bonds exceeded redemptions by \$495,148,000. The net figure for all Series after redemptions and maturities was \$2,151,140,000.

For example...

To give you some idea of the Plan's growing popularity: 86,384 employees of a prominent electrical manufacturing company were investing in Bonds at the rate of \$30,005,270 as of the end of 1948. This is a gain of nearly 100% over 1947, when 45,000 employees participated in that company. The treasurer of a well-known shoe company reported that, of his concern's 19,060 employees, 9,240 were in the Plan and had invested \$146,807.32 in Bonds via deductions during the preceding month.

Why promote it?

We all know how buying Bonds builds an individual's future security. But there are company benefits too! Nation-wide experience shows that Payroll Savings increases each participating employee's peace of mind—makes him a more contented, more productive worker. It reduces absenteeism, lowers accident rates, increases output, and improves employee-employer relations.

These first four steps should win you 40-60% participation. Normal employee turnover necessitates one more step:

It's easy to boost participation

1. See that a top management man sponsors the Plan.
 2. Secure the help of the employee organizations in promoting it.
 3. Adequately use posters and leaflets and run stories and editorials in company publications to inform employees of the Plan's benefits to them.
 4. Make a person-to-person canvass, once a year, to sign up participants.
 5. Urge each new employee, at the time he is hired, to sign up.
- Nation-wide experience indicates that 50% of your employees can be persuaded to join—without high-pressure selling. All the help you need is available from your State Director, U. S. Treasury Department, Savings Bond Division.

The Treasury Department acknowledges with appreciation the publication of this message by

THE MACARONI JOURNAL



This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

Our Durum Wheat Supply

**Durum Wheat Stocks on July 1, 1949 Total 17,863,000 Bushels
Large Part of Carry-Over in Hands of CCC**

Stocks of durum wheat on hand in the United States on July 1, 1949, totaled 17,863,000 bushels and were the largest for that date since 1943, states the Department of Agriculture in the Semi-Annual Durum Report. If the July estimate for the 1949 crop is realized, supplies for the 1949-50 season will amount to 67,110,000 bushels which is about 11,300,000 bushels more than were available a year ago and the largest supply since 1942. The July first carry-over was held in the following positions: on farms, 5,558,000 bushels; in country elevators, 5,895,000 bushels; commercial stocks at terminals, 5,213,000 bushels and merchant mill stocks of 1,197,000 bushels. Some of the farm stocks and the greater portion of the country elevator and commercial stocks are in the hands of the CCC.

Mill grindings of durum wheat during the 1948-49 season (July through June) amounted to 21,683,958 bushels. This was a material reduction from the 28,365,138 bushels ground during the preceding season and reflected the sharp drop in exports of semolina and semolina products. Exports of semolina products such as macaroni, etc., during the period June, 1948, through May, 1949, amounted to about 33,000,000 pounds compared with record exports of 240,000,000 pounds during the preceding season. Exports of semolina during the past season amounted to only 3,250,000 pounds compared with 24,750,000 pounds during the 1947-48 season. In addition to the mill grindings of 21,683,958 bushels, disappearance during the 1948-49 season was made up of 4,737,000 bushels for seed requirements, exports of 3,611,000 bushels while utilization for feed, cereal manu-

facture and other uses accounted for 7,934,000 bushels. This made for a total disappearance during the 1948-49 season of 37,966,000 bushels.

The last official report covering the 1949 durum crop (3 states) which was based on July 1 conditions estimated the production at 48,766,000 bushels which is 9 per cent more than last year's crop of 44,742,000 bushels and a third more than the 10 year average of 36,256,000 bushels. However, according to trade reports, prospects have declined rather sharply since July 1 with heavy losses in prospective yields indicated because of hot, dry weather in the principal producing areas.

