

**THE  
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JOURNAL**

**Volume XXXII  
Number 4**

**August, 1950**

AUGUST, 1950

# MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *1950 Durum Crop Condition*

The eyes of the manufacturers of quality macaroni products are on the 1950 durum crop now maturing in northeastern North Dakota.

As of August 1, the 1950 crop is from two to three weeks late. Reports are that the wheat is green and soft, rather rank in growth but well headed.

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National Macaroni Manufacturers Association  
Chicago, Illinois

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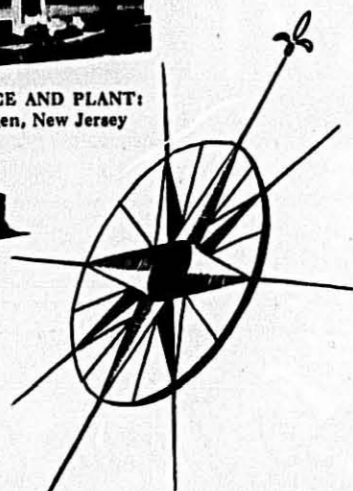
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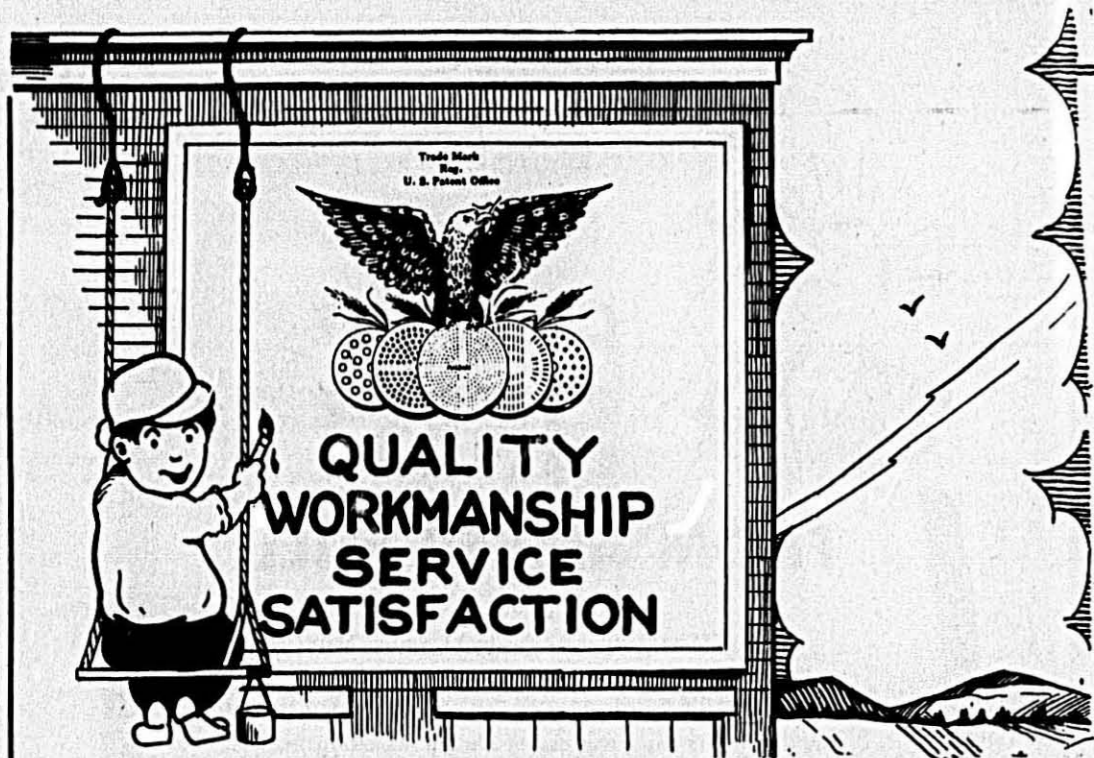
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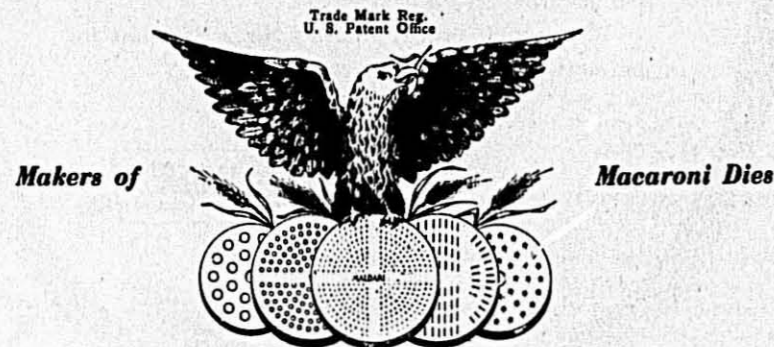


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Some times, from a great catastrophe can come a sports immortal. Back in 1906, the nation was shocked by the great San Francisco earthquake. Because of that catastrophe, all San Francisco schools closed down for several months. As a result, a skinny little boy named William Johnston, with nothing to do, drifted out to the public tennis courts and tried to amuse himself by learning how to play tennis. The game fascinated him, and he spent all the days developing his tennis skill.

Thus began the story of a most amazing tennis player—a skinny little fellow who barely weighed 120 pounds, yet became one of the hardest hitters in tennis. Before he was 19 years old, William Johnston had become one of the greatest tennis players in the world! In his heyday, William Johnston won every major title in the United States, he won the national crown, and he compiled the greatest Davis Cup winning record in tennis history!

Twenty-one years little Billy Johnston was one of the world's greatest tennis players and he was also one of the most beloved tennis players in history. And strangely enough, all this might never have happened if it hadn't been for the great San Francisco earthquake that blackened memory with a great tragedy—but also gave birth to one of the greatest tennis players of all time!

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# The MACARONI JOURNAL

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## Violation Of Enrichment Laws

SEVERAL years ago the U.S. Department of Agriculture saw fit to set up rules and regulations concerning the use of enriching ingredients in macaroni products similar to those effecting bread and other enriched foods. Under the arrangements set up, a number of macaroni-noodle manufacturers have been producing and marketing enriched macaroni products and some brands have been promoted through a judicious use of sound publicity and good advertising. Enriched macaroni products have attracted a growing clientele of choos-y buyers.

At the time that enriched macaroni products were legalized, the Food and Drug Administration, Federal Security Agency established rules to enforce the regulations, but have found little or no occasions for using the regulatory machinery since practically all who have entered the enriched products field have been most careful in living up to the federal requirements.

In the July, 1950, Notices of Judgment under the Federal Food, Drug and Cosmetic Act, a most interesting case is reported which was instituted in the United States district court by the United States attorneys, acting upon a report submitted by the Federal Security Agency and made public by the Federal Security Administrator. It is case No. 15760, charging adulteration and misbranding of enriched macaroni.

The case, aside from the violation charged, is interesting to macaroni makers because of the claims of comparative food values with other foods, not directly competitive. It involves a shipment of only 24 cases, each containing 24 eight-ounce packages of enriched macaroni to the Territory of Honolulu, seized October 22, 1947. The judgment is quoted, as follows:

"Label, in Part: Vitamin Enriched Macaroni. Ingredients: Semolina, Vitamin B<sub>1</sub>, Vitamin B<sub>2</sub>, Niacin, Iron Pyrophosphate. Net Weight 8 Ounces (firm's name).

"Nature of Charge: Adulteration, Section 402-b; valuable constituents vitamin B<sub>2</sub> and iron, had been in part omitted from the product. Misbranding, Section 403-g; the product failed to conform to the definition and standard of identity for enriched macaroni since it is in each pound less than 4 milligrams of thiamine (vitamin B<sub>1</sub>) and less than 13 milligrams of iron; and Section 403-a; the label statements 'Comparative Food Value of Macaroni and Other Foods—Calories: lean steak . . . 250; potatoes . . . 365; parsnips . . . 295; beets . . . 230; carrots . . . 195; onions . . . 190; string beans . . . 170; turnips . . . 160; cabbage . . . 115; lettuce . . . 65; MACARONI . . . 1665,' conveyed the misleading impression that macaroni had the highest food value of any of the foods mentioned.

"Further misbranding, Section 403-a, the label contained the statement 'Four ounces when cooked supply the following of adult minimum daily requirements: Vitamin B<sub>1</sub>, 50% \* \* \* Iron, 32.5%' was false and misleading since the product did not contain or provide the stated proportions of the minimum daily requirements for vitamin B<sub>1</sub> and iron.

"Disposition: August 19, 1948. Default decree entered. The court ordered that the product be delivered to charitable or Government institutions, after certification as to its fitness for human consumption."

Generally speaking, the enforcing officials of the Food and Drug Administration hold that a food is misbranded when claims are made that the food seized is better than it actually is. In the big majority of cases adulteration is charged when extraneous ingredients are found in the products that tend to make them unfit for human consumption, rather than the lack of claimed ingredients as charged in this particular case. Deficiency of egg solids in egg noodles is a common "lack" charge. Comparative values are hard to prove, hence the misbranding charge in this reported case.

## U. S. Foreign Trade In Macaroni Products

by E. F. Brelsford, U. S. Department of Commerce

**D**URING the first 15 years of the 20th century, the United States was a net importing country for macaroni and macaroni products. Today, the United States macaroni industry has grown to such proportions that imports are negligible and macaroni and macaroni products are important export commodities.

### U. S. Exports

United States exports of macaroni and macaroni products in 1948 amounted to 223,732,000 pounds (Table 1). These exports, valued at \$26,014,000 equal, approximately, 10 per cent of the total production (1,139,750,000 pounds) and 24 per cent of the United States consumption (916,733,000 pounds). Exports in 1946 and 1947 were approximately equal; 72,108,000 and 74,634,000 pounds, respectively. Annual exports in each of these years, while only about one-third of those in 1948, were six times the average annual exports of the two previous years 1944 and 1945. During the seven-year period prior to 1944 (1937-43), annual exports of macaroni and macaroni products averaged about 3,100,000 pounds, approximately 1.5 per cent of the exports in 1948.

European countries, until recently the most important market for macaroni and macaroni products since the beginning of the war, imported 60,975,000 pounds in 1947, and 215,030,000 pounds in 1948. Shipments to European countries in 1947 and 1948 accounted for 82 per cent and 96 per cent, respectively, of total United States exports.

Italy, normally an important macaroni exporting country, imported 176,649,000 pounds of macaroni and macaroni products from the United States in 1948, or nearly 80 per cent of total United States exports in that year. Greece, Switzerland, Germany, Belgium and Austria were other important European markets for United States macaroni products in 1948. Belgian imports, 2,501,000 pounds in 1948, were only about 17 per cent as large as its imports, 14,472,000 pounds in 1947. Portugal was a heavy importer in 1947, but took less than one-half million pounds in 1948.

The countries of the Western Hem-

isphere have been the second most important market group for United States macaroni and macaroni products. Exports to those countries in 1947 exceeded 8,200,000 pounds. In 1948, they dropped to about 6,300,000 pounds. Brazil, Cuba, Mexico, Panama including the Canal Zone, and the Dominican Republic were the most important Latin American markets for United States macaroni in 1947 and 1948. Canada imported more than one million pounds of macaroni in 1947 from the United States, but practically none in 1948. Prior to the war, the Western Hemisphere countries provided the largest market for United States macaroni products.

Asiatic countries imported approximately 4,458,000 pounds of macaroni and macaroni products from the United States in 1947. In 1948, their imports dropped to about 1,541,000 pounds. The Philippine Islands were the most important Asiatic market for United States macaroni in both 1947 and 1948. Syria, the second largest importer of macaroni products from the United States in 1947, took practically none in 1948. Saudi Arabia, which was the third largest importer in 1947, was second in 1948.

United States exports of macaroni products to all countries of Africa in 1947 and 1948 were less than one million pounds in each year. The Union of South Africa was the most important African market.

French Oceania, importing 146,000 pounds in 1947 and 44,000 pounds in 1948, was the most important United States market in the Indian Ocean Area.

### U. S. Imports

The United States imported about 793,000 pounds of macaroni products in 1947 and 717,000 pounds in 1948 (Table 1). Import statistics are broken down into two classes: macaroni products containing no eggs and macaroni products containing eggs. The bulk of the imports contain no eggs.

China, Canada and Hong Kong were the principal sources of imported macaroni products in 1947 and 1948. Annual imports of all macaroni products amounted to less than one half million dollars in 1947 and 1948.

Plain macaroni products imported in 1947 totaled 692,207 pounds, valued at \$350,582. In 1948, 594,055 pounds, valued at \$329,727.

Egg macaroni products imported in 1947 totaled 100,340 pounds, valued at \$72,281. In 1948, 122,616 pounds, valued at \$70,904.

Prior to the war (average 1937-40) the United States production of macaroni products, 640,755,000 pounds, was equal approximately to the domestic consumption, 640,260,000 pounds. At that time per capita consumption was 4.9 pounds (Table 1).

During the war and early postwar period, production of macaroni products in Europe was greatly reduced, partially because of the destruction of processing plants, but mainly because of a scarcity of raw materials. During this period a profitable market was developed in a number of the European countries for macaroni products produced in the United States. During the same period, domestic consumption

(Continued on Page 39)

Table 1. United States Production, Imports, Exports and Consumption (In Pounds) of Macaroni Products, 1937-48

Year	Production	Imports	Total Supply	Exports	Apparent Consumption	Per Capita Consumption
1937	577,114,108	1,695,856	579,309,964	3,048,476	576,261,488	4.4
1938	677,614,107	1,163,999	678,778,106	3,121,546	675,656,560	5.2
1939	684,390,248	1,076,689	685,466,937	4,423,276	681,043,661	5.2
1940	623,404,978	874,813	624,279,791	1,859,978	620,419,813	4.7
1941	725,047,094	602,457	725,649,551	3,710,242	721,939,309	5.4
1942	860,569,916	33,187	860,603,103	2,625,731	857,977,372	6.4
1943	982,540,455	156,562	982,697,017	3,296,325	979,400,692	7.3
1944	819,918,090	185,589	820,103,679	11,119,342	808,984,337	6.1
1945	1,069,275,061	265,016	1,069,540,077	12,555,986	1,057,004,091	7.7
1946	1,107,221,451	496,401	1,107,717,852	72,108,153	1,035,609,898	7.3
1947	931,719,397	792,447	932,511,844	74,633,694	857,878,250	5.9
1948	1,139,747,919	716,671	1,140,464,590	223,732,016	916,732,574	6.2

Prepared in Food Branch, O.I.T., Grain Section, E. F. Brelsford.

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# ENERGY REQUIREMENTS of adults

The need for food energy was the first of the quantitative aspects of nutrition to be developed, long before vitamins and other factors were discovered. During the last four decades in the "modern era of nutrition," there has been a tendency to ignore or to minimize the body's need for energy. In the books on nutrition written prior to 1910, one will find many tables giving the estimated energy requirements for individuals of different ages and occupations. These tables, with later additions, were used more or less as standards of reference even down to very recent years. Recently there has been a tendency on the part of many physicians and nutritionists to emphasize the nutritional role of newly discovered factors, such as vitamins, at the expense of the caloric or energy factor. There have been instances where doctors have prescribed diets with excellent vitamin content but markedly deficient in calories.

The experience acquired during World War II emphasized anew the importance of quantity of food—particularly the supply of calories—as well as quality, the supply of all the particular essentials needed for nutrition. In the feeding of recovered military personnel—soldiers who had been starved in enemy prison camps and the like—it was found that the feeding of large amounts of food energy together with a liberal supply of protein constituted the most important feature of the therapy for such individuals.

During the past two or three decades, nutrition surveys of different population groups have appeared. A surprising number of these have reported low intakes of food energy. Some authorities have been inclined to discount such reports, arguing that the methods used in obtaining the data would lead to an under-estimation of the energy intake rather than an over-estimation. If this should be true, then the data reported should be scaled upward and one should not consider that the true intake of those people was as low as the figures seemed to indicate. This point is of some importance because many authorities have used standards of one kind or another in evaluating data obtained from such

*Reproduced from the April, 1950, issue of Nutritional Observatory with the permission of the Mellon Institute of Industrial Research and the H. J. Heinz Company, Pittsburgh, Pa.*

surveys, and in the interpretation of the data one must consider the standards of reference.

The main features of what might be called the "energy picture" in nutrition have long been known. The calories are derived essentially from the combustion of the carbon contained in the foodstuffs, carbohydrates, fats and proteins, and the factors by which to estimate the energy yield from each of these foodstuffs have been pretty well determined. Extensive measurements have been made of the basal metabolic rate and the many factors influencing it, notably, age, sex, and physical activity. It has been known that the energy measurements may be made by both direct and indirect techniques and that suitable bedside instruments are available for making such measurements. It has also been generally known that if a person eats too much and thus consistently takes in more calories than are needed for the degree of activity characteristic of his mode of living, his body weight will increase; and conversely, that a consistent failure to take in enough calories will result in loss of body weight.

Keys [J. Am. Med. Assoc., 142, 333 (1950)] has recently discussed the subject of energy requirements of adults and summarized the information on this subject, particularly from the standpoint of how all this "works out with the physician."

It is pointed out that the various requirements given in tables found in different books represent essentially "ideal" requirements and that these figures may or may not apply to any given patient who is under the observation of the physician.

Keys shows that the term "caloric requirement" is widely used without clear definition. Obviously, one should add: "requirement for what?" All nutritionists would agree with him that the simplest definition is to consider as the caloric requirement that level of intake which will just balance the current energy expenditure. However, this definition has some limitations in actual practice if it is to "achieve and maintain an ideal state of nutrition in regard to calories." If one considers that the physician is dealing with sick people and that certain factors may be operating in these individuals which do not normally operate in the rest of the population, then this definition will not suffice for the physician.

The energy expenditure for normal individuals will tend to reflect the energy intake. Consider, for example, the under-fed individual. In such an organism certain adjustment mechanisms are operating. There is a decline in the basal metabolism. Also, the individual by his very state of under-nourishment tends to reduce his voluntary activity. Such a person, if kept on a limited level of intake, might be expected to make a more efficient use of the material that he actually does receive.

On the other side of the scale, consider the individual who is considerably overfed, so that he has increased greatly in size. He now has a greater energy cost just to enable him to move his larger body mass. If one considers the simplest definition of caloric requirement to be that the intake shall balance the output, in the over-fed individual this would amount merely to maintaining this individual, who is already larger than he should be. From this point of view, then, the definition is of no value to the physician.


