

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 11**

March, 1952

MARCH, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Special for Lent



To housewives who are seriously concerned about their food budget—and who isn't these days—Lent (February 27 to April 12, 1952) is the ideal time to investigate the money-saving possibilities of macaroni products. Teamed up with protein-rich foods, such as cheese, fish, milk and eggs, they provide nutritious meals that really satisfy the most critical members of the family. Take "Salmoneroni Bake," for instance. Crunchy breadsticks and colorful coleslaw (red and green cabbage) go well with it.

Recipe on Page 13. Courtesy the National Macaroni Institute

WHY GOOD PACKAGING?



Shrewd merchandisers of today insist upon maintaining the quality of their packaging. Good packaging, whether measured in terms of immediate business or the long pull, always has these advantages:

1. It lowers costs because of added efficiency in handling, packing and shipping.
2. It lends itself to eye-arresting window, counter and mass displays.
3. It whets the appetite, creates desire, stirs the consumer to impulse sales.
4. It sells your product in the store.
5. It shows how to use your product properly in the home.
6. It encourages repeat sales through suggestions for new and interesting uses.
7. It helps make your product a household word. Folks eat the food they know about.
8. It promotes the sale of your other products.
9. It builds prestige for your brand.
10. It represents 100% Advertising, with no waste circulation. Every package counts.

Rossotti Makes Good Packaging

The following Rossotti representatives will gladly discuss your individual packaging problem and give you a FREE analysis of your present package. Just write or telephone the sales office nearest your headquarters.

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Rossotti packaging consultants and manufacturers since 1898.

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8511 Tonnelle Ave., North Bergen, New Jersey

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KNOW—WHERE is a good idea, too!

No doubt about it . . . Amber's No. 1 Semolina enjoys an enviable reputation among quality Macaroni Manufacturers for superior color, quality and uniformity because our personnel have *know-how*.

But that's only half the reason. They *know-where*, too.

Finding the best Durum wheat available for Amber's No. 1 Semolina is the other half of the reason why Amber Mill customers never worry about the color, quality and uniformity of their products. We're able to locate top Durum wheat. We buy only when top Durums are offered . . . *wherever* they're available.

This combination of *know-how* and *know-where* makes doubly sure that Amber customers can safely depend upon Amber's No. 1 Semolina for superior color, quality and uniformity . . . every shipment.

Wouldn't you say Amber No. 1 Semolina is a good idea . . . for you?



AMBER MILLING DIVISION

Farmer's Union Grain Terminal Association

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

The MACARONI JOURNAL

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You and Your Business Association

"All benefit from what a few do," is undeniably true with respect to activities of trade associations and particularly so in the macaroni-noodle field, of its National Macaroni Manufacturers Association and National Macaroni Institute. Little or great as may be the accomplishments through such organizations, they cannot be contained for the benefit only of the supporters. These overflow to all in the industry.

The National Macaroni Manufacturers Association must be attaining its objectives as it is one of the oldest in the country in continuous existence, probably for the good reason that it was set up only to do what is legal and practical in an organized way for its members and for the trade generally. That it has failed to gain 100 per cent support among the diversified interests that compose the industry is no discredit to its purposes and activities. In all businesses, there will always be dissenters or non-conformists.

The U. S. Department of Commerce defines a trade association as "A non-profit, cooperative, voluntarily-joined organization of business competitors designed to assist its members and its industry in dealing with mutual problems in several of the following areas: accounting practices, business ethics, commercial and industrial research, standardization, trade promotion and relations with government, employes and the general public."

Manufacturing is the largest category of national trade associations, the National Macaroni Manufacturers' Association being a good example in that classification. Distribution, public utility and transportation are other major categories.

The organized group rather than the individual has, to a large extent, become the working unit in American democracy, comments John C. Patterson, author of "Association Management," a new treatise on the subject of direct or indirect interest to all businessmen, including the macaroni-noodle makers and millions of other industrial and

professional people. The book is factual, interesting, enlightening and well worth studying.

In a trade and similar association, the businessman delegates his organization to speak up for him when legislation affecting him or his trade is pending in Congress and state legislatures. It acts for the group as a whole, not for the individual.

The U. S. Department of Commerce reports that there are more than 12,000 trade associations and 5,000 professional associations in the country. National trade associations alone have more than a million business firms as members, and these associations employ more than 16,000 executives and clerical workers. Their public relations budgets aggregated more than 50 million dollars in 1945, and probably exceed 100 million today.

Charles Sawyer, secretary of commerce, expressed this thought about trade associations in 1949: "It appears to me that American businessmen form trade associations primarily for the purpose of self government. They want to know more about their own business by talking with others who are meeting the same problems, and who have ideas that may be valuable. The American businessman characteristically talks with pride about the way he has solved his own problems and advises his fellow businessmen to try the same solution. This trait is one of the most important reasons for our tremendous advances. The popularity of the trade association is the result of the same strong tendency towards the practical sharing of techniques and ideas."

The association is an instrument of social and economic action. These are principles proved by experience that apply in organization of groups and to implementation of their programs. Americans rely on this science of group action for the operation of their social and economic system. The trade association is here to stay and the prospects are that it will become increasingly important as an economic and social institution.

March, 1952

THE MACARONI JOURNAL

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There's

of POTENTIAL for

PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products.

The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

25x

32x

25x

The Winner Dinner

Six Industries Pool Advertising Resources to Back the Greatest Inter-Industry Product Selling Program Ever Developed

The Winner Dinner promotion scheduled for March and April is the most gigantic inter-industry related product selling program ever developed, with every participant's dollar multiplied 10 times in value because of each partner's support, Harold H. Jaeger, director of the marketing bureau of the Can Manufacturers Institute told a meeting of the Associated Blue Lake Green Bean Canners, Inc., in Atlantic City recently. Some 250 canners, brokers and distributors were present.