The quality of the 1948 durum crop was highly variable. Protein and test weight for the most part were satisfactory but 80 per cent or more of the production contained blackpoint damage in varying degrees. Because of the wide range in quality, durum wheat traded within extremely wide price ranges, a spread of 50 to 55 cents per bushel being not uncommon between the prices brought by top milling qualities as compared with the lower grade damaged lots.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

Average, 1936-37 1945-46	Durum Wheat		Production		Exports		
	Ground Bushels	Semolina 100 lb. Bags	Flour 100 lb. Bags	Macaroni, etc. Pounds	Semolina Pounds		
July-December	9,515,189	2,947,871	1,059,200	2,967,476	7,544,784		
January-June	8,879,611	2,932,859	862,791	4,452,463	10,019,085		
Total	18,394,800	5,880,730	1,921,991	7,419,939	17,563,870		
1940-41	July-December	8,294,842	2,318,639	911,308	1,707,295	682,416	
January-June	8,204,118	2,696,272	786,752	1,475,196	707,828		
Total	16,498,960	5,014,911	1,698,060	3,182,491	1,390,244		
1941-42	July-December	9,319,560	2,905,102	1,035,184	2,235,811	973,642	
January-June	9,641,236	2,937,754	1,086,153	1,425,903	330,621		
Total	18,960,796	5,842,856	2,121,337	3,661,714	1,304,263		
1942-43	July-December	11,137,704	3,383,736	1,346,512	1,199,828	2,800,792	
January-June	12,742,102	3,981,044	1,466,562	1,351,985	32,001,445		
Total	23,879,806	7,364,780	2,813,074	2,551,813	34,802,237		
1943-44	July-December	11,235,744	3,613,644	1,199,717	1,944,340	20,846,215	
January-June	9,172,805	3,146,644	784,744	3,381,071	32,794,248		
Total	20,408,549	6,760,288	1,984,461	5,325,411	53,640,463		
1944-45	July-December	12,769,977	3,609,752	1,786,888	7,678,271	38,728,665	
January-June	13,260,803	4,266,212	1,400,803	4,795,898	16,851,523		
Total	26,030,780	7,875,964	3,187,691	12,474,169	55,580,188		
1945-46	July-December	12,663,562	4,171,084	1,315,576	7,760,088	4,282,975	
January-June	9,578,574	3,642,316	723,562	25,856,026	11,876,829		
Total	22,242,136	7,813,400	2,039,138	33,616,114	16,159,804		
1946-47	July-December	11,428,936	a/ 5,163,498		46,252,127	2,950	
January-June	9,936,202	4,026,058	400,063	33,802,997	31,688,505		
Total	21,365,138	9,189,556	400,063	80,055,124	31,691,455		
1947-48	July-December	13,996,975	5,353,104	785,523	41,314,594	5,017,268	
January-June	14,181,830	6,354,943	Included	198,424,780	19,706,136		
Total	28,178,805	11,708,047	in Semolina	239,739,374	24,723,404		
1948-49	July-December	11,452,355	a/ 5,012,265	Included	25,307,236	2,321,216	
January-June	10,231,603	4,457,925	in Semolina b/	7,660,403	b/ 924,139		
Total	21,683,958	9,470,190		32,967,639	3,245,355		

a/ Mostly granular flour. b/ January through May.

**Du Pont Anti-Trust Suit
Is Bigness in Business Bad, and
Should It Be Eliminated?**

The E. I. du Pont De Nemours & Co., Inc., of Wilmington, Del., denies emphatically the charges by the U. S. Department of Justice in the anti-trust suit filed against it, according to Crawford H. Greenewalt in his statement explaining the case to his stockholders.

"Convinced as I am that behind this suit lies the belief that bigness in business is bad, and should be eliminated, I feel that the matter is of importance not only to the defendants, but to the whole business community as well," says President Greenewalt.