Keys proposes that the physician differentiate "between three kinds of requirements: (1) the simple balance requirement of a person in his current state, (2) the ideal requirement, and (3) the therapeutic requirement." With respect to the first type, a measurement could be made, and this would indicate clearly what that organism requires at that particular time. The sec-



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and requirement, namely the ideal one, involves theory which may or may not be correct or which may be subject to considerable qualification of one kind or another. The third requirement, that necessary for therapeutic effect, will be that level of intake which ought to correct the fault, whatever it may be, whether overweight or underweight; correction of this ought to result finally in a situation where the ideal or the true balance requirement would really apply. In Keys' opinion "most discussions about caloric requirements are devoted to the ideal requirements although this is not always so specified." The point is made that tables of energy requirements or recommendations that one finds in various books are almost always of the second or ideal requirement type "but they uniformly ignore many of the factors which certainly influence the ideal requirement. Among these may be mentioned age, physical environment, clothing and shelter, recreational custom, and habitual tempo of movement."

It is the common practice of teachers of nutrition, when discussing calories with the class, to start with what might be the energy loss associated with basal metabolism, consider the effect of specific dynamic action, then consider the energy requirement for particular types of activities, add all of these, and thus arrive at a total which may be called the requirement of the individual in question. This has been called the factorial method. Keys points out that even this method of approach is subject to some error. Consider the standards for basal metabolism that have been set up by various authorities, notably those of the Mayo Clinic, those by Dulois, and still others that might be mentioned. Even those used in the Mayo Clinic are generally considered as overestimating the true basal metabolism by something like 10%. As a result, many authorities now, when carrying out basal metabolic measurements and comparing them with the so-called Mayo standards, are careful to mention that these standards tend to be high by about 10%.

It is of some help to the physician to remember that the basal metabolism in normal people is subject to only a slight individual variation. Any marked deviation from the values that ought to prevail are known to occur when there is a disturbance of the thyroid or when the individual is starved to some extent. Thus, as Keys points out, "in famine victims and patients with anorexia nervosa the total basal metabolism may be 40% below the normal level for age and height; the sub-normality of the basal metabolism in under-nourished persons is less pronounced when calculated per unit of surface area of the body."

The factor of muscular activity re-

ceived serious discussion. The energy cost of physical activity can comprise from one-third to as much as 80 per cent of the total energy expenditure. This is the reason why it is possible to set up tables, crude though they may be, of the probable energy requirement for various occupations. When this is done, one must remember that the results are only rough averages and that every average means that there are some individuals above and some below that average figure. Keys feels that, in any consideration of this topic, it is important to know a great deal about the actual work done by the individual in question. It may very well be that because of certain details of the individual's daily routine and occupation, the figure which may apply fairly well to the large group of people in that occupation would occasion considerable error if applied to the individual in question.

As Keys puts it, "the fact is that the variations in the way in which different persons work at the same job and the changing nature of work and modern technology make metabolic classification by occupation extremely crude. Moreover, in the United States an increasingly large proportion of workers are not classifiable in the older, more uniform crafts and trades. Finally, the reduction in the hours of the work week and the substitution of mechanical for muscular in almost all types of work means that often enough the metabolic cost of physical activity outside working hours, in sports, hobbies, and avocations is more important than that on the job. Such categories as *desk worker, farmer, housewife*, have little or no significance for predicting energy needs without much more detailed specification."

The effect of climate on the energy requirements has had much discussion over the years. "Recent studies on United States and Canadian troops on active duty in different climates suggest that for these men balance was obtained according to the equation: Calories per day = 4660 - 159 × T, where T is the mean external temperature (Fahrenheit)." This formula applies essentially to very active young men who are outside of buildings, or "camping out"; the effect of the climate is less when the activity component is a smaller fraction of the total metabolism, and when less time is spent out of doors.

What can be said about various tables of requirements and recommendations such as, for example, the "Recommended Dietary Allowances" of the National Research Council? Keys calls attention to the fact that the prime purpose of such tables has been to assist in the organizing and feeding of large population groups as well as in evaluating the food supplies that are available. He points out that if these tables are used as standards they tend

to emphasize the frequency and danger of under-nutrition and to promote an abundance of food supplies. Their application to specific individuals who are being examined and treated by physicians may result in very serious errors. As was pointed out above, averages always mean that some individuals are above and some below the average figure stated. In the case of tables like the Recommended Dietary Allowances, one has to consider also that the figures first arrived at were increased by taking into account a factor of safety, the figures finally being set at a level sufficiently high to cover 80 or more per cent of individuals in the population. Obviously, this means that as "standards" to be applied to individuals, these recommendations are probably too high and cannot be considered really very accurate for that purpose.

In support of this view, one can cite numerous recent dietary surveys, which have been evaluated by standards of this sort. The number of such surveys which seem to show a high incidence of insufficient caloric intake in the population is really very great. Keys properly points out that in the more recent editions of the "Recommended Dietary Allowance" tables of the National Research Council some consideration has been given to this point and we now find in those tables figures for individuals whose activities are described as "sedentary," "physically active" (men), or "moderately active" (women).

In his review article Keys cites many surveys illustrating how the application of these "standards" and "requirements" really works out, and arrives at the following statement: "In other words, there is certainly no evidence or valid argument that the caloric intake data from surveys are generally or even frequently under-estimates since clinical under-nutrition with regard to calories was not characteristic of the persons studied in these surveys. It must be concluded that the recorded caloric intakes were at least on the average equal to the caloric expenditures. It follows that if intake fails to equal certain standards or recommendations, then the fault is with the standards and recommendations which must be indeed overestimates of the requirements."

The question arises whether it is possible to determine in a given individual what might be called his *caloric nutritional status*. A person may be markedly overweight and yet be maintaining a caloric balance for his new heavy weight; having a larger mass he has a greater energy cost of maintenance and movement of that particular mass. Presumably in that individual there is an excessive amount of fat in the tissues. On the other hand we may

(Continued on Page 40)



# LONG AND FAITHFUL SERVICE APPRECIATED



Mr. Williams

Dated this 20th Day of June, 1950, at the 46th Annual Convention in Chicago

Tribute to

**JAMES T. WILLIAMS**

For Outstanding, Unselfish Service to the Macaroni-Noodle Industry, the Members of the

**NATIONAL MACARONI MANUFACTURERS ASSOCIATION**

wish to take this opportunity and means of paying this sincere tribute to **JAMES T. WILLIAMS, SR.**, President of The Creamette Company, Minneapolis, Minnesota.

Who in 1917-1921, served as President of the National Macaroni Manufacturers Association and realized the need of a more active organization . . .

Who in 1919 helped to set up the present permanent organization by establishing a headquarters, served by a permanent secretary to aid the president in promoting a progressive industry program . . .

Who in 1919 helped through his personal effort to set up **THE MACARONI JOURNAL** as the National Macaroni Manufacturers Association's official organ and the recognized spokesman of a growing industry . . .

Who takes a personal delight in entertaining lavishly his fellow manufacturers, suppliers, distributors and consumers . . . all with the object of promoting better industry and public relations.

THEREFORE, we, the recipients of this fine service for more than a generation, give voice to our feelings and appreciation in the following resolution:

RESOLVED . . . That the entire Macaroni Industry extend their felicitations and express their personal and group appreciation of this life-long service and devotion to the Macaroni-Noodle Industry . . .

To thank him for everything he has done in our behalf, and

To wish him many more years of happy life to continue his beneficial influence in behalf of a better industry and a more progressive Association, to activate the good things he continuously envisions for the Industry and the Association of his adoption.



Mr. Jacobs

Dated this 20th Day of June, 1950, at the 46th Annual Convention in Chicago.

Tribute to

**BENJAMIN R. JACOBS**

For Long and Faithful Service to the Macaroni-Noodle Industry, the Members of the

**NATIONAL MACARONI MANUFACTURERS ASSOCIATION**

unanimously approved the following Resolution:

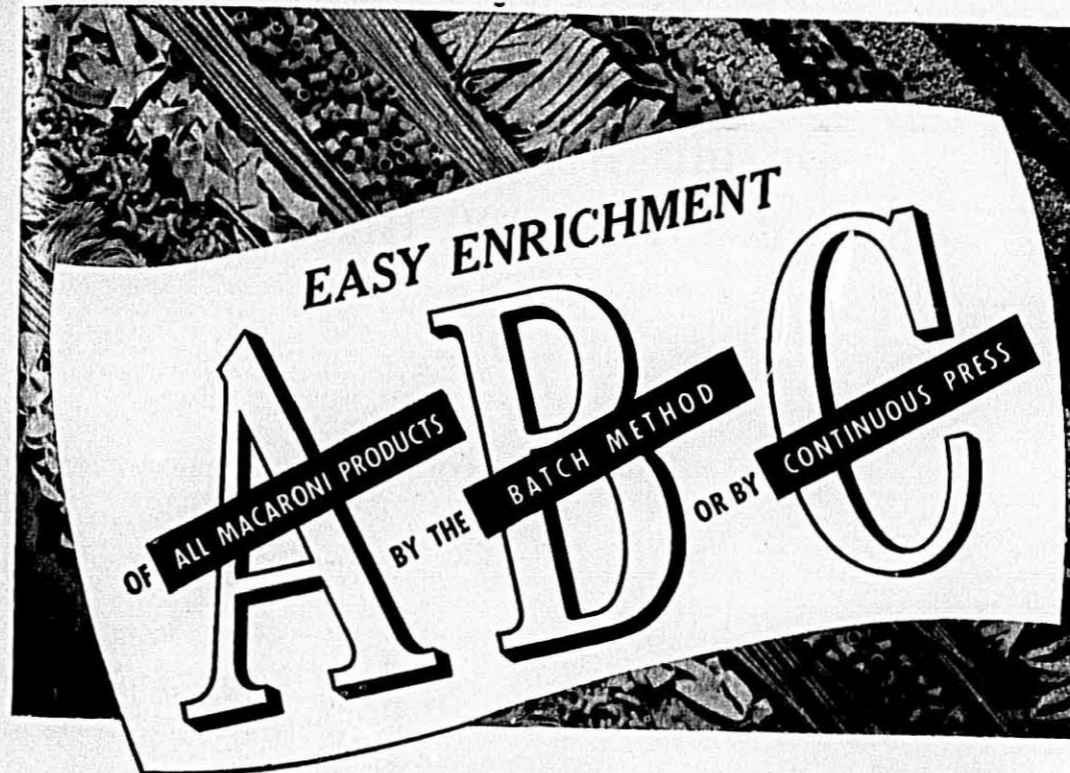
WHEREAS, **BENJAMIN R. JACOBS**, has effectively and satisfactorily served the National Macaroni Manufacturers Association as its chief chemist, alert policeman, official contact man with Federal and State officials and the representative of the Association and Industry at our Nation's capitol, and

WHEREAS, he has planned to go into semi-retirement after more than 30 years of faithful service to an Industry that owes him much for his personal concern in the advancement of the Industry with which he was so pleasantly and profitably associated for so many years, therefore, be it

RESOLVED, that the entire industry, including all his personal friends therein, join in extending to Mr. Benjamin R. Jacobs their sincerest appreciation for work well done and for many more years of health and happiness.

\* \* \*

Secretary Robert M. Green made the presentation by mail. "The resolutions and tribute were specially printed, an attractive two-color job, mounted with a photographic frame." In the form presented, the scrolls are practical for hanging on the wall or insertion under the glass tops of desks.



For the Batch Method

# B-E-T-S

The ORIGINAL Enrichment Tablets

For Continuous Press



U. S. Patent No. 2,444,215  
**ENRICHMENT MIXTURE**

**Accurately** . . . Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.

**Economically** . . . No need for measuring—no danger of wasting precious enrichment ingredients.

**Easily** . . . Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

The original starch base carrier—free flowing—better feeding—better dispersion.

Minimum vitamin potency loss due to Vextram's pH control.

Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.\*

\* Also available in double strength.

Keep your macaroni and noodle products in step with the growing national demand for enriched cereal products. And give your brand added sales appeal by enriching with Sterwin vitamin concentrates, the choice of manufacturers of leading national brands.

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

## Sterwin Chemicals, Inc.

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

Pioneers in Food Enrichment

Prompt delivery from strategically located stock depots: Rensselaer, N. Y.; Chicago, St. Louis, Kansas City, Mo.; Minneapolis, Denver, Los Angeles, San Francisco, Portland, Ore.; Dallas and Atlanta.

Distributor of the products formerly sold by Special Markets-Industrial Division of Winthrop-Stearns Inc., and Vanillin Division of General Drug Company

As of July 1, 1950

## Durum Wheat Stocks Total 19,717,000 Bushels

Semi-Annual Durum Report, Branch Office News Office, U. S. Dept. of Agriculture, Minneapolis, Minn.

Stocks of durum wheat on hand in the United States on July 1, 1950, totaled 19,717,000 bushels and were the largest for that date since 1943, states the Department of Agriculture in the semi-annual durum report. Because of the smaller crop in prospect for 1950, however, total supplies for the 1950-51 season of 51,087,000 bushels (1950 crop plus carry-over) will be the smallest since 1946-47.

The July 1 carry-over was held in the following positions: on farms 6,783,000 bushels; in country elevators 5,028,000 bushels; commercial stocks at terminals 5,288,000 bushels, and merchant mill stocks of 2,618,000 bushels.

Mill grindings of durum wheat during the 1949-50 season (July through June) amounted to 21,630,000 bushels. This was almost identical with the grind of the previous season, but considerably smaller than the 28,179,000 bushels ground during 1947-48. Exports of durum products for the period July, 1949, through May, 1950, amounted to only 10,680,408 pounds, compared with 40,060,364 pounds during the 1948-49 season and the record exports of 239,739,374 pounds during 1947-48.

In addition to the mill grindings, disappearance during the 1949-50 season included 4,563,000 bushels used for seed, 9,562,000 bushels for feed, cereal manufacturing and other uses, and exports of 1,765,000 bushels. This made for a total disappearance during the 1949-50 season of 37,520,000 bushels, or almost the same as the utilization of the previous year.

The last official report covering the 1950 durum crop (three states) which was based on July 1 conditions estimated the production at 30,633,000 bushels. This is about 21% less than last year's crop of 38,864,000 bushels and 17% smaller than the 10-year average of 36,753,000 bushels. Weather conditions since July 1, however, have been very favorable and, according to trade reports, some increase in prospective yields may be anticipated. The acreage seeded to durum this year, however, amounted to only 2,843,000 acres, 23% less than the 3,693,000 acres seeded last year but 8% above the 10-year average plantings of 2,-

623,000 acres. Based upon crop conditions of July 1, a prospective harvest of 2,706,000 acres is indicated.

The quality of the 1949 durum crop averaged good. Blackpoint damage, though present in varying degrees, was

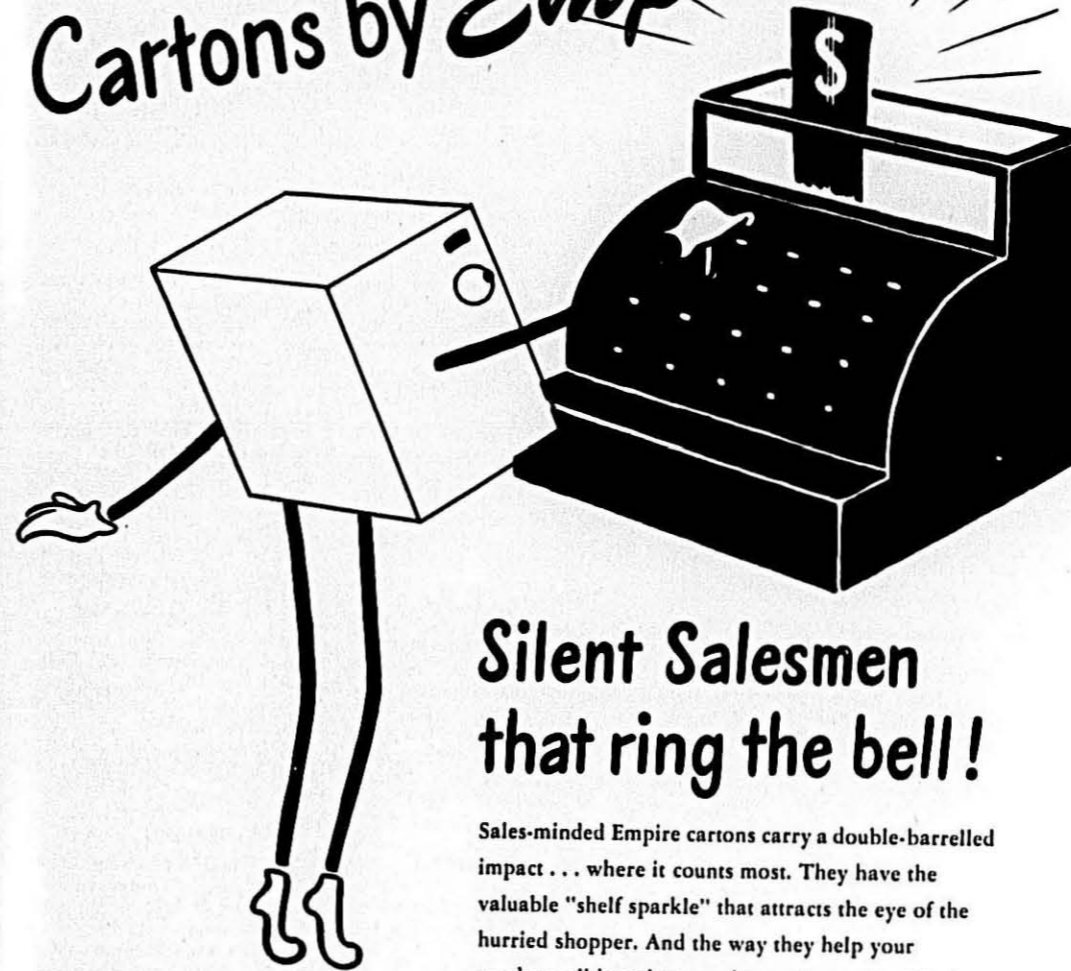
not as prevalent as in 1948. Protein and test weight were generally satisfactory. From an all-around quality standpoint, however, the 1949 durum crop was not as good as those produced in 1946 and 1947.

### DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

Average, 1938-39 1947-48	Durum Wheat		Production		Exports	
	Ground Bushels	Semolina 100-lb. bags	Flour 100-lb. bags	Macaroni, etc. Pounds	Semolina Pounds	
July-December	10,665,107	3,568,920	998,919	11,480,525	7,764,417	
January-June	10,115,942	3,581,950	808,106	27,389,076	14,955,321	
<b>Total</b>	<b>20,781,049</b>	<b>7,150,870</b>	<b>1,807,025</b>	<b>38,869,601</b>	<b>22,719,738</b>	
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	
<b>Total</b>	<b>18,960,796</b>	<b>5,842,856</b>	<b>2,121,337</b>	<b>3,661,714</b>	<b>1,304,263</b>	
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	
<b>Total</b>	<b>23,879,806</b>	<b>7,364,780</b>	<b>2,813,074</b>	<b>2,551,813</b>	<b>34,802,237</b>	
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	
<b>Total</b>	<b>20,408,549</b>	<b>6,760,288</b>	<b>1,984,461</b>	<b>5,325,411</b>	<b>53,640,463</b>	
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	
<b>Total</b>	<b>26,030,780</b>	<b>7,875,964</b>	<b>3,187,691</b>	<b>12,474,169</b>	<b>55,580,188</b>	
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	
<b>Total</b>	<b>22,242,136</b>	<b>7,813,400</b>	<b>2,039,138</b>	<b>33,616,114</b>	<b>16,159,804</b>	
1946-47						
July-December	11,428,936	5,163,498	400,063	46,252,127	2,950	
January-June	9,936,202	4,026,058	400,063	33,802,997	31,688,505	
<b>Total</b>	<b>21,365,138</b>	<b>9,189,556</b>	<b>400,063</b>	<b>80,055,124</b>	<b>31,691,455</b>	
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 in	198,424,780	19,706,136	
<b>Total</b>	<b>28,178,805</b>	<b>11,708,047</b>	<b>Semolina</b>	<b>239,739,374</b>	<b>24,723,404</b>	
1948-49						
July-December	11,452,355	5,012,265	Included in	25,307,236	2,321,216	
January-June	10,231,603	4,457,925	Semolina	14,753,128	1,113,139	
<b>Total</b>	<b>21,683,958</b>	<b>9,470,190</b>		<b>40,060,364</b>	<b>3,434,355</b>	
1949-50						
July-December	11,662,778	5,074,859	Included in	8,446,382	2,774,541	
January-June	9,967,224	4,371,220	Semolina	2,234,026	2,159,909	
<b>Total</b>	<b>21,630,002</b>	<b>9,446,079</b>		<b>10,680,408</b>	<b>4,934,450</b>	

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

## Cartons by Empire



### Silent Salesmen that ring the bell!

Sales-minded Empire cartons carry a double-barrelled impact... where it counts most. They have the valuable "shelf sparkle" that attracts the eye of the hurried shopper. And the way they help your product sell in volume registers pleasantly with the dealer—on his best-seller list. The experience and specialized skills of our package experts are yours to command. Let us work with you in creating the exactly right package for your macaroni, spaghetti or noodle products. Call your nearest Empire representative for full particulars.



## Empire Box Corporation

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

## Trademark Department

The Official Gazette of the U. S. Patent Office reports on recent applications for registrations of trademarks, renewals and approvals.

In application where trademarks are subject to opposition, such oppositions must be filed within 30 days of the publication of the applications and a fee of \$25.00 must accompany each notice of publication.

### Trademarks Applied for Subject To Opposition

**QUAKER**—Serial No. 564,900, The Quaker Oats Co., Chicago, Ill. Filed September 9, 1948, and published May 23, 1950. For use on macaroni and spaghetti. Claims use since 1914. Mark consists of name in heavy type.

**PALERMO**—Serial No. 543,900, The Creamette Co., Minneapolis, Minn. Filed December 10, 1947, and published May 30, 1950. For macaroni and spaghetti. Claims use since 1930. The mark consists of the name in outline letters.

**MRS. GRASS**—Serial No. 576,490, I. J. Grass Noodle Co., Inc., Chicago, Ill. Filed April 1, 1949, and published June 6, 1950. For noodles, vegetable noodle soup mixture and noodle soup mixture with chicken fat. Claims use since January 1, 1912.

**YU SING**—Serial No. 510,184, Lennys Food, Inc., Duluth, Minn. Filed October 3, 1946, and published June 13, 1950. For chow mein noodles. Claims use since September 27, 1946. Mark consists of the name in Chinese type lettering in heavy type outlined by lines of lighter type.

**PARTY**—Serial No. 534,971, Anthony Macaroni & Cracker Co., Los Angeles, Calif. Filed September 19, 1947, and published June 13, 1950. For macaroni, spaghetti, spaghetti and egg fusilli. Claims use since 1937. The mark consists of the name in a fanciful background with trimmings of durum wheat heads.

**VERNO**—Serial No. 563,790, Steve Nicolo, Reading, Pa. Filed August 20, 1948, and published June 30, 1950. For canned spaghetti, canned spaghetti sauce, et cetera. Claims use since October 1, 1947. The mark consists of the name in heavy type.

**AUSTEX**—Serial No. 570,075, Walker's Austex Chili Co., Austin, Tex. Filed December 6, 1948, and published June 13, 1950. For spaghetti and meatballs, spaghetti with meat and chili gravy, et cetera. Claims use since July, 1930. The mark consists of the name in heavy type.

**FILIPPONE**—Serial No. 537,031, B. Filippone & Co., Inc., Passaic, N. J.

Filed October 7, 1947. Published June 20, 1950. For use on spaghetti. Claims use since May 28, 1925. The mark consists of the name in heavy type arranged crescent-shape.

**ARMOUR**—Serial No. 563,150, Armour & Co., Chicago, Ill. Filed August 11, 1948, and published June 20, 1950. For use on spaghetti and meat and other foods. Claims use since December 22, 1944. The mark consists of a drawing which is lined to designate a maroon color in a substantially regular area and figure of a star is lined for shading only.

**SUNDAY DINNER**—Serial No. 562,408, Schloss & Kahn Grocery Co., Montgomery, Ala. Filed July 28, 1948, and published July 18, 1950. For use on spaghetti, macaroni, prepared spaghetti and other foods. Claims use since July 19, 1912. The mark consists of the name in heavy type. The word "Dinner" is disclaimed.

**ALICE OF OLD VINCENNES**—Serial No. 568,127, Vincennes Packing Corp., Vincennes, Ind., assignor to Reconstruction Finance Corp., St. Louis, Mo., a corporation of the U. S. Filed November 3, 1948, and published July 18, 1950. For spaghetti and other foods. Claims use since May 24, 1927. The mark consists of the word "Alice" in heavy black script arranged in crescent-shape, the words "Old Vincennes" in small black type below and in reverse crescent-shape with the word "Of" in the center.

### Trademark Registrations

*Not Subject To Opposition*  
**THE NIGHTHAWK**—Reg. No. 351,590. Registered November 2, 1937. Harry Akin, Austin, Tex. Republished by registrant on May 30, 1950. For noodles and other foods. Claims use since December 24, 1932. The mark consists of the name in three lines with a kittyhawk flying through the lettering.

**SOUP-GEMS**—Reg. No. 177,996. Registered January 1, 1924. Keystone Macaroni Mfg. Co., Lebanon, Pa., a corporation of Pennsylvania. Republished by registrant May 30, 1950. For macaroni products. Claims use since

March 1, 1922. The mark consists of the name in heavy type.

**POT-PIE**—Reg. No. 177,999. Registered January 1, 1924. Keystone Macaroni Mfg. Co., Lebanon, Pa., a corporation of Pennsylvania. Republished by registrant on May 30, 1950. For macaroni products, claiming use since March 1, 1922. The mark consists of the name in heavy type.

Reg. No. 526,819. International Packer's Commercial Corp., Chicago, Ill. Filed May 6, 1948. Published February 28, 1950, and granted June 27, 1950. For spaghetti sauce with meat.

Reg. No. 526,830. The Quaker Oats Co., Chicago, Ill. Filed June 11, 1948. Published February 28, 1950, and granted June 27, 1950. For egg noodles, macaroni, spaghetti and other food.

Reg. No. 527,489. The Creamette Co., Minneapolis, Minn. Filed April 17, 1948. Published March 14, 1950, and granted July 11, 1950.

### Trademarks Renewed

**RE UMBERTO**—Renewal No. 76,702. Registered February 8, 1910. Strohmeier & Arpe Co., New York, N. Y., a corporation of New York. For use on canned macaroni products. Renewed February 8, 1950, and published May 23, 1950.

**CLOVER FARM**—Renewal No. 271,042. Registered May 20, 1930. The Grocer's and Producer's Co. Renewed May 20, 1950, to Clover Farm Stores Corp., Cleveland, Ohio, a corporation of Ohio. For use on macaroni, spaghetti, noodles and other foods. Renewed January 6, 1950.

**BABY**—Renewal No. 268,727. Registered March 18, 1930. The John B. Canepa Co., Chicago, Ill., a corporation of Illinois. Renewed March 18, 1950, and published June 20, 1950. For use on alimentary paste goods.

### Trademarks Registered, Act of 1946

**CREAMETTES**—Reg. No. 525,664. For macaroni by the Creamette Co., Minneapolis, Minn. Filed April 17, 1948, with Serial No. 554,865. Published February 14, 1950, and granted May 30, 1950.

Simplicity of **CECO**

Registered  
Trade Name

Adjustable

## CARTON SEALER

Gives you these  
important advantages

Lower

FIRST COST

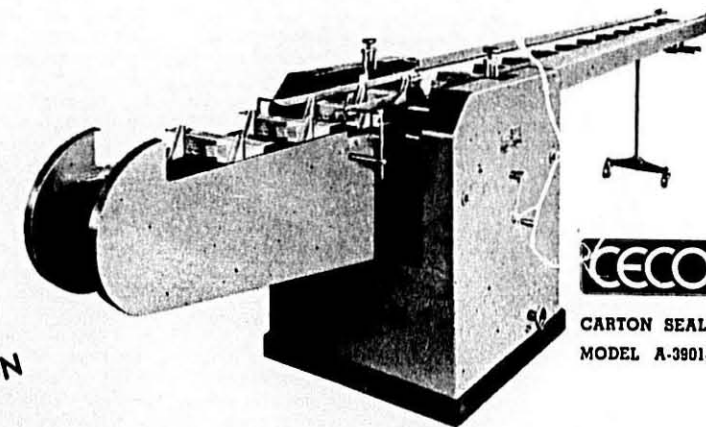
Lower

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.



CARTON SEALER  
MODEL A-3801-12

Member of Packaging Machinery Manufacturers' Institute

CONTAINER  
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SAVANNAH • TORONTO

## A BUSINESSMAN'S SOLILOQUY

By **RAYMOND L. COLLIER**, Optical Wholesaler,  
National Association  
Dedicated to All Macaroni-Noodle Manufacturers  
to Whom This Applies



I am firmly convinced that there is need for a strong, active national trade association in my industry—in any industry.

I can understand how the efforts of a minority to establish sound business practices would be ineffectual if the majority choose to go in all different directions—many diametrically opposite.

I can see why statistical information contributed by 10% of an industry would be almost valueless, and why 90% participation would make all the difference between a weak showing and a bull's eye for the trade association.

I am sure friendships acquired in the course of co-operative trade association work are worth while and can be mutually helpful.

I am sold on co-operative organization as the most economical and effective method of dealing with many industry problems which cannot be solved by individual companies acting alone.

I believe the first big job of any industry, seeking a solution of problems too broad to be attained by individual action, to be that of joining together into a strong, efficient trade association.

I realize that such an organization cannot speak authoritatively for the industry unless it has the moral and financial backing of a preponderant majority of the best-thinking minds in the business.

I have observed that the greater the number of individual business units in the industry, the more difficult it is to build a representative organization.

I am aware that no worthwhile service can be undertaken by a trade association until the question of membership is out of the way.

I know the trade association manager is behind the eight ball as long as the major portion of his time has to be devoted to membership building.

I appreciate the fact that no industry can expect its trade association manager to spend nine-tenths of his time soliciting memberships which slip away because only one-tenth of his time can be devoted to constructive work.

I conceive this question of membership building as a direct challenge to me and as a task which I and everyone else in the business should accept as primarily our responsibility.

I fully understand that I cannot expect, upon joining such an organization, to immediately receive amazing benefits without any effort on my part.

I am certain it is a mistake to join a trade association

with the idea of sticking for a relatively short, limited period, to give it an opportunity to demonstrate to me that it can be valuable to me in the conduct of my business.

I feel positive on the other hand, that the correct approach is to join with the idea that I will stand by the organization indefinitely, meanwhile exerting my full influence to indicate to others in the business that our collective future will be brighter if we all join, and through pooling of resources, make possible the financing of a worthwhile program that will be of real benefit.

I conclude that successful trade association work is not self-starting—that it can come about only through the sustained enthusiasm of a united industry which must express itself first through joining the common organization and then helping to make the program adopted function effectively.

I do not think of trade association work as a miraculous thing whose magic will perpetually insure my company, if a member, against red ink.

I am sure it is illogical to expect worthwhile results from trade association work unless I support the program by contributing financially and by giving freely of my personal time, thought and counsel to the work in hand.

I am positive that the best program ever developed for co-operative industry activity will be unavailing without the enthusiastic support of the industry behind the plan.

I do not propose to participate in the better conditions brought about by the trade association in my field without doing my share.

I do not expect, I do not want, a free ride—at the other fellow's expense.

I am persuaded that in the perilous, uncertain period which appears to lie ahead for American business that it behooves all units in all industries to band themselves together with the strongest possible ties for mutual counsel and support.

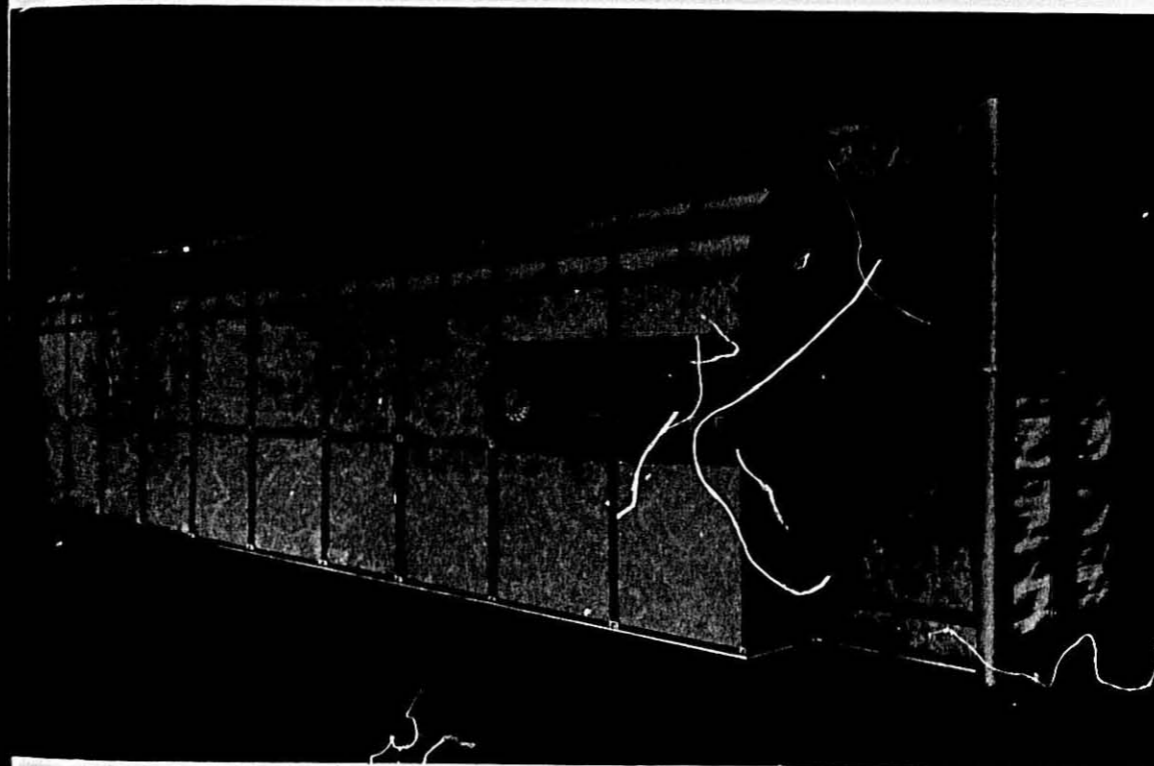
I shall join my association and work—work hard, along with my fellow members, toward our common objectives.

I shall do all in my power to build a strong, efficient trade association for my industry.

Then, after the membership has been built to satisfactory proportions and the program adopted is well under way, should I find that the association's work falls short of my expectations, I may reasonably ask "Why?" But I will direct the question to the man whom I see in my mirror.

Reprinted from *THE FOUNDRY*.