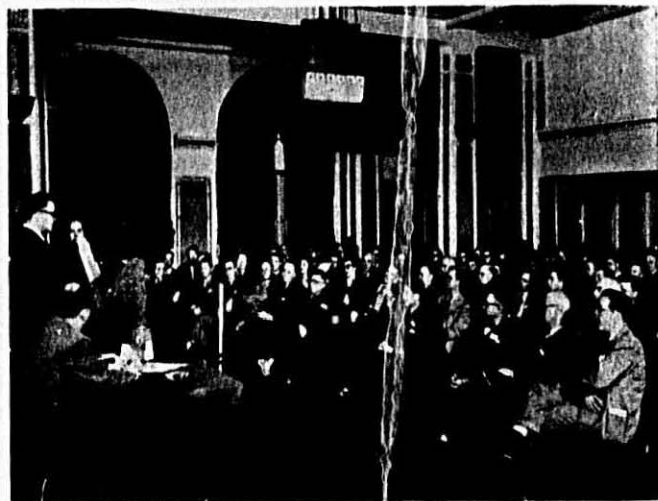
The Winner Dinner has three main product ingredients—canned Blue Lake green beans, canned California tuna in oil, and elbow macaroni. The Winner Dinner promotion harnesses the advertising, promotional and manpower resources of six great industries: the Blue Lake green bean canning industry, the California tuna canners, the tunaboat owners, the macaroni industry, the steel industry and the can manufacturing industry.

The promotion has a two-fold aim. It is aimed at inducing a greater immediate consumer movement of canned green beans, canned American tuna and macaroni, and it is aimed at building an increasingly larger market for the product of each of the principal contributors to the program, not only through this one great drive, but through sustained market development activity planned far into the future.

On the team are the 11 "hardest hitting, most aggressive and farsighted businessmen in the green bean canning industry," Mr. Jaeger said plus California tuna canners representing 90 per cent of the nation's entire output, plus the tunaboat owners and operators, engineers and crew members (who have become the first such group to participate in merchandising the product their boats bring back), plus the macaroni industry.

The advertising, merchandising, publicity and sales value of the combined forces in the Winner Dinner promotion add up to a half million dollars. The essential element to make the promotion work, however, is the manpower and enthusiastic support of each participant, his sales organization and his brokers, Mr. Jaeger said.

Dr. W. M. Chapman, director of research of the American Tunaboat Association, San Diego, represented the tuna industry at the meeting, and Gerry Lynn, Theodore Sills & Co., represented the macaroni manufacturers. The Can Manufacturers Insti-



The Winner Dinner Story, a story of a co-operative promotion sponsored jointly by six great industries, was told at the Atlantic City meeting of the Associated Blue Lake Green Bean Canners, Inc., and their brokers by Harold H. Jaeger, director of the marketing bureau of the Can Manufacturers Institute. The six participants are the Blue Lake green bean canners, the tunaboat association, the tuna canners, the macaroni industry, the steel industry and the can manufacturing industry. Also on the platform is Norman W. Merrill, president of the Associated Blue Lake Green Bean Canners, Inc. Nearly 250 canners and brokers attended the meeting.

tute's editorial program reaching food editors and broadcasters on newspapers, radio, and television stations reaching 100 million consumers was outlined. Gordon C. Corbaley, head of the American Institute of Food Distribution, urged canners and brokers to put their full weight behind this powerful promotion. Norman W. Merrill, president of the Associated Blue Lake Green Bean Canners, Inc., presided.