"The central theme of the charges brought by the Department of Justice against our company, General Motors Corp., and U. S. Rubber Co., is that the individual defendants, through their stock ownerships in the various defendant corporations, have required these corporations to purchase goods from each other, thereby serving to restrain trade. We deny emphatically that our business transactions with these companies have been illegal or improper in any sense. While not attempting to speak for the one hundred or more individual defendants named in the action, we do affirm positively that no pressure has been exerted by these persons directly or indirectly on the Du Pont Company's management to pursue the course of action alleged by the Government.

"It is impossible to deal with the many specific charges brought by the Department of Justice in this brief statement. They will be answered fully in court at the proper time. Many of them have no substance, some are completely unfounded or grossly exaggerated, and even in the aggregate could not possibly justify the drastic remedies demanded.

"For example, it is alleged that the Du Pont Company 'subsidized' its expansion by using for such purpose the profits derived by it from the sale of its products on a closed market basis to General Motors and United States Rubber Co., as well as the profits derived by Du Pont Company from its ownership of General Motors stock."

"This charge has no basis in fact. Du Pont has paid out as dividends a higher percentage of net earnings than has been the case in most industries. Furthermore, dividends from General Motors after taxes have traditionally been passed on intact to Du Pont stockholders.

"The parallel charge that 'rebates' on the \$134,000,000 sales to General Motors made possible that company's expansion is also not supportable. Such allegations show either ignorance of the most elementary economics, or willingness to distort the significance of the facts.

"Again, the charge that Du Pont forced General Motors and U. S. Rubber to expand in lines outside their normal business to provide outlets for Du Pont products is simply absurd. If Du Pont's only means of increasing sales had been by the enforced expansion of customers, it would indeed have remained small, insignificant, and presumably virtuous."

Hoping for the wholehearted support of the company's stockholders and friends, the statement concludes: "While the dangers contained in this suit are extremely serious not alone for those directly interested—the stockholders and employees of the companies involved, and many thousands of other Americans—the philosophy and way of thinking that lie behind it present an even greater danger. The ability of the United States to advance in peace and survive in war is threatened by this contention that bigness is bad in anything but Government."

As of June 30, the Du Pont Company was owned by 99,663 different stockholders. Du Pont stockholders are residents of every state of the Union and more than 41,500 are women.

Sharp Elected Director

James H. Sharp, vice-president and director of Grace National Bank of New York, has been elected a director of Merck & Co., Inc., manufacturing chemists, Rahway, N. J., George W. Merck, president, and chairman of the board, has announced.

Macaroni Festival

Devils Lake, N. D., may become the scene of the first "Macaroni Festival," according to reports from the Chamber of Commerce. The matter has been under discussion for some weeks. A special committee has been named to work with the Theodore R. Sills agency that suggested the idea as public relations director of the National Macaroni Manufacturers Association.

Devils Lake is considered the logical place for the festival being the principal city in the "durum triangle" in northeast North Dakota. Approximately 92 per cent of the hard amber durum wheat, used principally in the manufacture of macaroni products, is grown in that section of North Dakota.

If found practical, a date will be set and a program in keeping with the event will be arranged. A feature of the festival would be free spaghetti and macaroni served to all the visitors through the courtesy of the manufacturers. Other events may include a parade, band concert, baseball games, spaghetti-eating contests, the selection of a spaghetti queen and exhibits of macaroni products and equipment.

**Macaroni Ad Reprints
Make Successful
Industry Story**

To the Editor: We believe the enclosed brochure prepared by us may be of interest to you.

As you will notice, it consists of advertisements which appeared in the MACARONI JOURNAL and depicted the "Story of Macaroni" by relating the origin and legends concerning macaroni, the many anecdotes about macaroni and macaroni's influence on the people and countries of the world as well as the development of the industry from its pioneering stage to its present status. In view of the fact that over three times as many of these brochures as originally were mailed have been requested to date by macaroni manufacturers, we believe this to be a good example of the value of reprinting advertisements sometimes.

CLAYTON LISV,
Advertising Manager, King Midas Flour Mills, Minneapolis.