## 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

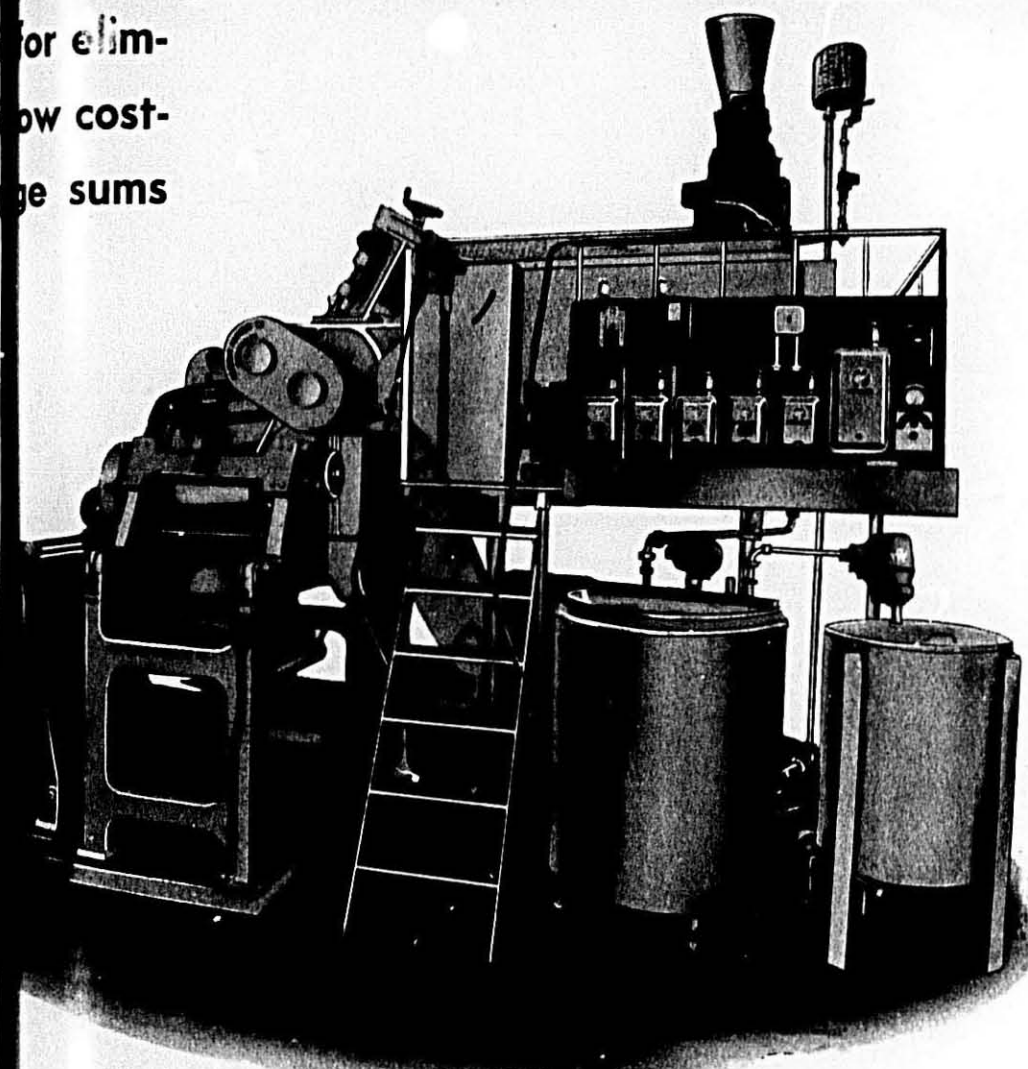
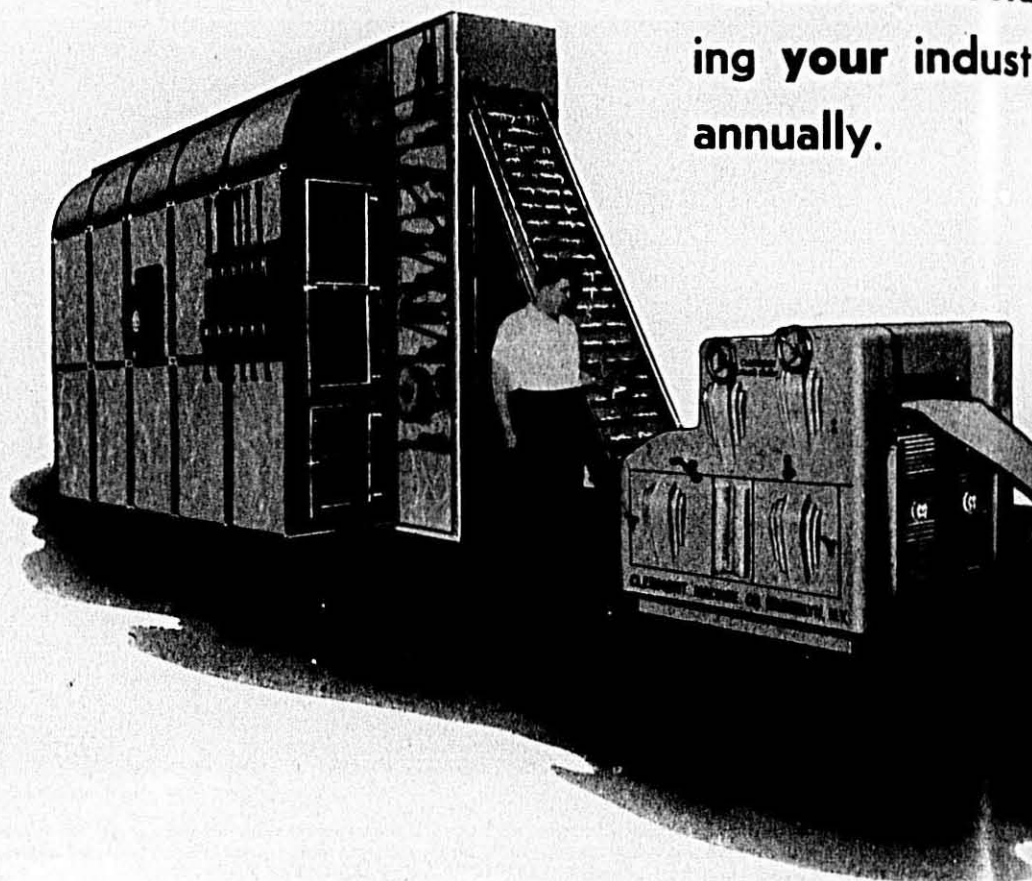
### CLERMONT MACHINE COMPANY, INC.

166-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540

## There's No Substitute for Cleanliness! Pay or Pay — You Have No Other Choice

Buy the machines designed to afford sanitary conditions for elimination of infestation — low costing your industry sums annually.



### Why Divide Responsibility? From Dough Sheet to Finished Product . . . Do It the "Clermont" Way

The machines shown above are the CLERMONT SHEET FORMER WITH EGG APPARATUS, CLERMONT SUPER HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS STEEL NOODLE DRYER. Space limitations prevent showing the finish drying unit. (See Clermont Finish Noodle Dryer unit in advertisement on separate page this issue.)

ALL Clermont machines have one thing in common: They're made for their jobs with each unit designed to

permit maximum cleanliness, reduce costs and improve quality.

NOW—CLERMONT'S improved Noodle Setup, each machine with a capacity of 1600 lbs. per hour, in one super unit. Compact design. Labor cut to the bone. ONE MACHINE DOES THE JOB!

SHEET FORMING MACHINE. Now redesigned: Easy to clean; cams, lever arms and reciprocating conveyor

eliminated; simplified mechanism; stainless steel rollers after cleaning and smooth dough sheet.

SUPER HIGH SPEED NOODLE CUTTER: Streamlined design. COMPACT: Takes less space. CLEAN: All moving parts enclosed. SIMPLE: Less gearing mechanism. Variespeed rotary knife with cutting range from 1/4" to 1/2". ECONOMICAL: Low maintenance cost; cutting rollers and scrapers of stainless steel; rollers hardened and ground; ball bearings throughout for long life.

NOODLE DRYER: Two units: preliminary and finish. First-to-last efficiency. Practical quality control: Self-controlled instruments measure humidity and temperature, inlet of fresh air and discharge of excess humidity, maintaining the same relative humidity throughout the daily operation to give uniform and high quality product. Easy to keep clean: No corners where infestation can lurk. Ready access to all parts. Completely of steel structure and enclosed, except for doors, with heat resistant board.

#### EVERYTHING UNDER CONTROL!

We'll gladly answer your questions and particulars

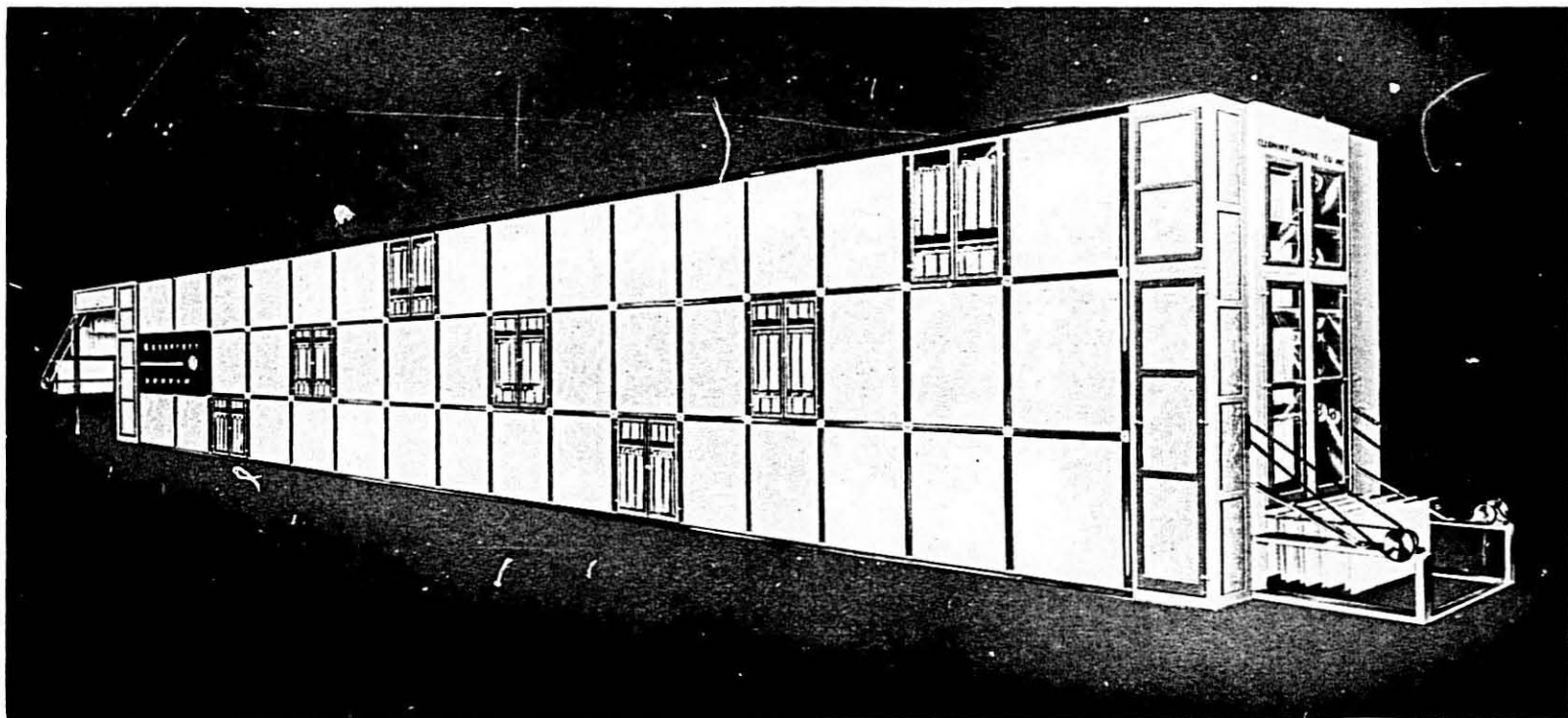
**CLERMONT MACHINE COMPANY, INC.**

76 WALLABOUT STREET

BROOKLYN 6, NEW YORK, N.Y., U.S.A.

**TODAY'S MOST ADVANCED METHOD**  
*in Automatic Long Goods Drying*

plus  
**TOP QUALITY — LOW COST — SPACE AND TIME SAVING**



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

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

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

**PEAK PERFORMANCE WITH LOWERED COSTS:** Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

**CONSTRUCTION:** Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

**TIME-SAVING:** Not minutes, not hours but two days! Product completely dried in twenty-four hours!

**SPACE SAVING:** 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

**IMPORTANT:** The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer of any make, our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH  
**CLERMONT MACHINE COMPANY, INC.**

August, 1950

THE MACARONI JOURNAL



V. S. La Rosa



V. P. La Rosa



V. F. La Rosa



P. P. La Rosa



I. S. La Rosa

**Third Generation Named To Management**

The directors of V. La Rosa & Sons, Brooklyn, New York, largest producers of macaroni in U. S., have announced the appointments of Vincent E. La Rosa as vice president and general manager of New England plant at Halden, Pa.; Vincent E. La Rosa as vice president and executive assistant to the president; Joseph S. La Rosa, assistant treasurer in charge of appropriations and fiscal policies;

Rosa as vice president and general manager of the Middle Atlantic sales district, in charge of the company's plant at Halden, Pa.; Vincent E. La Rosa as vice president and executive assistant to the president; Joseph S. La Rosa, assistant treasurer in charge of appropriations and fiscal policies;

Philip E. La Rosa, assistant secretary in charge of production; Stefano La Rosa, president of V. La Rosa & Sons, continues. This is the third generation of La Rosas to enter into our company. They will assume the ever increasing responsibilities of management.

**Nutritive Value Influences Food Buying**

A nationwide survey made by *Homekeeping* magazine, the magazine of 1,717 subscribers, responding to brand names and nutritive value as the two most important factors which influence their selection of foods.

The report was released this month by the magazine's consumer panel, consisting of subscribers who agree to act as voluntary consultants to the editors. The summaries were distributed in part proportion to the total U. S.

circulation of the magazine by state and city size groups.

According to the report, 89.7% of respondents are married, and 77.2% checked "housewife" as their occupation. The editors made the survey "to keep abreast of the food habits of homemakers in order that helpful comment can be given our readers and our advertisers."

Nearly forty-two per cent of those answering the questionnaire checked off nutritive value as "most important to you when buying food." To the question: "What sort of information do you look for on labels?" 74 per cent

answered "brand name." Brand names also were listed ahead of "government grade on label" by 75 per cent as the strongest influence when buying food.

As for the most popular shopping places, 69.9% of consultants said they usually buy foods at a self-service store and 23.7% at a semi self-service store.

In answer to a question about recipes, 48.1% said they often use those found on labels and 30.8% said they often use those in ads. Practically all agree that type of recipes on packages is too small for easy reading.

25 X 10 32 X 10

25 X 10

**Cost Price — \$0.135**  
**Selling Price — \$0.125**

A superficial survey of the food trades show that the macaroni-noodle industry is one of the very rare businesses that fail to include in their price structure a reasonable charge of advertising and publicity. Businesses that are attuned to the prevailing practices see to it that a reasonable amount is figured in to permit returns to cover that necessary cost item.

Modern business is convinced that favorable publicity and good advertising are items that many fail to include in their cost structure. A superficial survey shows that macaroni-noodle industry is one that unfortunately falls into that category.

Many of the leaders in the macaroni trade feel stronger than ever that this may be the reason why quite a number of executives of otherwise good firms are not truly advertising and publicity-minded. No other good excuse can be conjured for their remaining aloof to the program being promoted to make Americans more truly macaroni-conscious. It is a good business rule that one cannot spend money for individual or general promotion, unless the price structure includes this cost in the basic sales price.

This was brought to the attention of those who attended the national convention in Chicago last month by Glenn G. Hoskins, an experienced macaroni man, a past president of the National Association and now a successful consultant for a clientele of manufacturers. His advice is so timely and important that even though it was contained in his reported talk in July, it will bear repetition. "Could you operate profitably if your prices were frozen tomorrow?" he asks. "You cannot continue to sell 1-pound packages of macaroni at 12½¢ per pound and expect to make your competitive bid strong enough on today's (June, 1950) market to hold your share of the food dollar. These things, I believe are true:

- 1) The semolina in a pound of macaroni, allowing for losses, and delivered in sacks to the heaviest production centers on today's market, cost about...\$.065
  - 2) Cask wheat is still selling below the price at which the commodity Credit Corp. will let loose of their almost monopolistic holdings. The new crop of durum cannot equal last year's and because of late planting might yield even less than our requirements. The industry as a whole is not protected beyond the old crop. Semolina prices will probably rise.
  - 3) Conversion and packaging costs in the best managed plants average at least 2c at full production and will average 3c for the industry. They go up as volume goes down... .030
  - 4) Cartons for spaghetti runs from \$7.80 to more than \$14 per thousand. A low average would be... .010
  - 5) A fair average cost for the shipping container would be... .005
  - 6) You can't ship very far for less than... .010
- Total .....\$.120
- 7) An analysis of modern selling, merchandising and advertising expense indicates that a minimum figure would be..... .015
- Total .....\$.135

"In view of a tighter economy and a tighter supply of raw material, we believe that NOW IS THE TIME TO PUT YOUR PRICE STRUCTURES IN ORDER."

Mr. Hoskins received deserved praise for his fearless talk and timely advice, but there were many who felt that competition requires an even larger allowance for promotion to permit manufacturers not only to contribute the small amount asked of them by the National Macaroni Institute for general publicity and education, with an additional amount for brand advertising. Publically there was no contrary opinion expressed at the conference. Why should there be any contrary action? There is hardly a manufacturer in the macaroni business that does not feel that the percapita consumption in the U. S. should be increased to at least 10 pounds a year. The basic reason for not supporting the Institute in its promotion program must be due to the fact that no allowance is being made in the cost setup to provide income for that purpose. A change is in order.

**North Dakota State Durum Show  
 November 9-10, 1950**

The dates for the annual North Dakota State Durum Show at Langdon, N. D., have been set for November 9-10, 1950, according to an announcement by Victor Sturlaugson, president of the sponsoring organization. According to Vice President Maurice L. Ryan of the National Macaroni Manufacturers Association, plans are under way for the participation of the macaroni men in the show this year on a bigger scale than ever before. "Our public relations program of the past few years," says Mr. Ryan, "has resulted in a friendly partnership involving the durum farmers in the natural durum area, the durum buyers and millers, and the processors of durum semolina macaroni manufacturers. The growers have become more fully acquainted with the end use of their fine grain and naturally good boosters of quality macaroni products with the result that the consumption of macaroni products in the durum-growing triangle of North Dakota has increased tenfold."

For the past two years the State Durum Show in Langdon, N. D., has attracted Governor Fred C. Aandahl of that state and other dignitaries interested in North Dakota agriculture. It



Maurice L. Ryan

is hinted that an attempt is being made to interest U. S. Secretary of Agriculture Charles F. Brannan or some other top executive of that department in attending and sounding the keynote of this year's show.

The National Macaroni Institute will co-operate with the association in helping to make the 1950 durum show the big success that its promoters want it to be.