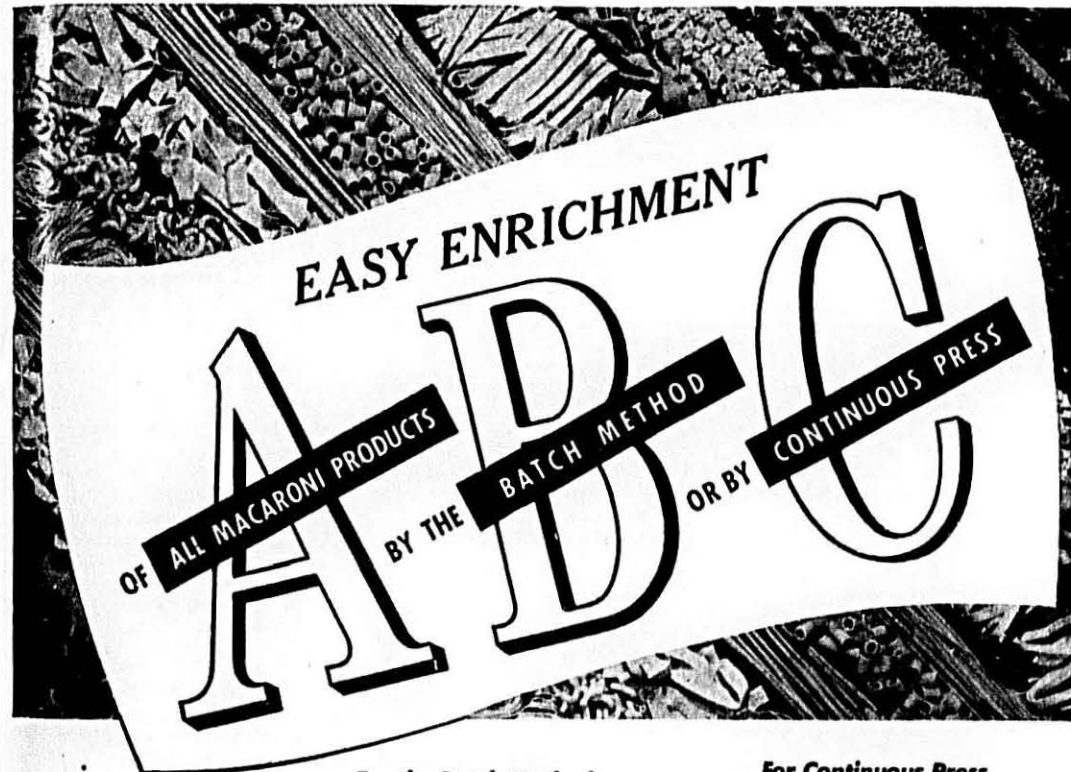
WINNER DINNER CLICKING

"Everybody gets into this act to promote a Winner-Dinner," reports Charles M. Sievert, feature writer for the *New York World-Telegram*, in commenting on the New York meeting of eastern brokers and salesmen of the sponsors of the Winner-Dinner promotion that is arousing considerable interest in the food trades. He adds: "You don't need a lot of money to advertise in a big way if you do the straight-line thinking that some packers and industries have done for a half-million dollar ad pitch. . . . Some 20 tuna packers, 19 macaroni makers, 11 canners of 'blue lake' green beans, the Can Manufacturers Insti-

tute, tuna boat owners on the West Coast and the steel industry are all chipping in to ad-toot a 'winner-dinner' theme. . . . Alone, the tuna, macaroni and green bean canners couldn't do much advise, considering the number of brands they have, but since their prime objective is to push sales of their products, this unique tie-in ad campaign holds exceptional promise. . . . Of course, the can and steel industry and the tuna boat owners seemingly are remote from the consumer end of the deal, but the sales success of these products has a direct bearing on their own business volume."

Heinz' Shelf Talkers

Macaroni, one of the shopper stand-bys during the Lenten season, receives store emphasis in a new shelf talker on Heinz cooked macaroni, which is now receiving national distribution in grocery stores through all Heinz sales branches. The shelf talkers show the labeled cans in a row and an individual dish of the product with the legend, "For an Adventure in Lenten Eating," with a price insert spot included in the design.



For the Batch Method

B·E·T·S

The ORIGINAL Enrichment Tablets

For Continuous Press

VEXTRAM

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.

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

Economically

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

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

Easily

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

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.

1430 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

Durum Supply Down

January Durum Wheat Stocks Lower Than Last Year's, But Compare Favorably With Supply On Hand In 1950

Durum wheat stocks of 39,132,000 bushels were on hand in the U. S. on January 1, 1952, states the Department of Agriculture in its semi-annual durum report. This was about 7,000,000 bushels less than was on hand a year ago, but about equal to the supplies of January 1, 1950. Stocks of January 1, 1952 were held in the following positions: on farms, 22,000,000 bushels; in country elevators, 6,000,000 bushels; commercial stocks at terminals, 5,794,000 bushels and merchant

mill stock of 5,338,000 bushels. Farm and country elevator stocks were about 4.5 million bushels less than the year before. Commercial stocks at terminals were about 2.2 million smaller and supplies at merchant mills .3 million bushels less than in 1951.

On the basis of the last official crop report, supplies of durum wheat available for the 1951-52 season are estimated at 60,813,000 bushels. This total supply is composed of the July 1, 1951, carryover of 22,865,000 bushels,

the 1951 crop of 36,572,000 bushels and imports of 1,376,000 bushels. From these supplies, mill grindings of 13,001,000 bushels took place during the July-December period. Exports amounted to 7,278,000 bushels. The quantity used for feed, cereal manufacturing, and other uses is tentatively placed in the supply and distribution table at 1,402,000 bushels. This is a residual figure, subject to revision when other data may be revised.

The last official estimate placed production of durum wheat for 1951 (three states) at 35,820,000 bushels—4 per cent less than the 1950 crop of 37,212,000 bushels. As usual, the bulk of the crop, 29,610,000 bushels, was produced in North Dakota, but this state's harvest was less than the 32,440,000 of 1950. Production was also smaller in Minnesota and South Dakota.