**Pacific Industrial
Conferences**

Twenty thousand chemists, chemical engineers, and industrial executives from all over the nation and many other countries are expected to attend the Pacific Industrial Conferences which will run concurrently with the Pacific Chemical Exposition at the San Francisco Civic Auditorium, November 1-5, 1949. Dr. Richard Wistar is chairman of the California Section of the American Chemical Society.

There will be fourteen one- and two-day conferences with programs presenting many world-famous speakers on subjects vital to the continued industrial growth of the nation.

**Plant Maintenance Show
—January 16-19**

A fifteen-man board of leading industrialists and editors to act as an advisory group for the first Plant Maintenance Show, which will be held in the Auditorium, Cleveland, Ohio, January 16-19, inclusive, has been announced by Clapp and Poliak, Inc., the exposition management. L. C. Morrow, editor, *Factory Management and Maintenance*, will serve as general chairman of the advisory board as well as of the four-day conference on plant maintenance methods which will be held concurrently with the show. Some fifty companies already have reserved space and it is expected that several times that number will be represented when the show opens in January. The conference will be the first ever devoted exclusively to maintenance problems.

CARTOON CORNER
BY ART ROSS

COME AND GET IT!

IF YOU WATCH YOUR CALORIES, THEN YOU KNOW MACARONI IS NON-FATTENING!

MACARONI IS A FAVORITE FOOD AMONG BROADWAY AND HOLLYWOOD SHOW GIRLS!

OKAY BOYS - HERE, COME HERE, ENERGY IN A TASTY FORM!

YUM YUM

N.Y. CHINESE RESTAURANTS SERVE MORE THAN 40,000 NOODLE DISHES DAILY!

ASK TO HEAR OUR NEW HIT — "HURRY, HURRY, HURRY"

WHEREVER GENTLEMEN ASSEMBLE, FROM BRONX TO SINGAPORE — MACARONI'S ON THE TABLE — AND THEY ALL ASK FOR MORE!

POPULAR RCA-VICTOR RECORDING ARTISTS KEEP IN TUNE WITH FREQUENT MACARONI DINNERS.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

C. L. Norris, President
A. Irving Grass, Vice President
C. Frederick Mueller, Vice President
Albert Ravarino, Vice President
M. J. Donna, Editor and General Manager

SUBSCRIPTION RATES

United States and Poss. . . \$1.50 per year in advance
Other North American Countries . . . \$2.00 per year in advance
Foreign Countries . . . \$3.00 per year in advance
Single Copies . . . 15 cents
Back copies . . . 35 cents

SPECIAL NOTICE

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

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

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

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

ADVERTISING RATES

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

Vol. XXXI August, 1949 No. 4



Ollie the Owl

A woodpecker made his home in an old pine tree shading a stately homestead in a fine residential section. He hopped merrily from limb to limb, stopping now and then to gossip with robin and wren, twittered a bit with the love birds, flew around with the larks, sang with the nightingales, and at the end of a perfect day he'd climb to his little nest at the top of the pine to drink in the beauty of the sunset and lie down on his bed of twigs to await the twinkle of the stars. He always had pleasant dreams.

When he was hungry he would scout

for his dinner along the pine tree trunk. Like the well-digger seeking water, he'd survey the bark looking for a place to drill. When he found a likely spot, his little red head began vibrating like a trip-hammer and soon he would snipe a big fat worm.

By the open window of the beautiful home beside the tree, a canary perched listlessly in a gilded cage. He never sang. Spent most of his time watching the clouds go by. A morbid bird, that canary.

One day the lady of the beautiful home said to the canary, "Why don't you sing? I feed you well, I bought you a fine gilded cage, I have the maid scour it regularly so that it's clean as a beetle's wing, she gives you a bath every morning and your nest is always cozy with a soft piece of down. You're free from want and should be happy as a lark. What makes my yellow canary so blue?"

The bird looked up at the happy woodpecker digging doggedly for sustenance and sighed:

"When you swap liberty for security, you get birdseed."