**Consolidated Macaroni Machine Corp.**

FOUNDED IN 1903

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

**MORE THAN 100 UNITS OPERATING  
 IN THE UNITED STATES**



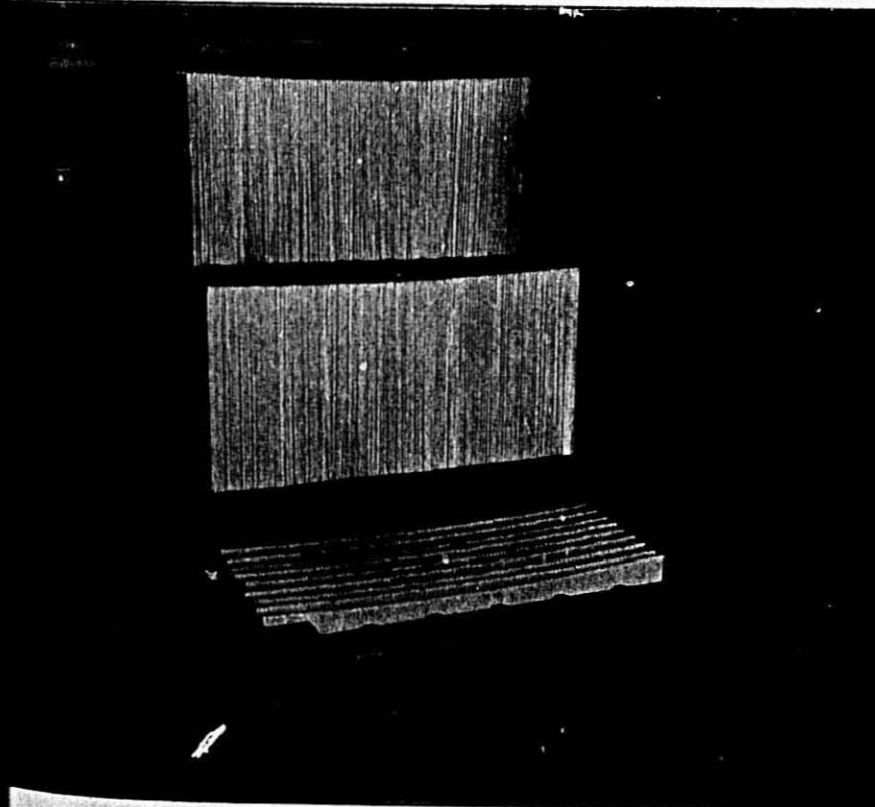
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

*Hygienic — Compact — Labor Saving*

**Preliminary or Complete Finish Dryer**

Patented Model PLPDP—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

Operation fully automatic.

# TIME PROVEN AUTOMATIC PRESSES

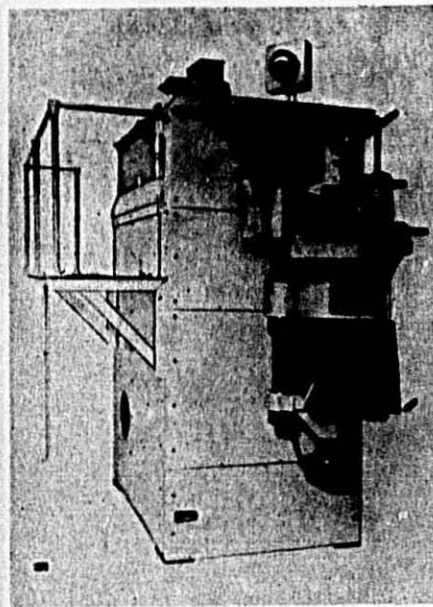
**Continuous Automatic Short Paste Press**  
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production  
Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular. Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

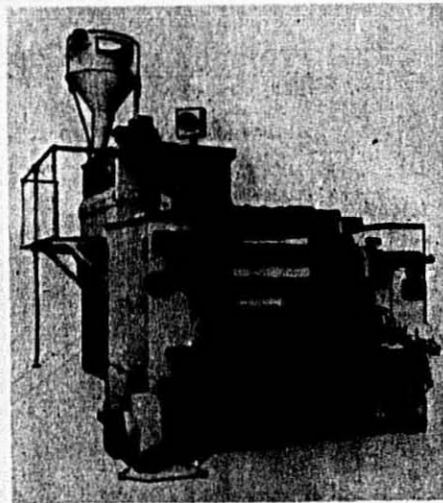
**DURABLE—ECONOMICAL—BEST FOR QUALITY**



## Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.  
Patented Model SAFS— 600 Lbs. Prod.

Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment



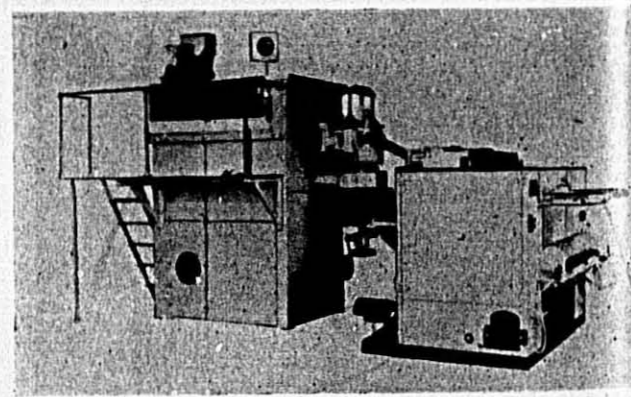
Designers  
and  
Builders  
of  
the  
First  
Automatic  
Continuous  
Spreader  
in  
the  
World

## Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—850 Lbs. Production  
Patented Model SAFSC—600 Lbs. Production

THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES  
IN OPERATION  
IN THE UNITED STATES



# Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

# The 365-Day Positive Dryers

## OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

### WHY?

*Time  
Proven*

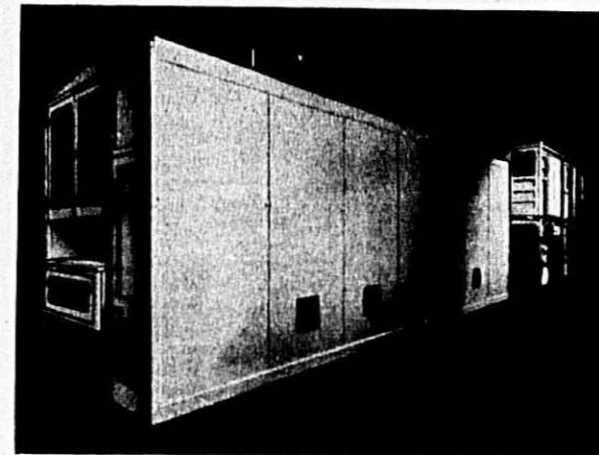
*Hygienic  
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature, and that alternately aerates and sweats the paste.

### THE ONLY DRYERS THAT ARE:

1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and economical because you receive uniform and positive results every day.



### BE MODERN

STAY MODERN

with

### CONSOLIDATED

- Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows
- Model CASC—3P—Drying Capacity 600 Lbs. up to Elbows
- Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni
- Model CASC—4P—Drying Capacity 600 Lbs. up to Rigatoni
- Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles
- Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity
- Special short cut dryers to 2000 Lbs. Capacity

# Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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



## Institute Founder Honored

by J. Harry Diamond  
Past President  
N.M.M.A.

I feel it a privilege to be asked to tell about the relationship between Mr. M. J. Donna, our secretary emeritus, and the Macaroni Institute. It is truly a success story, a fine piece of publicity work as well as the revelation of a successful man.

He took an abstract idea under most discouraging circumstances and from it grew the Macaroni Institute. This is the story of the Macaroni Institute because M. J. Donna was the Institute and the Institute was M. J. Donna. Reminds me of Rudyard Kipling who said, "The strength of the pack is the wolf and the strength of the wolf is the pack." So it is with the Institute today, with due apology to Mr. Kipling—the strength of the Institute is the member and the strength of the member is the Institute.

Mr. Donna started the Macaroni Institute in 1937. Conditions were discouraging as the old advertising campaign of the late twenties had blown up with a loud bang. Most manufacturers wanted no part of co-operative promotion. Even the association finances were suffering drastically. In 1937, M. J. learned that the Illinois Owen Glass Company had developed a Lenten poster showing glasses of wine, anti-pasto, and a casserole of macaroni.

Scenting something of value for the macaroni industry, he asked the glass company if he could co-operate. They welcomed the help and made available 25,000 copies of their poster for free distribution to retail stores. M. J. then circularized the manufacturers and had requests for different amounts from 100 to 7500.

This tremendous response is what really launched the Macaroni Institute. If a glass company was willing to supply posters and if the macaroni manufacturers were hungry for these posters, how about cheese, wine, and other interested groups? The Macaroni Institute was then formed and incorporated.

In the fall of that same year, 1937, Macaroni Week was conceived by M. J. It was set for October 10 to 16 for no better reason than that Columbus Day fell in that week.

Posters were made up for Macaroni Week and orders were received for over a quarter-million. With a small profit from posters and occasional small handouts of \$15 to \$100, the Institute progressed to further fields. A recipe booklet, "Americanized Macaroni Products," went through five

editions. Additional literature consisting of recipe leaflets, *Durum Wheat Facts* and *Macaroni Facts*, were produced and distributed to schools, newspapers and home economists. Pictures and mats were also made and distributed.

This work continued successfully for a period of 12 years until January, 1949, when the Macaroni Association took it over officially and employed the professional services of Mr. Sills to handle publicity.

The amateur undertaking is now turned professional and with the professional experience and touch, great things are happening in the publicity of macaroni products. But, lest we forget, every single macaroni man owes a debt of gratitude to M. J. Donna,

founder and chief of the Institute for the first and hardest 12 years. No one directed him to do it. He had an idea and followed it through with no expectation of financial gain or glory, merely trying to be helpful to the industry and the people in it whom he cherished. So it is fitting that we express our gratitude to M. J. Donna for what we consider a more than successful accomplishment.

Having had his duties lightened as he reached his three score and ten, M. J. is now in a position to spend more time in travel. So as a small expression of esteem, we take pleasure in presenting him with a traveling case and hope that he may derive as much pleasure from using it as we have from giving it.

Old friends get together at the 48th annual convention of the National Macaroni Manufacturers Association, June 18-20, in the Edgewater Beach Hotel, Chicago, to honor M. J. Donna, founder of the National Macaroni Institute (1937). Left to right are J. H. Diamond, Gooch Food Products Co., Lincoln, Neb., past president and director re-elected of National Association; M. J. Donna, secretary emeritus of the Association and managing editor of *The Macaroni Journal*, Braidwood, Illinois, and Lloyd E. Skinner of the Skinner Manufacturing Co., Omaha, newly elected vice president of the Association.



### Liquid, Frozen and Dried Egg Production June 1950

The quantity of liquid egg produced during June totaled 90,233,000 pounds, compared with 79,265,000 pounds produced during June last year and 112,990,000 pounds, the 1944-48 June average, the Bureau of Agricultural Economics reports. Compared with a year ago, the increase in production was due entirely to increased drying operations.

Dried egg production in June totaled 16,316,000 pounds, compared with 7,788,000 pounds in June last year and 16,337,000 pounds the 1944-48 average. Production in June consisted of

15,817,000 pounds of dried whole egg, 255,000 pounds of dried albumen and 244,000 pounds of dried yolk. The government contracted for 75,578,300 pounds of dried whole egg through July 19 this year for egg price support purposes. Production of dried whole egg for the first six months of 1950 totaled 64,067,000 pounds, compared with 47,889,000 pounds during the same period last year.

The production of 29,374,000 pounds of frozen eggs during June was 41 per cent less than during June last year and 47 per cent less than the 1944-48 average production of 55,497,000 pounds. Frozen egg stocks increased eight million pounds during June, compared with 25 million pounds during June last year and the average increase of 24 million pounds.

## BUHLER AUTOMATIC SPREADER • Type TSG

CAPACITY: UP TO 1000 LBS. PER HOUR

**BUHLER BROTHERS, INC.** 611 W-43<sup>RD</sup> ST-NEW YORK 18, N.Y.  
ENGINEERS FOR INDUSTRY SINCE 1860

## Durum Millers' Recent Spotlights On Macaroni Foods



Pictured here is a portion of the many shapes and sizes of macaroni foods, of which there are about 150 more than the shapes commonly seen in grocery stores. Food outlets that cater to the Italian consumer show all of the above-pictured shapes and many more.

The photo was prepared by the durum wheat products division of the Wheat Flour Institute, Chicago, for use in releases to press, radio, and schools as a compliment to the semo-

lina buyers among the macaroni makers.

Hundreds of large quantity recipes, with macaroni, spaghetti or egg noodles as the basic ingredient, have been developed in the institute test kitchen for mailing to school lunch managers, restaurants and hotels in response to requests. Acting for the semolina millers, the institute field staff contacts many of those responsible for feeding school youngsters by participating in special workshops and training schools

for school lunch personnel. They often present pictorial demonstrations showing how to cook and serve any and all the macaroni foods illustrated in the accompanying cut.

Through such monthly releases, through its radio scripts and its official bulletin, *Durum Wheat Notes*, there is offered not only an opportunity to Mrs. America and her daughters to try new food combination ideas, but important nutrition information as well.



## Don't Underestimate the Market

**T**HOUSANDS of hands each day are reaching for macaroni products. The nation over . . . from the elaborate self service super market to the humble country store . . . macaroni, spaghetti and noodles are becoming an increasing favorite. More and more homemakers are discovering there is no substitute for macaroni products when it comes to serving the greatest variety of taste-tempting dishes at budget-easy prices.

To capture your full share of the expanding macaroni market, a quality product is the first essential. Laboratory-controlled and precision-milled, Capital durum products are your best insurance for color-perfect, uniformly dependable macaroni with extra sales appeal.

**TWO CONVENIENT LOCATIONS SERVING YOU BETTER FROM**



ST. PAUL, MINN.

### CAPITAL FLOUR MILLS



BALDWINVILLE, N.Y.

**NATIONAL MACARONI WEEK • OCTOBER 5TH TO 14TH**

## This Is Our Problem

by Gordon W. Hostetter

*We are happy to present these discussions, given at the 46th annual convention of the National Macaroni Manufacturers Association in Chicago. They were not available for publication in the July issue.—Editor.*

### THIS IS OUR PROBLEM "The American Way of Life"

By Gordon W. Hostetter, General Counsel,  
Labor-Management Foundation, Chicago

What is the fundamental problem facing America today? Is it Communism? Is it Socialism? Is it Statism? Is it Indifference? What can be done about it?—THIS IS OUR PROBLEM.

The questions were asked and answered in a fine presentation by Gordon W. Hostetter, general counsel of the Labor-Management Foundation, Chicago, at the June convention of the macaroni industry in that city.

Mr. Hostetter is a lawyer, an experienced speaker, and during the war served with the Metal Trades Association conducting clinics for wage stabilization programs. He has about nine years experience in industrial relations and on his presentation utilized a novel visual technique, employing a felt board for illustrating the major points brought out for the enlightenment of his audience. Here are some excerpts from his talk:

—It is hard to find an issue in any newspaper nowadays that isn't chock-full of news about some part of our economic system . . . government spending, public housing, socialized medicine, price controls . . . where are we going? Some sound thinking is needed. **THIS IS OUR PROBLEM.** This presentation is a digest of the first Freedom Forum ever held.

—The Freedom Forum has for its objectives: (1) To expose socialism and communism in America. (2) To point out benefits of the American way of life. (3) To supply facts to defend the American way of life and (4) To make each of us eager to fight for the American way of life.

—Socialism is not new . . . history tells of many great countries which

started with democratic forms of government and fell as a result of socialism—Egypt, Persia, Greece, Rome. And today England, too, is weakening.

—Historians say these countries fell as a direct result of the party in power—the rulers—trying to give greater benefits to more people through the central government. In many cases the so-called benefits or reforms were voted by the people.

—These reforms cost more money. When it didn't come through wars, there were only two other sources of action: to tax the people, or to take over the ownership of private business.

—When taxation was used, the central government had to expand its controls until, instead of a democracy, a boss or totalitarian state came into being. Exactly the same thing happened to the countries which followed the other course of taking over the ownership of private business. The important thing to remember is that not one of those once great powers exists today!

—Discussing socialism as it exists in England, today he quoted Sir Stafford Cripps, Chancellor of Exchequer as saying that within ten years, the United States would be even more socialized than England. It is a known fact that the U. S. tax money is being used today to keep the English government on its feet. Who will keep America going?

—Sir Cripps is further quoted as saying: "When I hear people speaking of reducing taxes and at the same time see the cost of social service rising rapidly in response very often to the demands of the same people, I wonder whether they appreciate the old saying—'We cannot have our cake and eat it too.'"

—Do you know that in England today the government has the power to direct labor from one industry to another; to tell any man between the ages of 18 and 50, or any woman between the ages of 18 and 40, where to work, what to do, and what to be paid?

—Do you know that in England today the government has the power to replace supposedly poor management by government employees?

—Do you know that in England today the government has the power to direct capital into certain channels and prevent it from going into others? The government decides whether private

capital may be put into a new business.

—Do you know that in England today a package of 20 cigarettes cost 70 cents, of which 58 cents is tax? Afternoon theater tickets cost 90 cents, of which 40 cents is tax? Jewelry and other luxuries have a 100 per cent tax on purchase price?

France, Italy, Switzerland would all be nearly 100 per cent socialistic if it were not for the Marshall Aid plan.

What is the difference between communism and socialism? They want the same thing, control of a central government. Only the means to reach this goal are different. The communists believe in revolution. The socialists believe in moving in just a little bit at a time.

Socialism and communism in the United States. Both socialists and communists have been working in 'ais country for years. Some time before 1927, the socialists, unhappy with their progress, gave a great deal of thought to the reasons for their failure. One leader said that socialism had failed in the United States because American workers would not accept the idea of a revolution. They had no class system. They did not have the inferior feeling of the European worker. There was no driving force like hunger.

Therefore, the only way that socialism could get anywhere in the United States was to forget the idea of a revolution and start to put socialism over a little at a time. A review of things that have happened in this country during the past two decades give us some idea of what has been attempted and done by the socialism-minded spokesmen.

Those who seek to change our way of life speak and write freely of freeing mankind from economic slavery. They destroy the word "Freedom," using it in terms of exemptions or immunity. They talk of freedom from care, freedom from want, and even freedom from work.

That is not the American idea of freedom. To us freedom has always meant a power, a right and a freedom to do things—freedom to do what one chooses as long as it does not interfere with the rights of others.