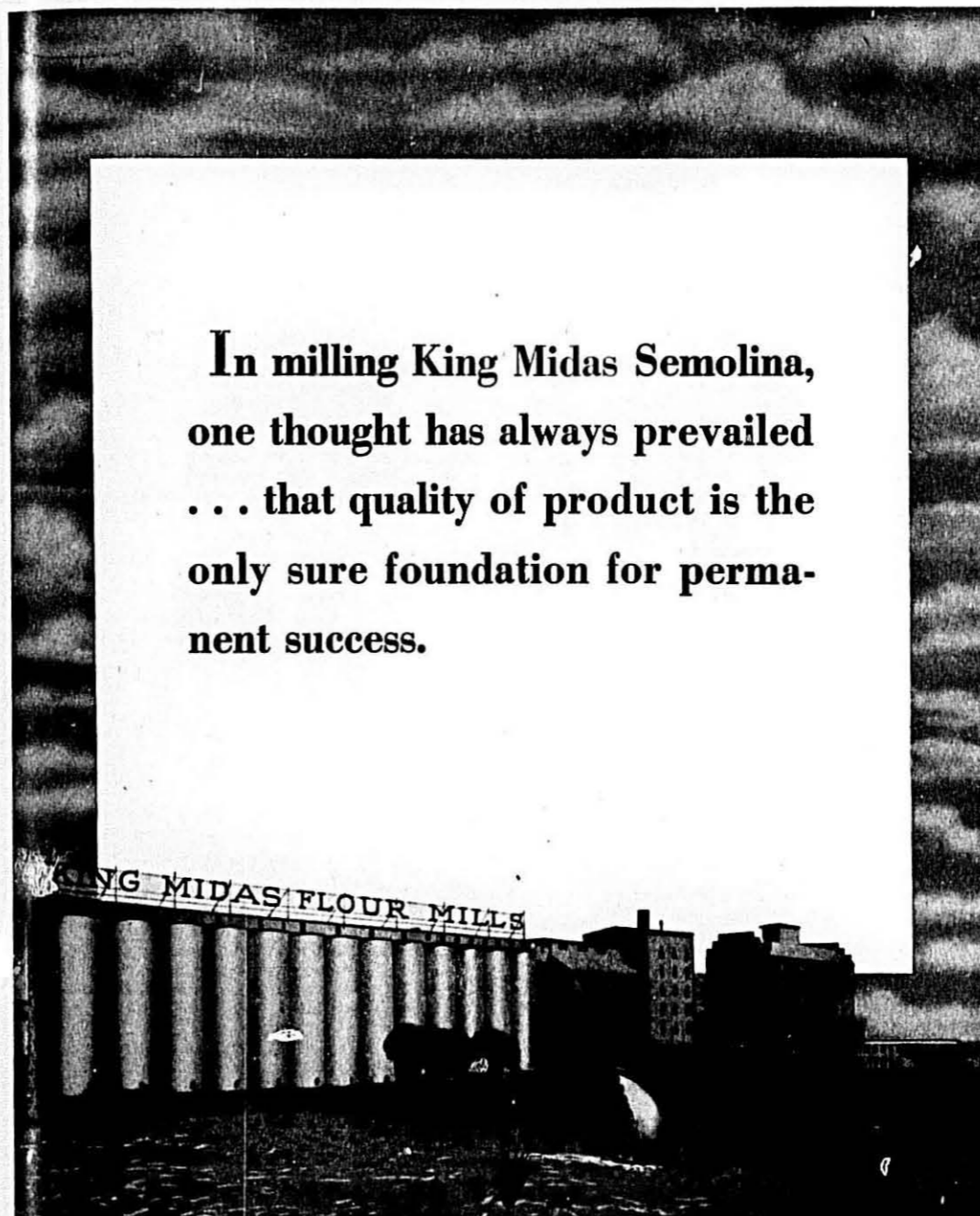
Although there were few reports of insect or disease damage throughout the growing season, the 1951 crop averaged poor in quality from a milling standpoint. This was due to extremely unfavorable weather which prevailed at harvest time. Early threshed grain was of good quality, but steady, heavy rainfall caught most of the crop at harvest time and made for a lot of high moisture, sprout damaged and badly off-color grain.

DURUM WHEAT: U. S. PRODUCTION AND DISTRIBUTION

	Production			Exports	
	Durum Wheat Average, 1938-39 1947-48 Bushels	Semolina 100# Bags	Flour 100# Bags	Macaroni Etc. Pounds	Semolina Pounds
July-December	10,665,107	3,568,920	998,919	11,480,525	7,764,447
January-June	10,115,942	3,581,950	808,106	27,389,076	14,955,321
Total.....	20,781,049	7,150,870	1,807,025	38,869,601	22,719,768
1944-45					
July-December	12,769,977	3,609,752	1,786,888	7,678,271	38,728,665
January-June	13,260,803	4,266,212	1,400,803	4,795,898	16,851,523
Total.....	26,030,780	7,875,964	3,187,691	12,474,169	55,580,188
1945-46					
July-December	12,663,562	4,171,084	1,315,576	7,760,088	4,282,975
January-June	9,578,574	3,642,316	723,562	25,856,026	11,876,829
Total.....	22,242,136	7,813,400	2,039,138	33,616,114	16,159,804
1946-47					
July-December	11,428,936	*5,163,498		46,252,127	2,950
January-June	9,936,202	4,026,058	400,063	33,802,997	31,688,505
Total.....	21,365,138	9,189,556	400,063	80,055,124	31,691,455
1947-48					
July-December	13,996,975	5,353,104	785,523	41,314,594	5,017,268
January-June	14,181,830	6,354,943	Included in Semolina	198,424,780	19,706,136
Total.....	28,178,805	11,708,047		239,739,374	24,723,404
1948-49					
July-December	11,452,355	*5,012,265	Included in Semolina	25,307,236	2,321,216
January-June	10,231,603	4,557,925		14,753,128	1,113,139
Total.....	21,683,958	9,470,190		40,060,364	3,434,355
1949-50					
July-December	11,662,778	*5,074,859	Included in Semolina	8,446,382	2,774,541
January-June	9,967,224	4,371,220		2,703,283	2,816,609
Total.....	21,630,002	9,446,079		11,149,665	5,591,150
1950-51					
July-December	11,961,459	*5,201,407	Included in Semolina	6,122,824	2,971,334
January-June	11,375,181	4,917,096		2,365,233	1,979,840
Total.....	23,336,640	10,118,503		8,488,057	4,951,174
1951-52					
July-December	13,000,983	*5,565,247		^b 1,909,707	^b 1,991,395
January-June					
Total					

* Mostly granular flour.
^b July-November

A Communist is the guy who borrows your pot to cook your goose in.



In milling King Midas Semolina, one thought has always prevailed . . . that quality of product is the only sure foundation for permanent success.

USDA Contact Committee

Realizing the need of keeping a friendly relationship with the several divisions of the United States Department of Agriculture in Washington, President C. F. Mueller of the National Macaroni Manufacturers Association, at the Winter Meeting in Miami Beach in January, named a special contact committee to work with government officials in promoting the general welfare of the macaroni-noodle industry under the laws and regulations of that department. C. W. Wolfe of the Megs Macaroni Co., Harrisburg, Pa., was named chairman. Assisting him are Joseph Giordano of V. LaRosa and Sons, Brooklyn; John P. Zerega, Jr., of A. Zerega's Sons, Inc., Fair Lawn, N. J., and Glenn G. Hoskins of Glenn G. Hoskins Co., Libertyville, Ill.