Very wisely yours,
Ollie The Owl

Constitution Committee

To modernize the Constitution and By-laws of the National Macaroni

National Macaroni Manufacturers Association

OFFICERS

1949-1950

C. L. NORRIS, President, The Creamette Co., Minneapolis, Minn.
A. IRVING GRASS, Vice President, J. Grass Noodle Co., Chicago, Ill.
C. FREDERICK MUELLER, Vice President, C. F. Mueller Co., Jersey City, N. J.
P. J. VIVIANO, Vice President, Delmonico Foods, Inc., Louisville, Ky.
H. R. Jacobs, Director of Research, 136 Chambers St., New York 7, N. Y.
Robert M. Green, Acting Secretary-Treasurer, 139 N. Ashland Ave., Palatine, Ill.
M. J. Donna, Secretary-Treasurer, P. O. Box No. 1, Braidwood, Illinois

DIRECTORS

Region No. 1
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.
Raymond Guerisai, Keystone Macaroni Mfg. Co., Lebanon, Pa.

Region No. 2
Peter J. Rosa, V. Lakosa & Sons, Brooklyn, N. Y.
C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.

Region No. 3
Alfred Rossi, Proclino-Rossi Corp., Auburn, N. Y.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill.

Region No. 5
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.
Thos. A. Cuneo, Ronco Foods, Memphis, Tenn.

Region No. 6
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.

Region No. 7
E. DeRocco, San Diego Macaroni Co., San Diego, Calif.

Region No. 8
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 9
C. L. Norris, The Creamette Co., Minneapolis, Minn.

Region No. 10
Vincent Di Domenico, Golden Grain Macaroni Co., San Francisco, Calif.

Region No. 11
John Laneri, Fort Worth Macaroni Co., Fort Worth, Tex.

At-Large
J. H. Diamond, Goch Food Products Co., Lincoln, Nebr.
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.
Maurice G. Ryan, Quality Macaroni Co., St. Paul, Minn.
Louis S. Varrino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Manufacturers Association in keeping with the new set-up of the organization, its Board of Directors instructed President C. L. Norris to appoint a special committee to undertake the task. Named on the committee are: Joseph Giordano, chairman, Emanuele Ronzoni and John P. Zerega. They are to report their recommendations to the next meeting of the directors.

New Macaroni Export Committee

President C. L. Norris announces the appointment, with the Board of Directors' approval, of Samuel Viviano of Vimco Macaroni Products Co. as chairman of the Export Committee to replace his brother, Peter Viviano of Sorrento Macaroni Co., Trenton, N. J., who recently resigned.

Other members on the committee are: Glenn G. Hoskins, consultant; Benjamin R. Jacobs, technician; Henry H. Jacoby, export agent; Jerry Tajugue, macaroni exporter, and C. W. Wolfe, liaison officer.

FOR SALE—Brand New Consolidated Automatic long cut press with preliminary drier, less than list price.
Caruso Div. Airline Foods Corp.
378 Greenwich St. New York 13, N. Y.