Do not be fooled by those who hide behind false phrases. Every one of their proposals is based on regimenta-

## The Advertising Angle On Macaroni Sales

by A. C. Bishop

## Well Displayed Is Half Sold

by Roy E. Hanson

### THE ADVERTISING ANGLE ON MACARONI SALES

By A. C. Bishop, Account Executive of  
Ruthrauff & Ryan, Inc., Chicago, Illinois

The necessity of emphasizing sales of macaroni products is a gigantic, never-ending problem that concerns the sales departments of all macaroni-spaghetti-egg noodle manufacturers, large and small, wherever situated and whatever their sales policies. The industry in the United States has grown rapidly since World War I and the size of the American market for this food has increased tremendously as a "public feeding" industry.

Since the early Colonial times, history records continuous growth in the public feeding industry. During the last ten years this growth has become phenomenal. In 1939, 23 million meals were served every day; in 1950, 60 million meals are served daily in our country. The sales volume of foods soared from 3½ billion dollars per year in 1939 to 10 billion dollars per year in 1950.

The food business has become the third largest retail industry in America. Twenty-five per cent of all food consumed in this country is consumed in the public feeding establishments.

This is a market which the macaroni-noodle industry should not ignore. The leaders in the restaurant industry always appreciate the wide variety of tasty, profitable dishes that can be created with macaroni products. For example, macaroni and cheese is a fast-selling staple and a profitable item. During the war when there were meat shortages, macaroni products were literally lifesavers to the restaurant man. During this period we developed recipe for noodles, chopped steak and tomatoes that proved so popular that we even now feature it as a weekly special in all our stores. At this moment, it seems to me that the question which involves you and the public feeding interests is "How Can Macaroni-Noodle Manufacturers Sell More of Their Products?" Gentlemen, I am a great believer in interindustry co-operation, and I would like to present to you a few examples of what I mean:

(a) A few years ago the tea people realized that the percentage of tea consumption in the public feeding indus-

tion and force—absolute control by a central government. We read and hear a great deal about a planned economy. But where is the practical working model to follow? England? France? Russia? The truth is there is no working model of a planned economy any place in the entire world's history that even gets to first base, when compared to the American free opportunity system—our American way of life.

Here are two statements by two noted Americans:

—J. Edgar Hoover has declared that "one of the two most important problems facing this nation is subversive agitation aimed at the destruction of the American way of life."

—General Eisenhower said: "If we allow this constant drift toward a centralized government to continue . . . ownership of property will probably drift into that central government, and finally you have to have a dictatorship as the only means of operating such a huge organization."

Never in the history of the world has any country, once it started down the road to socialism or communism, ever turned back to its democratic form of government; instead, it has ceased to exist.

Here are the principals and rights that are fundamental to our American way of life. Our political freedoms, detailed within the Bill of Rights, are:

- The right to worship God in our own way.
- The right of free speech and to write what we wish in a free press.
- The right to assemble.
- The right to petition grievances.
- The right to complete privacy in our own homes.
- The right of habeas corpus, where in no excessive bail is to be charged.
- The right of trial by jury, where in we are deemed innocent until proven guilty.
- The right to move about freely at home and abroad.

Our Economic Freedoms are:

- The right to own private property.
- The right to work where we choose.
- The right to bargain with employers.
- The right to go into business and to compete with others, and make a profit or loss depending on our man-

agement ability.

—The right to bargain for goods and services in a free market.

—The right to contract about our affairs.

—Government acting as a referee to provide regulation and protection, but not government control.

A study of 4,000 years of written history demonstrates that there is one real measure of human progress. What is it?

—It is not the race or stock of people—all races do well in America.

—It is not unlimited natural resources. Russia, China, India and many other countries have great resources.

—It is not the presence or absence of labor unions—all workers in Russia belong to a labor union—England is run by a labor government.

—It is not determined geographically; look for instance, at South and Central America, Mexico, United States, and Canada—all in one hemisphere and all settled chiefly by people from Europe, but what a great difference in progress.

The one real measure of human progress is FREEDOM—freedom to do what one chooses as long as it does not interfere with the rights of others—freedom to own property—freedom to start a business—freedom to live where one pleases and to work where one pleases.

The United States, the champion of freedom, is still the greatest country by any standards. Our problem is that too many Americans have forgotten that every human being gets his basic rights from God—not from the State! The chief purpose of the State—as the founding fathers repeated in the Declaration of Independence—is to protect those God-given rights.

All of us want increasingly higher standards. We want better living. How can we get it? You have your choice. On the one hand there is state slavery with its rosy promises but horrible realities. On the other hand, there is the tried and proved freedom road—the American Way.

You and I must make the decision. Do we want to be free people—or slaves of the State? This is our problem!

try was markedly lower than the home consumption. Investigation proved that the product served by the feeding industry was not as good as that served in the home. The result was the setting up of a tea bureau by the Tea Association to co-operate with the National Restaurant Association and the American Hotel Association. Working together they tackled the problem, first by research work on iced tea, which called for a formula of two ounces to one gallon. Our firm alone in the last two summers records a 200 per cent increase and we are now working on a new brewing method involving both bulk tea and tea bags.

(b) Standard Brands promoted a public relation study in co-operation with the National Restaurant Association with the result that 100,000 copies of an interesting booklet were released, entitled "America's Heritage of Hospitality." Using a sound and color film in the movie theaters, ten million people saw how interindustry co-operation works at its best.

(c) Coffee research was carried on with the coffee roasters through the establishment of a National Research Company to make a nationwide survey. Its findings were that three faults existed: the coffee roasters, the general equipment and the restaurant man. Better coffee served in the public eating establishments brought to the coffee people a 25 per cent increase and to the public much better coffee.

I understand that the macaroni-noodle people are working with the National Restaurant Association in developing large quantity recipes for macaroni products, and I wish to congratulate you on a good beginning. You must know that no good will come to your industry while thousands of eating establishments throughout the country continue to mishandle and improperly prepare your products.

If, through co-operation between the macaroni and public eating industry, a wide variety of tasty, zestful, profitable dishes are developed, there will be a wider acceptance by the consuming public. Everybody wins—you, us, and the consumer.

The macaroni processors need to keep up the work with their publicity agency and to follow with increased publicity and advertising. Too many new foods—frozen, concentrated, half baked breads, et cetera, are making so much noise that the staple product of macaroni is not getting enough attention. Even though sales and consumption are up, we must not relax our efforts to publicize and advertise.

We, as an advertising agency, are vitally concerned with getting into the related-goods-merchandising program that is working so successfully for many manufacturers. We can work with the canned tomato people. We can work with the cheese people—we must push serving of noodles with fish

to get a bigger share of the business from those folks who eat fish every Friday because of religious reasons.

The point that I wish to put over is that the macaroni manufacturer is wise in getting an agency or agencies to go into the stores often enough with usable ideas—not those cooked up in a swivel chair; also that the manufacturers and advertising agencies had better get to working harder and faster on selling our wonderful macaroni products. This is a job on which processor and advertising agencies can best co-operate for their mutual good.

#### WELL DISPLAYED—HALF SOLD

By Roy E. Hanson  
Director of Sales for Milprint, Inc.  
Milwaukee

In approaching the subject of merchandising of macaroni products, let's first of all look at a few statistics.

There are approximately 12,000 supermarkets in the United States. Before 1940, 26 per cent of all the goods sold at retail was sold by self-service methods. Now, in 1950, just 10 years later, the situation has reversed itself completely, and now 67 per cent of all the goods sold is sold through self-service. Only 23 per cent is sold on a clerk-service basis.

When you stop to realize the fabulous amount of merchandise that goes through the retail food stores, when you look at a few figures that show what go to make up this total—over 200 billion items were sold—actually half of these items, or over 100 billion, were sold based on decisions made after the purchaser enters the store.

Self-service may be, to many of you gentlemen, a nightmare or an opportunity. It depends entirely upon how you approach the situation. Stop to realize how long the consumer stands in front of the counter where your merchandise is sold and then you will realize the importance of presenting your material in an attractive package. How long does she stand in front of your counter? Is it 2 seconds, 3, 4, 5, or 10? Whatever it is, once she has passed by that counter, you're through. Either she has purchased your product or she passed it up in favor of something else.

After all, gentlemen, your competition is not the man who is sitting next to you or behind you or the man in your line of business in your same town or in your trading area—your competition actually is other foods—the other foods that compete for the consumer's dollar in the retail store.

Every speaker who has preceded me has made some mention of the cellophane shortage—there are several reasons for it—some are political, but fundamentally, the reason why there is a cellophane shortage is the reason why you

should be interested in it. Whether you have enough cellophane to take care of your requirements is beside the point. The interesting point to you is that this cellophane shortage was created primarily because of the interest of other people—your competitors packaging other food—who have made such terrific demands upon cellophane that they have created a condition of shortage. These competitors are easy to spot in a retail store.

Walk up and down the aisle of a store and notice the new items packaged in cellophane. Take meat, for example—instead of the meat counter being a bottleneck in the average supermarket, meat is packaged all ready to sell, making an inviting package to pick up. Fresh produce and vegetables are now packaged in attractive transparent packages, bakery goods, cookies, cereals—I could go down the line and name dozens of the new items that are being packaged in cellophane, all with the effort and intention to capture that consumer's dollar away from you. Luncheon meats are sliced and put into easy-to-handle packages. Cheese is now sliced for convenience and is making many new friends. Produce is washed, cut and ready to be cooked. Vegetable mixes making a complete salad. Frozen food in family-sized units.

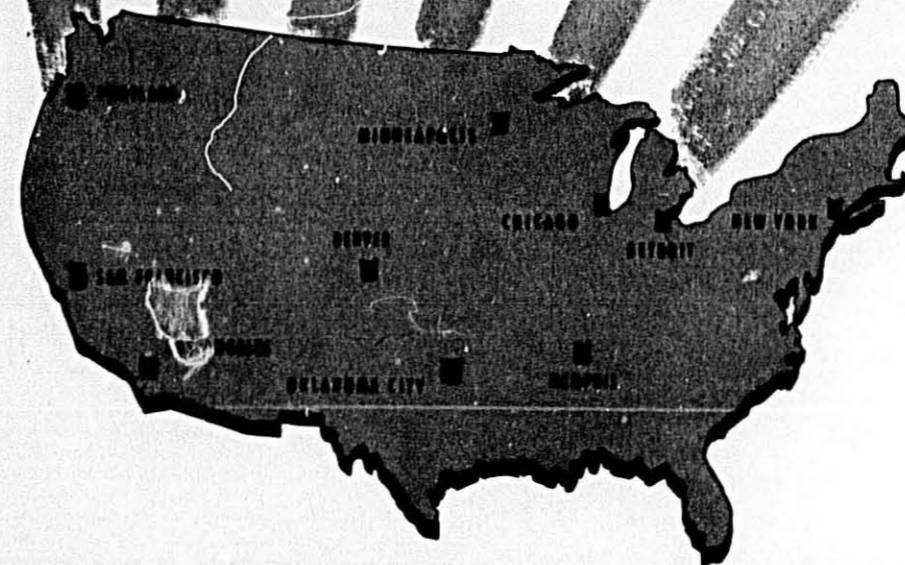
These, gentlemen, are your competitors, these are the people with whom you have to compete for the consumer dollar. These are the products that make it necessary for you to step up the eye appeal and the attractiveness of your package in order to compete with the other items in the supermarket.

An interesting sidelight to the subject of supermarkets—you might be interested in the statement made by Jackson Martindell in his new book, "The Scientific Aspects of Management." In his book, Martindell gives credit for the development of the supermarket to Kettering of General Motors, and here's how he reasons it out. Kettering invented the self-starter on the automobile, and when he did so, he took the hard work out of starting an automobile and made it possible for women to drive automobiles. The minute women started driving automobiles, they used these automobiles to do their shopping and, since distance was no longer an important factor, the nearest grocery store, which might have been right around the corner, no longer became attractive, and that's when the big supermarkets with good parking facilities and a terrific display of merchandise to tempt the consumer's appetite and pocketbook came into existence. That is when impulse buying developed the important place that it occupies in the present merchandising of food.

DuPont has developed extensive studies on the impulse buying and, by authentic means of tabulating pur-

(Continued on Page 38)

**NOW! WHEREVER YOU ARE**  
**COTTON BAGS ARE YOUR LOWEST COST ONE-TRIP CONTAINER**



**THERE IS A RELIABLE COTTON BAG BUYER NEAR YOU**

### ● Firm offers in advance... 60 days or more

Now—you too can enjoy the many real benefits of easy-to-store, easy-to-handle, easy-to-stack COTTON BAGS... at the lowest net-trip cost!

Your sturdy cotton containers are processed by these bag buyers into useful items for American housewives.

Your Flour Supplier or we will provide name and address of your nearest cotton bag buyer. Write TODAY.



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611 Davis Street

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**Zola Vincent To Pasadena**

Zola Vincent, foods editorial writer for west coast hometown size daily newspapers, has moved her offices from San Francisco to 763 South Oakland Street, Pasadena, Calif.

Long-time foods editor of *New York Journal-American* and of *Parents'* magazine, Mrs. Vincent, a former west coaster, is pioneering in doing a foods editorial job for newspapers not justifying a full time foods editor; now has 23 California newspapers with 430,000 circulation on her rapidly growing schedule. Feature is called "Feeding The Family," emphasizes regional, seasonal food products, their availability and suggestions for use.

**Ladies at Convention**

The increased attendance of ladies was quite noticeable at the industry convention in Chicago in June, indicating that more and more manufacturers and allied representatives look upon industry conferences as combined business and pleasure affairs. They graced all the social functions sponsored by the association and enjoyed several treats arranged especially for their pleasure.

At noon on Monday, June 19, a very representative group attended the "Tom Moore's Ladies Fair" program over the Mutual Broadcasting System

(WGN Studio) and were spokesmen for the macaroni industry in the audience participation show, winning many of the prizes offered. Mrs. Wm. Freschi of Ravarino and Freschi, Inc., St. Louis, Mo., won first prize and received an assortment of prizes. Mrs. N. J. Roth of Roth Noodle Company, Pittsburgh, Pa., also got a prize.

The next day the group attended the Tommy Bartlett show, "Welcome Travelers," of the National Broadcasting Company, Inc., from the Hotel Sherman studios. Later they were part of the "Hi, Ladies!" television shows and all were presented with corsages by the sponsor.

Those who registered as guests of the convention were:

- Mrs. FRANCES ALGHINI—Chicago
- Mrs. S. E. MCCARTHY—Chicago
- Mrs. C. W. KUTZ—Minneapolis
- Mrs. C. M. JOHNSON—Minneapolis
- Mrs. TED BLACK—Minneapolis
- Mrs. ROBERT M. STANGLER—Grand Forks
- ANNA VIVIANO—St. Louis
- JANE O'DONNELL—St. Louis
- MARY O'DONNELL—St. Louis
- Mrs. RAY DAVIS—Chicago
- Mrs. HARRY DIAMOND—Lincoln
- Mrs. WM. FRESCHI—St. Louis
- Mrs. ARTHUR W. QUIGGLE—Minneapolis
- Mrs. CHARLES M. HOSKINS—Chicago
- Mrs. GLENN G. HOSKINS—Chicago
- Mrs. DAVID WILSON—New York City
- MISS JOSEPHINE LA ROSA—Brooklyn
- Mrs. L. S. VAGNINO—St. Louis
- Mrs. JOSEPH M. DEMARCO—New York City
- Mrs. N. J. ROTH—Pittsburgh
- Mrs. LESTER S. SWANSON—Minneapolis
- Mrs. LAURICELLA—Detroit
- Mrs. D. T. NIXON—Tecumseh, Mich.

- Mrs. AL JEAN THOMAS HAY—Chicago
- Mrs. EVANS J. THOMAS—Chicago
- Mrs. MELVIN KRIGEL—Kansas City
- ROSALIE J. MALDARI—New York City
- Mrs. PAUL PETERSEN—Minneapolis
- Mrs. JACK SPAGNOL—Pittsburgh
- Mrs. LOUIS A. VIVIANO—Plainfield, N. J.
- Mrs. NICHOLAS PROCINO—Auburn, N. Y.
- Mrs. ALFRED ROSSI—Auburn, N. Y.
- Mrs. E. RONZONI, JR.—Long Island City, N. Y.
- Mrs. MARIE HACKBUSH—Chicago
- Mrs. GEO. FABER—Chicago
- Mrs. W. F. EWE—Minneapolis
- Mrs. O. R. SCHMALZER—New York City
- Mrs. PETER MOTTA—Joliet, Ill.
- Mrs. FRANK A. MOTTA—Joliet, Ill.
- Mrs. EDW. E. MELTON—Chicago
- Mrs. TED SILLS—Barrington, Ill.
- Mrs. PAUL F. SKINNER—Omaha
- Mrs. LLOYD SKINNER—Omaha
- Mrs. THEODOR SCHMIDT—Detroit
- Mrs. ESTHER DONNA KING—Chicago
- Mrs. LUCILLE DONNA KRAHULEC—Berwyn
- Mrs. ROBERT GREEN—Palatine
- Mrs. HORACE HAGEDORN—New York City
- Mrs. MAURICE RYAN—St. Paul
- Mrs. PETER LA ROSA—New York City
- Mrs. JOSEPH GIORDANO—New York City
- Mrs. PETER VIVIANO—Louisville
- Mrs. AL WEISS—Cleveland

**Reduce Price of Vitamin A**

A 25 per cent reduction in the basic price of synthetic vitamin A to manufacturers was announced recently by Hoffmann-La Roche, bulk producers of many of the vitamins used by pharmaceutical and food companies.

Early in February, Hoffmann-La Roche announced realization of one of the dreams of the drug and chemical industry by revealing that its new plant

for manufacture of vitamin A synthetic had been in operation for some weeks. The company then stated it had sufficient inventory to invite orders for vitamin A palmitate having a potency of 800,000 to 1,000,000 U.S.P. units per gram at a price of 30c per million units. The following month it introduced vitamin A acetate standardized in corn oil at 1,000,000 U.S.P. units per gram at the same price. Some weeks later it followed with a price reduction on both palmitate and acetate to 24c.

Its action in establishing the price at 18c per million units bears out predictions that the margin between prices of the vitamin A concentrates derived from fish liver oils and the price of the vitamin made synthetically would narrow as soon as the increasing production from growing preference for the synthetic vitamin yielded manufacturing economies.