KING MIDAS
Semolina

Milled with Skill that is Traditional

KING MIDAS FLOUR MILLS  MINNEAPOLIS 15, MINNESOTA

Origin and Purpose of Specialties

Developed from signs, refined for wall, desk and pocket use, they remind people, repeat messages, request action, remember customers.

By H. E. KRANHOLD
Vice President, Brown & Bigelow

Reprinted by permission from
*Premium Practice and Business
Promotion*

WHEN MAN first made one more arrowhead or raised one more cow than he needed, he set out to trade it for some one thing he wanted that someone else made or raised. That was the beginning of salesmanship.

As man became more civilized, and specialized in making or raising some one thing better than somebody else, he soon was selling to more and more people—first locally, and then in other parts of his area or country. As his capacity to do business grew, he found he could not continue both making and selling his product. And he made arrangements with others to carry his product into other markets of the world.

The salesmen of yesterday were the forerunners of a civilization built on trade and barter. They were the early trappers and hunters who exchanged articles of manufacture for furs. They were the men who opened trading posts in the wilderness. They were the traders who sailed the high seas and exchanged goods for spices and silks of the Orient. They were the itinerant peddlers, the drummers and then the salesmen of today.

Beginnings of Signs

But the businessman found through all this that selling personally was not enough. The first need that developed in business was to *remind* people of his product and his location. Primitive man put his mark on a stone along a path. That was the beginning of the sign. When man opened his first store, he put a sign on the front to let people know what he sold. Signs were first mentioned in early Egyptian, Greek and Hebrew history, which relates the use of them to announce merchandise for sale.

In addition to their names, the merchants of 300 and 400 years ago also used signs to designate their business—a kettle for the tea shop, a boot for the shoemaker, and so on.

It was not long before the merchant realized that not all people passed his store, and he started to place his signs in other places where people passed daily. America saw the development of the sign on buildings, barns, fences. Then followed the billboard, the electric sign, the neon sign.

Another important development was the growth of the trade-mark, which had its inception in the Guilds of England. Craftsmen making a certain product banded together. They developed a marking for their product. Some of the Guild marks achieved a lasting reputation that still identifies such products as Harris tweeds and Sheffield silver.

Today signs have become a fundamental necessity. The world would be utter confusion without them. Can you visualize streets without names, firms without names on their doors, even yourself without a name—for your name is the sign that identifies you all through life, the mark by which you spread acquaintanceship throughout your community, your business world.

As business became more competitive and more men started in business in each community, a second need developed: to repeat to people a story of a product or a service. A sign alone told only part of the story. The salesman told the entire story. But salesmen could not always be employed, and they did not call often enough. The businessman found that people were forgetful and that they had to be told about a product to create the desire to buy; and they had to be told repeatedly where to buy it. The invention of movable type and the printing press was the first step, and handbills and small newspapers became vehicles for this job. The sandwich-board man of colonial days went up and down the streets of the town to announce the arrival of linens, silver and woolens from England.

The establishment of the government post was a real milestone in America, and business took to the mails to get its message across. Folders, booklets, catalogs, form letters laid the foundation for direct-mail advertising that became an important factor in American business.

Ben Franklin's newspaper, the *Saturday Evening Post*, developed into America's first magazine—which laid

the foundation for another form of advertising. Then inventors and engineers developed two entirely new advertising and selling media—radio and television. They, with magazines and newspapers, are doing the job of *mass* advertising; direct-mail is doing the job of *selective* advertising. Direct-mail advertising has developed into a profession; copyrighting into a science. Businesses that cannot afford high selling costs, particularly those with local or selected markets, have found direct-mail a means of repeating a message at low cost.

Expressing Thanks

Out of a characteristic of human beings—the desire to be appreciated—grew the third need of business: The first thing the businessman learned that people like to hear was "thank you." When two firms engaged in the same business in a community or industry, competition set in, and one firm's customer became its competitor's best prospect. In the early colonial days the merchant would walk down the street to extend holiday greetings to his friends and customers. When they came from distant places to buy, he would take them to the local tavern to dine.

It was only natural that the merchant and businessman came to recognize the value of a more substantial expression of appreciation. Most often it took the form of some piece of merchandise he had in stock, given when a bill was paid, or when a large order was placed.