To MACARONI and NOODLE MANUFACTURERS

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

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

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

**ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS**

for mechanical feeding with any continuous press



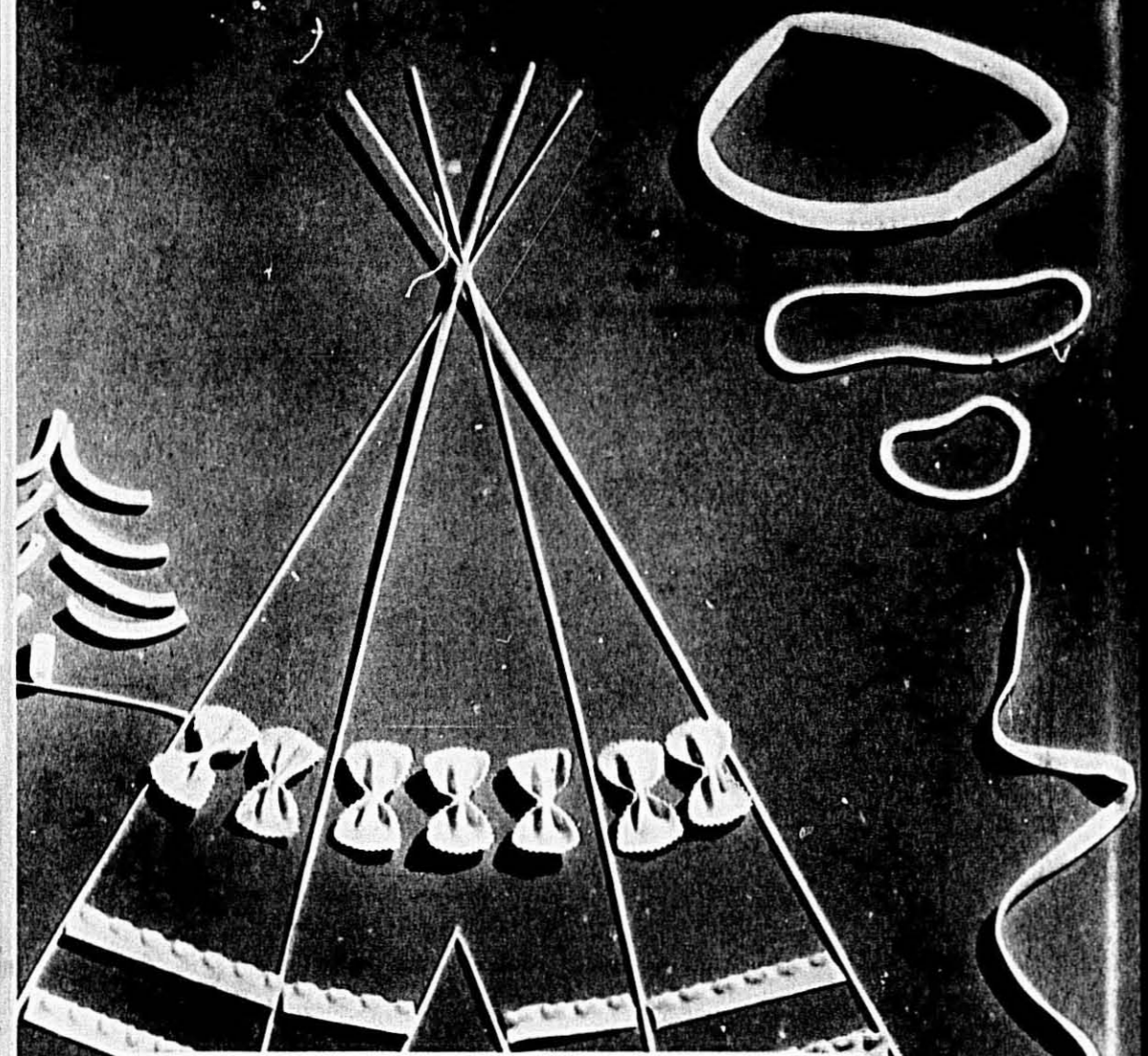
1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on mechanical feeding equipment.

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

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

ROCHE Vitamin Division

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



Better than being right there!

If you had pitched your tent in the durum wheat country this summer, you couldn't have spotted any finer durum than Pillsbury is rounding up for you.

From the very start of the growing season, Pillsbury's wheat experts have kept tab on crop conditions throughout the durum area. Laboratory, milling, and spaghetti-making tests are run constantly to find the wheats that will give your products the best color, flavor, and cooking quality. . . . This year and every year, you can be sure Pillsbury's Durum Products are the finest that can be milled from the choicest durum wheats the market affords.



PILLSBURY'S DURUM PRODUCTS

Pillsbury Mills, Inc., General Offices: Minneapolis 2, Minn.