**A Salute by a Cognoscenti**

The woods are full of them, if you can only come across 'em. Proof is in a recent letter to the Editor from an unexpected source. General Manager I. Henry Kahan of Clear-vue Processing Co., Brooklyn, N. Y., manufacturers of Beautiful Personalized Plastic Laminated Plaques, wrote: "As

to your uncertainty about Clear-vue Laminated Plaques—please don't distress yourself. We'll clear the air for you, and at the same time confess to a little confusion on our part in the matter of a Journal devoted to Macaroni.

"We're prejudiced in favor of eating macaroni as against writing about it—in fact we can't just seem to put the two in the same class. Having eaten our way from Vermicelli through Rigatoni, and not forgetting interesting episodes with Linguini submerged in a heavenly sea-food sauce, and multi-layered Lasagne—you see why we tend to feel that way about it. . . . And incidentally, we hope that all the spelling is correct. . . . A Cognoscenti."

**Frozen Spaghetti**

The newspapers of Los Angeles, Calif., announce that plans have been completed by the inventor of frozen Italian-style spaghetti and meatballs for a three-month trial advertising campaign, involving an expenditure of \$50,000 in launching the initial product of Kwiky, Inc. The test is to be made in southern California.

**Kitchen Towels from Bags**

A new stimulus to the market for empty cotton bags sold by macaroni makers is an all-color corrugated box that serves both as display piece and

shipping carton for kitchen towels made from bags.

The combination box, introduced recently, is boosting sales of towels in chain and independent food stores, as well as general merchandise, variety, drug and department stores, according to the Textile Bag Manufacturers Association. In line with a trend in various kinds of retail stores, the box is designed for self-selling. It works hand in hand with colorful Cellophane packages.

The box has an over-all background of light blue, with metallic inks giving it a silver cast. Dark blue and yellow, orange or red are used for printed line drawings, trade names and sales points.

**Special Bulletin**

Word comes from Bud Norris, just before press time, that Doughboy Industries, Inc., operating Doughboy Mills at New Richmond, Wis., have pledged a substantial amount toward the work of the National Macaroni Institute for the coming year.

Ed Cashman, president of this organization, was greatly impressed by the report of results obtained thus far. He was also enthusiastic about the large amount of cooperation promised by manufacturers of associated items for National Macaroni Week. Mr. Cashman advised Mr. Norris that a monthly check would be forthcoming

**Old Customers meet Modern Needs**

Many of Our Customers who are using Champion MODERN FLOUR HANDLING EQUIPMENT with their new type Automatic Presses.

- 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. . . . . Spokane, Washington
- 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 MACARONI CO., INC. . . . . Milwaukee, Wisconsin
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- LA PREMIATA MACARONI CORP. . . . . Connsellville, Pa.
- SANACORI & COMPANY. . . . . Brooklyn, N. Y.
- THE DEMARTINI MACARONI CO., INC. . . . . Brooklyn, N. Y.
- VIVIANO BROS. MACARONI CO. . . . . Detroit, Michigan
- BAY STATE MACARONI. . . . . Everett, Massachusetts
- IDEAL MACARONI. . . . . Cleveland, Ohio
- MICHIGAN MACARONI MANUFACTURING CO., INC. . . . . Detroit, Michigan

with NEW

**CHAMPION**

Flour Handling Equipment

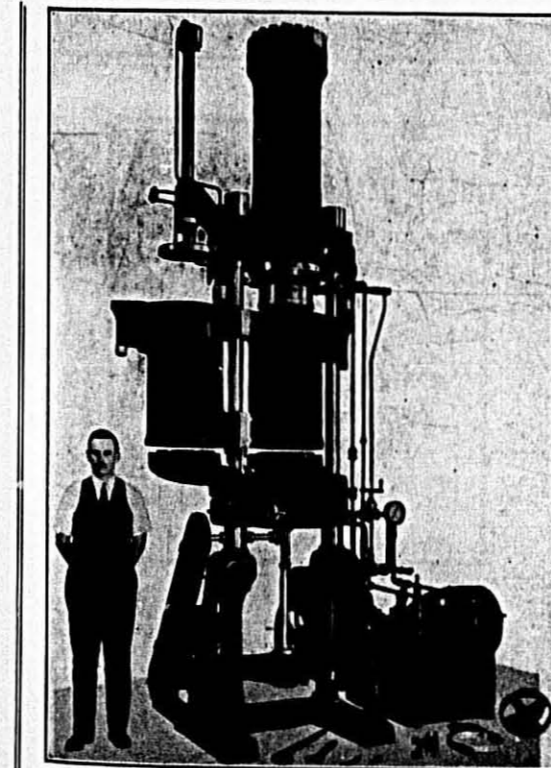
Many leading Macaroni Manufacturers are remodeling and enlarging their plants for greater production. Our old customers who used Champion Flour Handling Outfits before are again installing new Champion Flour Handling Equipment to synchronize with the new Automatic Presses. This insures the steady, even flow of finely sifted, clean flour so essential to 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.

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to the institute to support the work. Ray Wentzel is in charge of sales for this firm, which entered the durum milling field comparatively recently. As many macaroni and noodle manufacturers have learned, Doughboy turns out a very high quality product and is rapidly assuming a position of prominence as a source of quality durum raw materials.

### Sectional Meetings to Promote National Macaroni Week, October 5-14

The National Macaroni Institute, through its publicity director, R. M. Green, and Sills, Inc., publicity counselors, have planned a series of meetings that will include every important production center in the U. S. The first of such meetings was held in New Orleans, La., on July 25. The scene then changes to the Pacific Coast, where the first of the series there will be in Seattle, Wash., on Monday, July 31. Thence down the coast to San Francisco, Calif., on Wednesday, August 2, and on to Los Angeles for a Friday meeting, August 4.

The promotion caravan will then head eastward with a meeting in Omaha, August 7; St. Louis, August 11; Cleveland, August 21; New York, August 29, and Chicago, September 7. Manufacturers are being urged to

order stickers for use on everything that goes out of their offices between now and Macaroni Week. Also to purchase a supply of posters for distribution to the stores to call the public's attention to the week. They are also urged to bring all their salesmen to the nearest regional meeting in order that they may be properly briefed on ways and means of taking the fullest possible advantage of the possibilities offered by this national week to benefit their brands and the products generally.

### The Insidiousness of Gradual Inflation

My hair is definitely hoary, but I recall a day when a nickel was a truly functional coin, when a dime had great dignity, when a quarter was noble, and the half dollar a king, states Robert C. Ruark, columnist for a group of newspapers, in commenting on the current inflationary trend. In proof of his contention that we are experiencing inflation by whatever other name we may elect to term it, he continues:

"A nickel bought a hot dog, a beer or a phone call, or a small sandwich and was even regarded in some sectors as a respectable tip. A milkshake was a dime and a quarter used to purchase at Mr. Thompson's one-armed restaurant two frankfurters, a mound of col-

slaw, a hummock of mashed potatoes, two slices of bread and one slab of butter, a wedge of apple pie and a cuppa cawffy.

"I made \$12 a week in Washington as recently as 1936, and lived off it. I kept no chorus girls; maintained no racing stable, and drank no French champagne. But was able to keep clean, clothed, fed, housed, and occasionally amused on the sum of \$12 each seven days.

"On pay day I splurged: I went to Mr. Livera's restaurant on I. St., and consumed the following, for 75 cents: One big dish of anti-pasto. One smoking tureen of thick lentil soup. One side bowl of mushrooms broiled in butter. One side dish of excellent hel-paese cheese. One big bowl of mixed salad—tomatoes, lettuce, onions, cucumbers, endive with oil-and-vinegar dressing. One filet steak, two inches thick and as broad and long as your hand. One walloping dish of spaghetti or macaroni or fettucini or ravioli.

"With this meal came great steaming hunks of garlicky Italian bread, soaked in butter. With it came a glass of red wine—about three-quarters of a pint. Dessert was rum-cake and/or pistachio ice cream with rum on it, plus coffee.

"Refills on everything but wine were free. My friend Angelo smiled happily over a 10-cent tip, and occasionally asked me into the back room to take a

glass of strega or some such on the house.

Well after 1938 I used to stop at a suburban restaurant off 16th St., also in our metropolis, and eat a very decent dinner of salad, meat, three vegetables, assorted sweet and sour puddings, coffee and dessert for 45 cents in quiet, tea-shoppe sort of place, and I got it when they kicked the ante to 55 cents a head. I was rich enough in those days to own a house and drive a Dodge coupe, too.

There you have the insidiousness of gradual inflation. Inflation is not really the baskets of currency the Germans used after World War I to buy a loaf of bread. Insidious inflation is the 25-cent milkshake, the two-bit sandwich, the sneered-at 10-cent tip, the dime phone call."

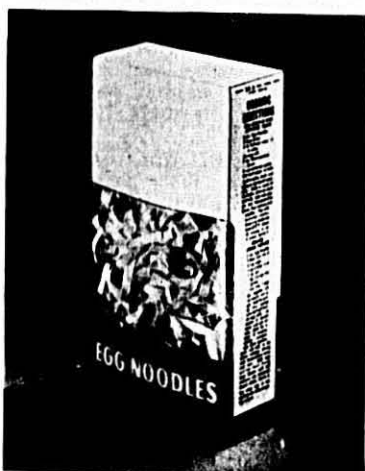
### New Tripl-Vu Window Carton

The Rossotti Lithograph Corporation, North Bergen, New Jersey, specializing in labels and folding cartons, has announced an addition to their line of visible window cartons. The Tripl-Vu construction supplements the Singl-Vu and Dobl-Vu window cartons.

The new package has Cellophane windows on three sides. The sizes and shapes of the window can be controlled, thus offering opportunities for variety

in design and carton construction.

The objectives in bringing out this new package are to achieve maximum product visibility with protection against breakage and maintenance of



Cellophane windows on three sides is Rossotti Lithograph Company's aid to the "impulse buying" habit of buyers. Available in any desired size and shape.

high speed, efficient package filling and handling.

Other features of the new Tripl-Vu window carton are: (1) Full color lithography permits appetizing colored

pictorials on the main and side panels. (2) Brand names and trademarks can be clearly displayed for easy identification, and (3) The new package can be easily stacked for mass display purposes and will stand on the consumers' shelves without spilling.

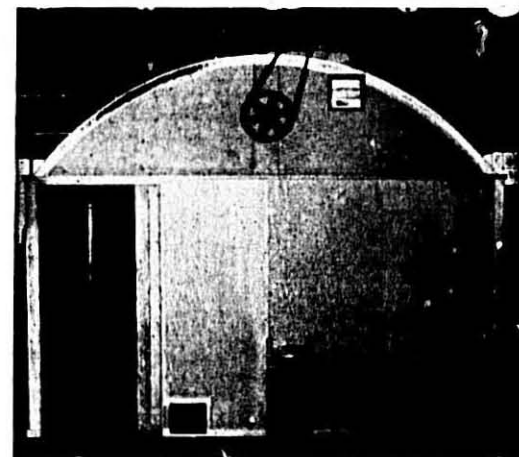
The Tripl-Vu window carton is exceptionally adaptable to rice, dried fruits, vegetables, egg noodles and macaroni products. It has been designed as a stock item to offer an easy, inexpensive means to test consumer acceptance.

### General Mills' Annual Report

General Mills (Betty Crocker, Gold Medal Flour, Bisquick, et al), in its 22nd annual report, shows earnings of \$13,251,218 compared with \$11,654,036 in the previous year. Wages and salaries (including retirement benefits) were \$45,568,148 compared with \$43,722,495 the preceding year. Total sales were \$395,834,706.

Earnings per share of common stock amounted to \$5.87 compared with \$5.11 the previous year. Earnings averaged 3.3 cents on each dollar of sales.

Dividends declared on the common stock, including a 50 cent year-end extra, totaled \$2.50, or 25 cents more than the previous year. Total dividends to the approximately 13,500 holders of



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all classes of stock were \$6,443,249. Earnings retained for use in the business were \$6,807,969.

Harry A. Bullis, chairman of the board, and Leslie N. Perrin, president, in a signed introductory letter to the annual report described the use of the earnings retained in the business.

"Earnings in excess of dividends totaled \$6,807,969. This amount retained for use in the business permitted the company to invest approximately \$2 million to improve its plant facilities and to retire the outstanding debentures of \$3.4 million without undue reduction of working capital."

The company reported its net worth as nearing one hundred million. The excess of assets over liabilities and reserves totals \$99,953,296 compared with \$93,145,327 last year, according to the report.

### Facts About National Macaroni Week October 5-14

Ten days . . . 10 big shopping days starting on Thursday, which is a big day for food advertising in newspapers, with recipes and editorial comment on the women's pages. The second Thursday of the week has a double punch, in that it will be Columbus Day. Glorious opportunity for pub-

licity and associating Latin romance and history with our products.

National Macaroni Week coincides with National Wine Week and the Cheese Festival throughout the month of October. Producers of wine and cheese already have announced their intentions to tie in their own advertising and promotional activities with Macaroni Week to boost the sales of their own products.

National Macaroni Week, as its name implies, will cover every city, village and hamlet in the United States. People will read more, hear more and talk more about macaroni, spaghetti and noodles so sales can be sharply stimulated for those who tie in with it effectively.

In addition to the publicity that will be gained through every means available to make the public conscious of Macaroni Week and the products you manufacture, other members of the food industry who have indicated their desire to co-operate with advertising and promotion in National Macaroni Week include Campbell Soup Company, H. J. Heinz, National Dairy Council, CVA Corporations, American Meat Institute, National Fisheries Council, National Live Stock and Meat Board, Tobasco and Del Monte Tomato Sauce, Pet Milk Company, Carnation Milk, the Great Atlantic & Pacific Tea Company, Kroger Stores and scores of advertising agencies repre-

senting a wide variety of clients in the food producing field.

Gummed stickers heralding National Macaroni Week are being made available to all for use on all of the letters and business forms that go to the trade.

Point-of-sale material which should be placed in every grocery store prior to National Macaroni Week is being readied by the National Macaroni Institute. It consists of posters 17 x 22 in size with three attractive Kolor-chrome dishes of macaroni, spaghetti and noodles reproduced in four colors. On the back side of the posters in two colors will be shelf talkers for macaroni, spaghetti and noodles, with a quarter panel for grocers to mark tie ins, specials or whatever he likes, in addition to instructions for the grocer on ways of displaying your products.

All macaroni-noodle manufacturers are being advised to use the stickers and posters, plus their own material, to drum up enthusiasm with salesmen, with distributors and with customers.

### "Three Daughters" to Atlantic City

In October, 1948, a macaroni packaging and distributing business was founded in Miami, Fla., by Mrs. Ada Roncace. The business progressed slowly and later its name was changed

to the Miami Macaroni Co., after its city of adoption.

However, rents in Miami are high and the spaghetti needed for its business had to be imported from the northern spaghetti factories, the freights making the raw materials cost prohibitive. So the plant in Miami was closed and the business moved to Atlantic City with a changed name which was incorporated.

The firm specializes in two or three items, though plans are under way to add a number of new items as soon as practical. Its chief product is a full-course spaghetti dinner in a package that includes spaghetti, sauce and grated parmesan cheese. The second item is spaghetti sauce in 9-ounce and 16-ounce jars. The Atlantic City newspapers hail the move from Florida to New Jersey as a reversal of the trend of industry from the North to the southland.

The business is housed in a new 35 by 50-foot concrete building, capable of expansion upward and outward. It is located at 10 North Iowa St. and is operated by Mrs. Ada Roncace and the Misses Alice and Irene Roncace.

### PMMI Plans Convention

Plans for the 18th annual meeting of the Packaging Machinery Manufacturers Institute, to be held from September 23-26, at the Homestead, Hot

Springs, Virginia, have been announced by Edwin H. Schmitz, Standard-Knapp, who is chairman of the program committee.

The PMMI annual business meeting and industry planning conference will be scheduled for Monday and Tuesday, September 25 and 26.

### Macaroni Day

August 3, 1950, was a memorable day for many of the residents of northern North Dakota and visitors. It was the first observation of Macaroni Day at Devil's Lake, N. D., when leading farmers and businessmen co-operated in sponsoring what is hoped to be an annual event in that section of the state, covering about 12 counties which encompass the "durum triangle."

The celebration, according to the newspapers of that section, was to focus attention on durum, which is the essential basic ingredient in the manufacture of quality macaroni products.

Leading off the activities was a huge parade with many bands from cities in the durum triangle, marching units, colorful floats, two of which carried the queens and their courts. The two queens, one titled "the Durum Queen," and the other "the Macaroni Queen," were appropriately crowned at a costume ball that evening, each surrounded by their ladies-in-waiting, all runners-up in the contests that raged

hotly for two weeks.

At noon a lively spaghetti-eating contest was staged. The prize was a box of spaghetti. Starting at noon, delicious spaghetti with a choice of several sauces was served free to thousands.

A speaking program featured the afternoon. North Dakota officials, leading durum producers and officials of the National Macaroni Manufacturers Association spoke, among the latter being Maurice L. Ryan, vice president and chairman of the Durum Growers Relations Committee and C. L. Norris, adviser.

The affair was voted a gigantic success, its promoters promising to try and make this an annual event.

### Death of Leopold Horowitz

Leopold Horowitz, president of Horowitz Brothers & Margareten, 29-00 Review Avenue, Long Island City, N. Y., makers of matzo's and noodles, died July 5 after an illness of several months. He was 84 years old.

Born in Hungary, Mr. Horowitz came to this country as a boy and when the Horowitz firm was founded in 1910 by his father, the late Jacob Horowitz, he became its secretary. He has been president since 1926.

He was associated with numerous charitable, religious and civic organizations in the New York City area. He

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James J. Winston, Director  
Benjamin R. Jacobs, Consultant  
156 Chambers Street  
New York 7, N. Y.

is survived by his widow, Mrs. Eva K. Horowitz, four daughters, two sons, one sister and one brother.

The Horowitz Brothers & Margaret firm has long been a supporting member of the National Macaroni Manufacturers Association and active in the promotions sponsored by that organization and its affiliates.

**Enforce Noodles Standards**

The industry at large is invited to co-operate with the National Macaroni Manufacturers Association in enforcing the laws pertaining to egg noodles. The law requires that noodles or egg noodles must contain five per cent of egg solids. In the few states where the state laws are not in line with the federal laws dealing with noodles, attempts will be made to bring about uniformity for easier and fairer enforcement.