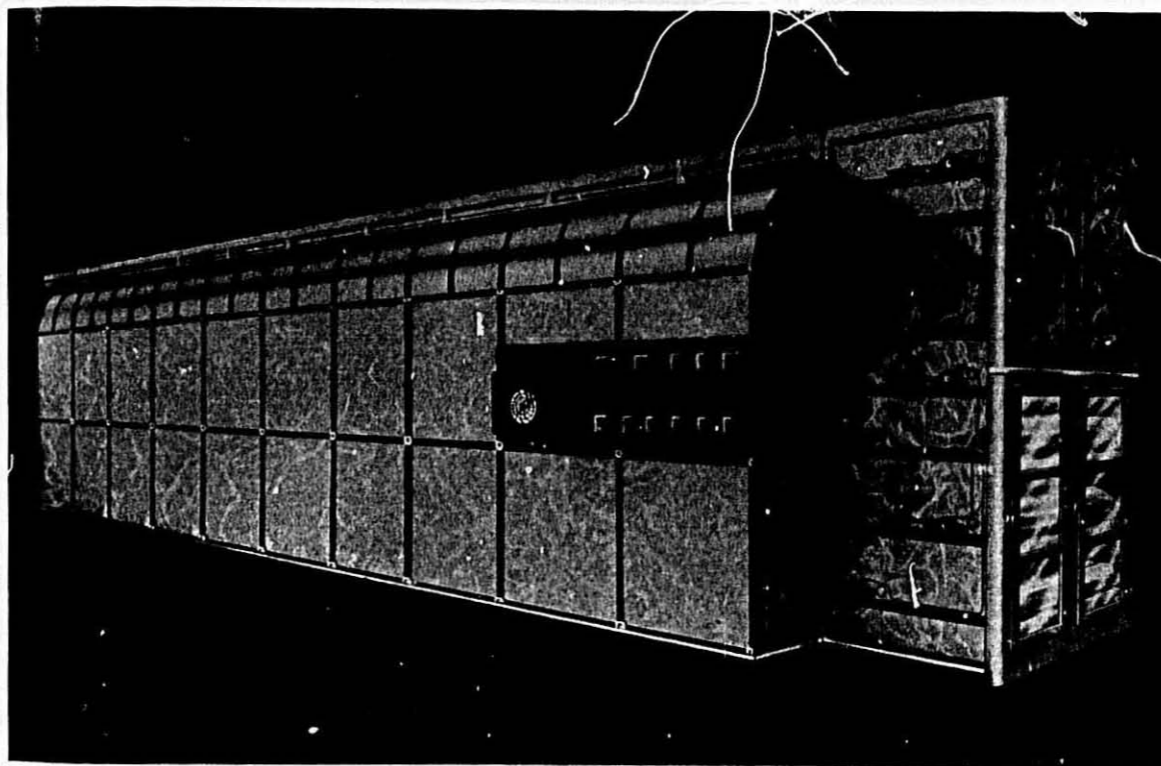
The spirit of giving had its beginning in the story of the three wise men who came bearing gifts to Jesus at his birth 1952 years ago. And over the centuries Christmas became the season to exchange gifts among families and friends. Gradually business found that the holidays became the time to show appreciation to customers. "Never forget a customer—never let a customer forget you" became a necessity in business.

Over the years of the growth of business the employe was almost the forgotten individual. It was not until the 1900's that businessmen began to realize that employes were also human beings—that they liked recognition and praise. Company picnics were one of the early attempts to build company

(Continued on Page 32)

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.

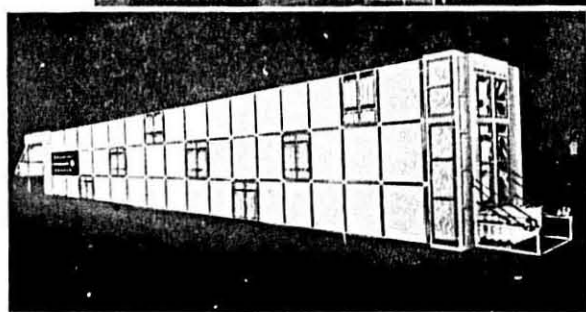
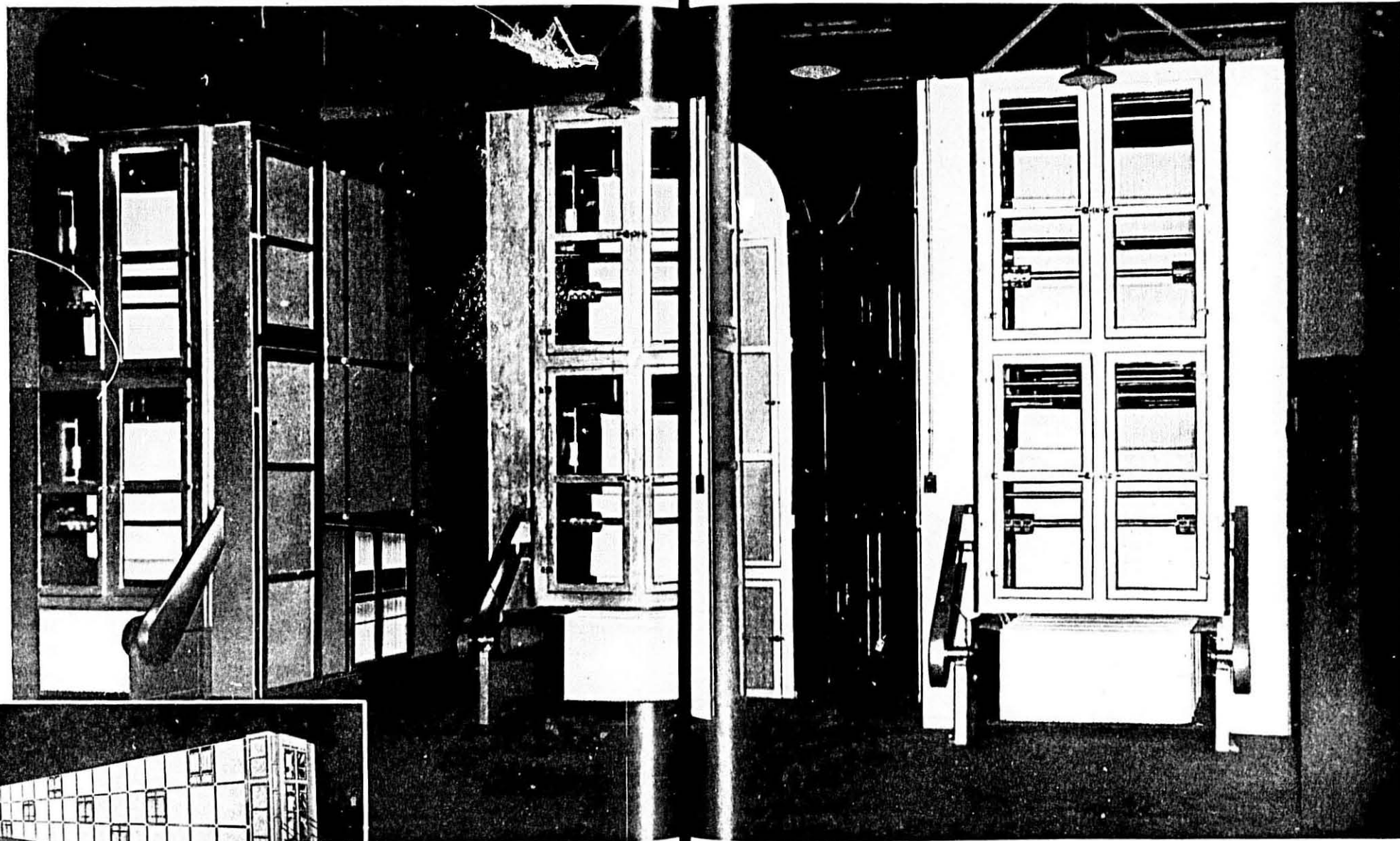
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

266-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



Front view of long tunnels taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

When the word "DISTINCTION" is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Cler-

mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special place for them when they specify. And this new year of 1951 is a good time to see Clermont's measure-

of strength and strengthened in every detail. During 1950 Clermont added to their distinguished line of dryers—the complete automatic long-dryer, consisting of three units.

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features

of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

Clermont Machine Company

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

"You have to understand them! When an employe has a complaint or grievance, it's almost impossible to arrive at a good conclusion without first learning to understand the reasons for the complaint, why it is made and what lies behind the grievances."

Those are the sentiments of more than two score executives contacted on the question of how the food plant executive can better handle the problem which is becoming more and more prevalent in these times.

"We used to have one or two complaints a week . . . now we have dozens," several observed. People's nerves are on edge, their demands more exacting . . . those are reasons.

Here are ten of the most often presented methods of handling the problem. They were mentioned by almost every executive as having been successful in his own use. They are applicable to operations of any size.

(a) "Don't settle grievances immediately," is the advice of every executive. Interview the employe who has a complaint or grievance and hear his story with a friendly discussion of the problem. But don't attempt to settle it then and there.

It pays to take a little time to reach one's decision. It pays to take time to formulate the way to handle the problem. When the decision is presented, the employe should also be told the reasons for so doing.

This procedure has been recommended by almost every successful executive as a must in procedure. "Snap judgment," they say, "never pays off in settling any employe grievance."

(b) "Explain what you do," is one executive's way of presenting another important point. Often an employe complaint can be completely smoothed over when the whys and wherefors behind the occurrence or the rule involved are explained.

Our fellow man can always be trusted to form a better understanding when we have made clear the reasons for our position on any such matter. No executive has to take an employe into intimate details of the business operation, but giving that employe an insight into one's problems will often materially aid in doing away with fancied complaints or causes of grievance.

(c) "Remember that the employe is usually right from his viewpoint," is another good suggestion to follow. Most of us believe honestly and sincerely that our viewpoint is the right one.

When we approach the solution of a problem with the thought in mind that the employe sincerely believes himself to be right in the stand he is taking, we can much more readily arrive at an adjustment of the situation.

10 Steps To Better Employe Relations

by Ernest W. Fair

(d) "Don't quibble," is one executive's advice, and others add such suggestions as not procrastinating or giving foolish reasons for one's settlement of the problem, or attempting to josh an employe out of a grievance.

Such procedure infuriates any employe with a grain of intelligence. It gives the employe the thought that his complaint is considered childish, and does nothing toward smoothing the path toward a mutual understanding.

(e) Be quick to acknowledge an honest error as soon as it has been discovered. This offers a demonstration of one's own honesty and fair dealing. It inflates the ego of the employe. Trying to cover up an honest error will only make matters worse; everyone realizes that no one is perfect and that everyone sometimes makes mistakes.

When these occur, the average executive will automatically solve his problem by being eager to admit

his error and correct it without argument or discussion.

(f) Imaginary troubles on the part of employes are encountered almost daily. Solving them calls for understanding that, though they are in fact imaginary, they are very real and important to the particular individual.

(g) "You'll always find it a lot easier to settle such problems if you always keep close contact with your employes," comments one executive. Satisfying and adjusting complaints and grievances is made more difficult when the employe's viewpoint has been lost. When we have an understanding of ourselves from the other side of the fence, we will find adjustment of differences a much easier matter.

(h) A person convinced against his will is still unconvinced. The speediest way to secure a satisfactory solution to anyone's complaint is to try to get them to convince themselves.

Using high pressure arguments merely convinces a person at that particular moment. When the argument has worn off, the complaint or grievance becomes of greater magnitude and will be even more difficult to settle.

(i) "Be careful of establishing a precedent in arriving at a solution," is advice often heard. It is one of the reasons for the first suggestion that a period of time be allowed to elapse before presenting a solution. It is wise to settle any grievance if we can, but not when this will create a precedent that may be harmful in the future.

(j) A sense of humor is always important in handling any complaint or grievance. The average employe presents his complaint with a chip on his shoulder and in a belligerent frame of mind. The attitude must be changed before a reasonable solution can be worked out. Nothing will do it better than the use of a good sense of humor, coupled with understanding.

There is something different about every complaint or grievance. The foregoing solutions are designed to handle the basic background to all complaints, but each needs additional treatment of its own. Every problem needs individual analysis and treatment for solution, but basing such individual treatment on the procedures outlined above will make even the most difficult problem an easier one to handle.

Difficult times create complaints and grievances among employes; even the best firm will have them. Making the solution to each problem the simplest and most straightforward possible has always been the wisest procedure to follow.

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G. R. L. Keeps Close Check On Quality Of Canadian Wheat

by A. W. J. Dyck, Toronto, in CANADIAN CHEMICAL PROCESSING

Rapid methods of determining moisture content in grain, development of equipment and micro-testing techniques for macaroni making, and testing of newly developed varieties of wheat are among the main projects of the Grain Research Laboratory in Winnipeg, Manitoba.