The board of directors of the national association at the industry convention in Chicago, June 19-20, 1950, recommended the continuation of the enforcement study on egg noodle products. The Jacobs Cereal Products Laboratories, 156 Chambers St., New York 7, N. Y., under the direction of James J. Winston, director, was retained to receive samples of noodle products for testing.

Members of the national association

are asked to submit to the laboratory samples of noodles that they have re-



James J. Winston, formerly the chief chemist in the Jacobs Cereal Products Laboratory Plant at 156 Chambers St., New York City, was recently made a co-partner of Benjamin R. Jacobs when the firm was reorganized into the Jacobs-Winston Laboratories, Inc. With Mr. Jacobs being in semi-retirement, Mr. Winston will be in full, active charge of the activities of the laboratory, which has served the macaroni industry for nearly a generation.

son to feel are below standard for analyses for compliance with the federal and state standards, both as to egg solids and artificial color. All samples submitted for analysis must be in their original, unbroken container, or wrapper, and must be accompanied or followed with the following information: (1) Place of Purchase; (2) Date of Purchase and (3) Price of product.

Substandard and adulterated products will be reported to the proper authorities for their investigation. The result of the analysis and examination of samples submitted will be forwarded to those who send in the samples. The prime purpose of this action is to safeguard the quality of noodles being sold in the open market.

**WELL DISPLAYED**

(Continued from Page 30)

chases made in retail stores, they have come up with some very interesting information. Checkers have carefully tabulated, by talking to consumers who enter supermarkets, what they wished to purchase upon entering the store. These same people were checked again when they left the store to find out how much of the original list of planned purchases had been adhered to.

Notice this interesting chart. The

classification that you are interested in is your own product: spaghetti, macaroni and noodles. Notice that 32.6 per cent of the people entering the store had planned to buy some type of macaroni or spaghetti product. Notice also that 67.4 per cent of these people, who had no intention of buying a macaroni product, walked out of the store with it.

There, gentlemen, is your opportunity: there is your chance to do a job while the consumer is in the store with the money in her hand and ready to buy your product.

Just by way of contrast, notice, for example, some other products such as fresh meat: 41.4 per cent of the purchases are planned; fresh vegetables, 47.7 per cent are planned, and in the case of fresh poultry 66.6 per cent are planned. That means that in these cases, these people have less opportunity to convince buyers because they go into the store with the avowed intention of buying that product and walk out of the store with the product they intended to buy.

But here you have the terrific opportunity and here is where packaging will play a very important part in your merchandising program. Merchandising your product calls for ingenuity as it does in all foods. You can't merchandise today's product with yesterday's methods or yesterday's packages. Your

product is a good profit item for the week end. It is one of the items the retailer likes to sell if you will help to move it with the speed which the space allotted to you warrants.

People buy what they know. Advertising is the instrument that makes the public acquainted with your product. Advertising is essential to your product, but I submit to you that packaging should be considered as another phase of advertising. No advertising man in his right mind would suggest one medium, and I say to you, "Don't neglect any of the mediums of advertising, whether it be newspaper advertising, radio, television, store displays, window strips, or packaging."

You have a terrific opportunity, that's why I say that today's merchandising opportunities presented to you by self-service stores are a challenge to you. It's up to you.

**U. S. TRADE**

(Continued from Page 8)

in the United States rose to 916,753,000 pounds, an increase of 43 per cent over the prewar period.

To meet the expanding markets at home and abroad, production of macaroni products in the United States was increased rapidly, until in 1948

an all time high of 1,139,748,000 pounds was reached. In that year, per capita consumption in the United States was 6.2 pounds, and the exports were 223,732,000 pounds.

During the latter part of 1948, foreign exchange problems began to mount rapidly and in order to conserve dollars, restrictions were imposed against United States macaroni by most of the important importing countries. In 1949, per capita consumption in the United States was the same as in 1948 (6.2 pounds). Total United States consumption, however, increased by 16,191,000 pounds. But the loss in foreign markets forced manufacturers to reduce production by 184,312,000 pounds, about 16.2 per cent. In 1949, United States exports dropped to 23,200,000 pounds.

The total value of macaroni products exported from the United States in 1948 was \$26,014,000 and in 1949, \$2,405,000. Exports to European countries in 1948 totaled 215,030,000 pounds, in 1949 only 17,004 pounds. The drop was 92.1 per cent. Of the European countries, only Portugal, France, Eire, Poland and Iceland, listed in order of importance, imported greater quantities of macaroni products from the United States in 1949 than in 1948. Italy, taking more than 176,600,000 pounds in 1948, reduced her imports to about 45,000 in 1949. European

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Tutto questo si può eliminare solamente con una costante e meticolosa manutenzione delle Trafilè.

Ritenendosi il sottoscritto veramente un esperto del ramo, raccomanda l'attenzione del presente annuncio ai Fabbricanti di Paste Alimentari per l'utilità che può arrecare la costante manutenzione delle Trafilè.

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countries importing more than 100,000 pounds each of macaroni products from the United States in 1949 are listed here, showing the number of pounds imported: Greece, 9,037,000; Switzerland, 4,546,000; Belgium and Luxemburg, 2,438,000 and Portugal 698,000. France, Germany and Eire each imported less than 100,000, but more than 50,000 pounds from the United States in 1949.

United States exports of macaroni products to Western Hemisphere countries, the second largest market area, amounted to 6,281,000 pounds in 1948 and 3,807,000 pounds in 1949. Brazil, the largest importer of this group, took 2,296,000 pounds in 1948 and none in 1949. Western Hemisphere countries importing more than 100,000 pounds each of macaroni products from the United States in 1949 (and the number of pounds imported) were: Cuba, 918,000; Dominican Republic, 792,000; Canal Zone, 782,000; Mexico, 403,000; Panama, 316,000; Venezuela, 180,000; and Haiti, 127,000.

Asiatic countries imported 1,546,000 pounds of macaroni products from the United States in 1948, and 1,869,000 pounds in 1949. The Philippines, the largest Asiatic importer, took 594,000 pounds in 1948 and 989,000 pounds in 1949. Other Asiatic countries importing more than 100,000 pounds of macaroni products from the United States in 1949 were: Saudi Arabi, 364,000; Netherlands Indies (Indonesia), 115,000; and Lebanon 106,000.

United States exports of macaroni products to African countries in 1948 amounted to 834,000 pounds, and in 1949, 394,000 pounds. Two African countries—Angola and the Belgian Congo, took more than 100,000 pounds each in 1949. In 1948, Ethiopia, the largest African importer, took 300,000 pounds, but nothing in 1949. The

Union of South Africa, the second largest importer in 1948, took 262,000 pounds, but reduced her imports in 1949 to 3,000 pounds.

**United States Imports of Macaroni Products by Countries of Origin, 1948 & 1949**

The United States normally imports two types of macaroni products, one containing eggs and the other without eggs. The type without eggs is the more important. United States imports of this product in 1948 amounted to 594,000 pounds, and in 1949, 666,000 pounds. United States imports of macaroni products containing eggs amounted to 123,000 pounds in 1948 and 21,000 pounds in 1949. China was the most important source for both types. Hong Kong, Japan, and Canada are less important sources.

Total imports of all macaroni products were valued at \$401,000 in 1948, and \$316,000 in 1949.

**ENERGY REQUIREMENTS**

(Continued from Page 11)

have an athletic individual who has very little fat; and a relatively greater amount of true muscle. It is possible that the latter individual really should have a little more fat in order to be in the correct nutritional state. Keys thinks that it may be possible to get worthwhile data in answer to such a question by action estimation of the fat content of the body. This might perhaps be done by using a method which determines the true density of the body. Since fat has a lower specific gravity than water, any marked increase in the fat content of the body

**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			
	1950	1949	1948	1947
January	691,006	799,208	1,142,592	1,032,916
February	829,878	799,358	1,097,116	664,951
March	913,107	913,777	1,189,077	760,294
April	570,119	589,313	1,038,829	780,659
May	574,887	549,168	1,024,831	699,331
June	678,792	759,610	889,260	650,597
July	654,857	587,453	683,151	719,513
August		907,520	845,142	945,429
September		837,218	661,604	1,012,094
October		966,115	963,781	1,134,054
November		997,030	996,987	1,033,759
December		648,059	844,800	1,187,609

**Crop Year Production**

Includes Semolina milled for and sold to United States Government:  
 July 1-30, 1950.....654,857  
 July 1-30, 1949.....636,012

theoretically would lower the density. Attempts have been made to measure the thickness of the skin by means of calipers and thus to get some idea of the amount of fat under the skin.

Some of the possibilities which Keys mentions in this connection are interesting. Suppose an individual is extremely inactive. He may have a greatly sub-normal muscle mass but at the same time be actually obese, "even though he has a body weight which is normal or even somewhat sub-normal for his height. On the other hand, the devotee of athletics in spite of a normal body weight may be undesirably lean. He may need more food to achieve a reasonable fat mass in his body." One has to consider whether there is any abnormality of hydration—to what extent there is an undue retention of water in the tissues or what might be called a hidden edema. The doctor may have to consider whether it is desirable "to keep the diabetic patient thin and the tuberculosis patient fat." Then the physician has to consider the psychologic state of the patient and the extent to which this may be affected by a generous large intake of food, or whether there is some hazard of a circulatory disorder to be encountered in the obese individual. These points arise and the physician has to make a decision of some kind regarding them. Keys thinks that "except in hyperthyroid patients it is seldom wise to attempt the alteration of caloric balance by changing the energy output; it is far easier and surer to adjust the intake. In the great majority of cases, patience and a clear understanding of the elementary facts of nutrition will bring success."

This review by Keys has the virtue of emphasizing to nutritionists the importance of making a more discriminating application of the general facts and principles concerning energy metabolism and energy requirement to specific individuals. It is a fact that conclusions from statistics cannot really be applied to any given individual. In the practice of medicine it is certainly true that the treatment must be a highly individual affair. The physician must take into account all possible factors in dealing with the particular patient. Facts that may apply to large population groups may not similarly apply to given individuals because of various peculiar circumstances and characteristics pertinent to that individual.

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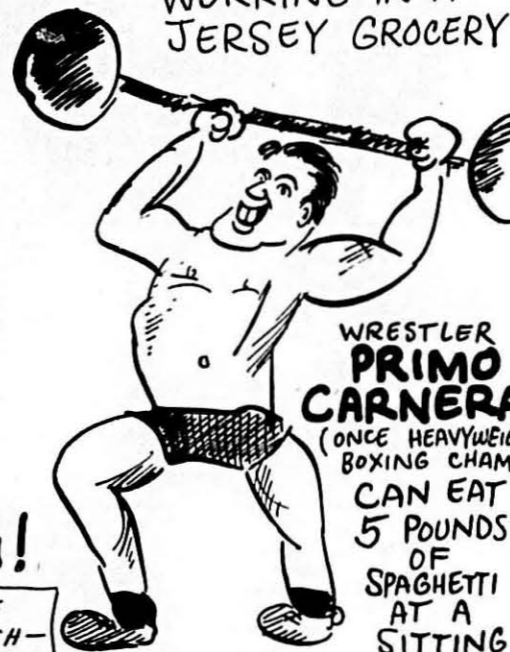
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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

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

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

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Vol. XXXII August, 1950 No. 4

**National Macaroni Manufacturers Association**

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Region No. 6  
J. Harry Diamond, Gooch Food Products Co., Lincoln, Nebr.  
Region No. 7  
Edward D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Cal.  
Region No. 8  
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.  
Region No. 9  
Walter F. Villaume, Minnesota Macaroni Co., St. Paul, Minn.  
Region No. 10  
Vincent DelDomenico, Golden Grain Macaroni Co., San Francisco, Cal.  
Region No. 11  
John Laneri, Fort Worth Macaroni Co., Fort Worth, Texas.  
At-Large  
Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.  
C. F. Mueller, C. F. Mueller Co., Jersey City, N. J.  
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.  
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.  
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.  
Jerry Tu, gus, National Food Products Co., New Orleans, La.  
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, O.  
Robert S. Williams, Robert Williams Foods, Los Angeles, Cal.  
John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y.



milk by using milking machines, because they will cut the labor cost. We'll stake you to the machines for free and you'll make more money selling a gallon of milk for the price of a quart than you are now making selling a quart of milk for the price of a gallon."

Big Mouth won his point, the farmers got the milking machines and then birds all over Birdland bought cows to get free milking machines and to clean up a fortune in dairy farming. Soon there was so much milk here that they were dumping it in Crane Creek. Then the farmers cried, "We can't make a living on the distress prices now existing." Pelican was up against it because so many birds were now selling milk that there were far more sellers than buyers.

So, to keep in right with the most voters, he promised to have a law passed, calling for "A quart of milk for the price of a gallon." But just then the milking machine company demanded payment for the machines Pelican had bought. The treasury was empty. "Take back your machines," roared Pelican. "They're all wrecked," said the company investigators, "worn out by producing abnormally heavy supplies of milk in the false hope of making butterfat profits. We don't want these old machines. We'll get a court order and take the cows to satisfy our claim." This they did. Now

Birdland is worse off than before. You can milk a crocodile easier than you can control supply and demand with political promises.

Very wisely yours,  
Ollie The Owl

**The Macaroni Problem**

Macaroni, which is made of durum wheat, is a relatively slow seller in the United States, averaging only 62 pounds per capita annually against 116 pounds in Britain and 60 pounds in Italy. Hence the new National Macaroni Institute has been organized as a public relations account (Ted Sills) and the first order of business—would guess this—is Macaroni Week. October 5-14.

—Space & Time, New York City

**New Association Members**

Secretary-treasurer Robert M. Green reports two new members of the National Macaroni Manufacturers Association in July as a result of the sectional meeting held the latter part of that month in New Orleans, namely: Colonial Macaroni Mfg. Co., New Orleans, and Taormina Brothers, New Orleans.



**Already a "BUY"-word**

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

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

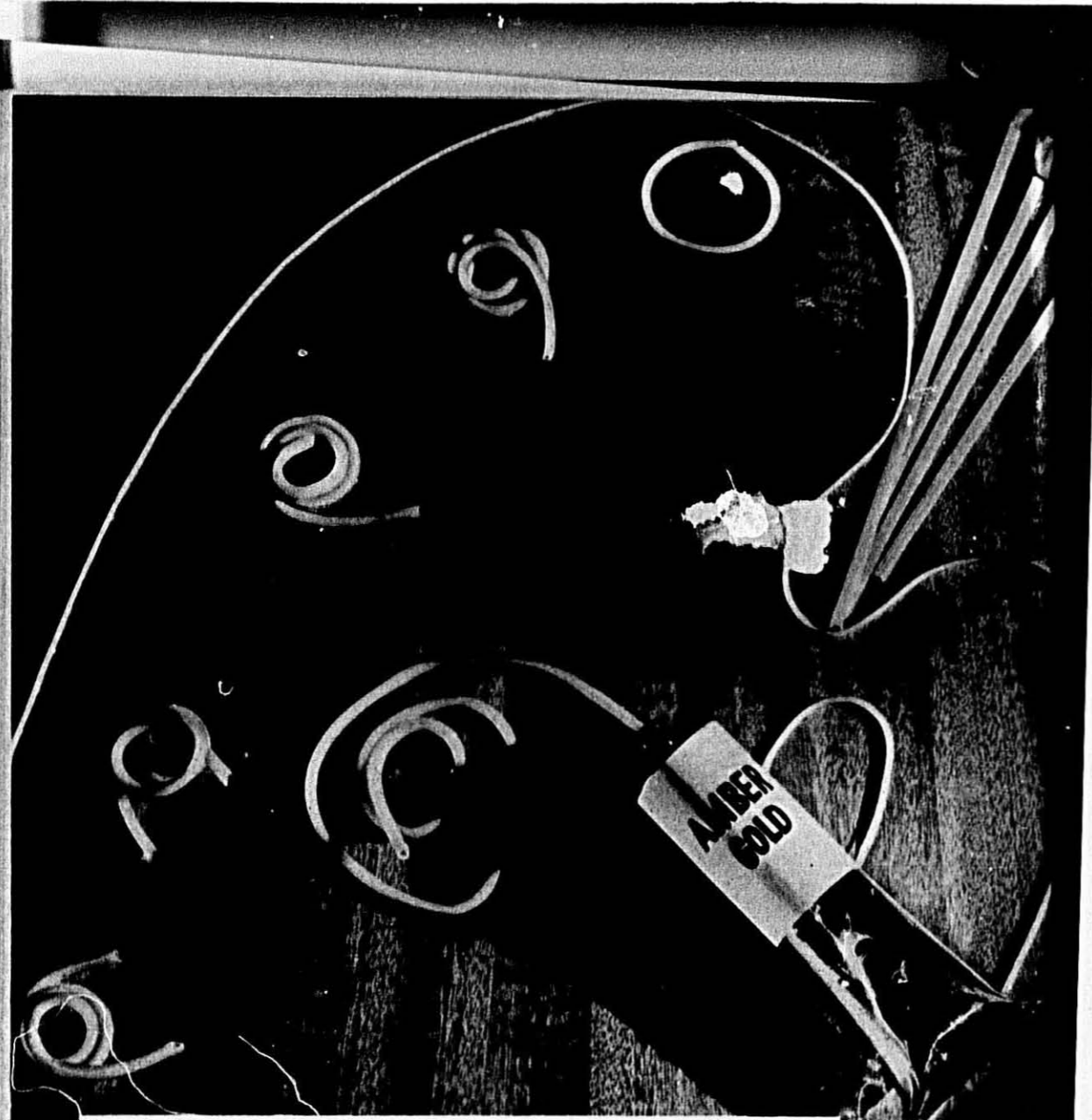
Do they see the familiar "BUY"-word, "ENRICHED," on your packages? If not, act now to bring your products up to date.

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

**'ROCHE'** Vitamin Division

HOFFMANN - LA ROCHE, INC.

NUTLEY 10, NEW JERSEY



## ARTISTS AREN'T THE ONLY ONES

with keen eyes for *color*. Macaroni manufacturers have to know their colors, too—because color has so much to do with the popularity of their macaroni, spaghetti, and noodles.

That's why we are so particular about the color of the wheats that go into Pillsbury's Durum Products. We're as careful about that as we are about choosing wheats that will give *your* products appealing flavor and fine cooking quality.

### PILLSBURY'S DURUM PRODUCTS

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