NO other country can lay down records on the quality of its country's wheat crop as completely as the Grain Research Laboratory in Winnipeg, Manitoba, under the direction of Dr. J. A. Anderson. This has been made possible through the development of an elaborate and precise sampling system. The laboratory analyzes from 3,000-5,000 samples of wheat each year during the harvest season and an additional 50,000 throughout the remainder of the crop year.

In addition to determining and recording the quality of Canada's grain crops, the Laboratory places great emphasis on the value of basic research—an attitude not too frequently encountered in cereal laboratories.

Among the highlights of the Laboratory's achievements or of investigations now in progress are the following:

(1) Study of rapid methods of determining the moisture content in grain. In connection with this investigation, the Laboratory has made an extensive survey of electrical moisture measuring instruments.

(2) The Protein Laboratory has been put on a mass production basis so that today 100 protein determinations per man per day can be made without difficulty. Under pressure, a four-man team can maintain a rate of over 600 determinations per day for about a week.

(3) Development of malting-barley equipment.

(4) Development of the micro-testing technique for macaroni making.

(5) Emphasis since 1947 on basic research. On this matter the laboratory claims pre-eminence over all other Canadian cereal laboratories.

(6) Testing of newly developed varieties of wheat. The Laboratory works in close co-operation with plant breeders, since poor quality grain types must be weeded out early enough in the game to preclude undue expenditure and loss of valuable time on the part of plant breeders.

What the laboratory facilities are which make possible the high calibre of work performed here is described

in more detail under the description of the various laboratory sections.

Durum Wheat Section

This section of the Laboratory, under the direction of Dr. G. N. Irvine, establishes the quality of Durum wheat for macaroni making, studies the factors which determine this quality, and develops methods for measuring these factors.

Although Durum wheats yield a bread loaf which is not very popular in North America and Europe because of its sweetish taste, yellow color, and heavy texture, they do yield excellent macaroni. To test the quality of the different varieties or different crops of Durum wheat, the laboratory prepares macaroni, on a laboratory scale, from various wheat samples.

Macaroni is made from two ingredients: (1) water, and (2) semolina, a coarse granular material, like cream of wheat, which is milled by a special process to separate the inner portion of the kernel from the bran and germ.

A dough is prepared using 50 grams semolina and 15.5 cc. of water. The dough is run ten times through the kneading rolls. It is then rolled into a sausage and, after a period of rest,

is pressed through a macaroni die. The macaroni is then dried in a specially designed cabinet at 90° F. and under humidity conditions which vary in a predetermined manner from 100 per cent to 65 per cent at the end of the 48-hour drying period.

High quality macaroni must satisfy three requirements:

(1) It must be strong and elastic to withstand handling, packaging, and shipping.

(2) It must be clear, vitreous, translucent, and have a bright yellow or yellow amber color.

(3) It must swell to approximately twice its size on cooking, but retain its shape and firmness.

Requirements (1) and (3) are determined by the quality and quantity of semolina proteins, while the second requirement depends on the vitreousness of the wheat and the amount of yellow pigment retained. The color of the macaroni is measured with a Bausch and Lomb H.S.B. color analyzer.

Five factors are believed to interact to determine the color of the macaroni: (1) amount of yellow pigment in the semolina; (2) the enzymatic activity of the semolina, which tends to destroy the pigment; (3) the amount

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			
	1952	1951	1950	1949
January	1,087,057	870,532	691,006	799,208
February	864,909	901,751	829,878	788,358
March		1,002,384	913,107	913,777
April		526,488	570,119	589,313
May		774,911	574,887	549,168
June		666,774	678,792	759,610
July		561,915	654,857	587,453
August		915,988	1,181,294	907,520
September		827,485	802,647	837,218
October		1,197,496	776,259	966,115
November		882,617	700,865	997,030
December		827,986	944,099	648,059

Crop Year Production

Includes Semolina milled for and sold to United States Government:

July 1, 1951, to Feb. 29, 1952	7,065,453
July 1, 1950, to May 2, 1951	7,007,748

of brown pigment in the semolina; (4) degree of development of the brown color during processing; and (5) the translucency of the macaroni.

A special mixing unit for preparing macaroni doughs has been designed and constructed in the Laboratory. The apparatus consists of a U-shaped trough with three fixed vertical pins at the bottom. A motor operates four blades which move between the pins in a manner which creates a mixing action. A packing gland fitted on the shaft, a special top fitted to the mixing trough, and a sealed packet surrounding the trough, permit operation in vacuum, or under pressure, as well as under constant temperature conditions.

GROOM-gram

Durum Growers' Intent to Plant

On February 11, I attended a farm meeting in Larimore, N. D., called by the North Dakota Agriculture College to discuss "Farm Leases." It has just occurred to me that the old farm leases commonly in print are almost obsolete.

This change comes from a near regiminated farming that we have due to



B. E. Groom

crop payments, acreage adjustments, soil conservation with payments for many features—drainage, tillage methods, et cetera—grain loans and a whole category of rules, regulations and requirements that make said changes.

There were about 150 farmers present, all most interested. They came from three counties, most of them from the Red River Valley points where durum is not a major crop. Before the meeting closed I asked several questions with the chairman's permission.

(1) How many grow durum? About one-third of them raised their hands.

(2) How many plan to decrease their durum acreage in 1952? Not

one hand went up. That was a big surprise.

(3) How many plan to increase their durum acreage? One hand was raised. My second surprise, in the face of general early reports.

The chairman and I both made a few remarks to the effect that, in areas where durum is commonly grown as a major crop in the wheat line it seems best to stick to durum, as the law of average crop returns for the durum territory showed that durum was the better crop to grow. Thought that our friends, the macaroni manufacturers, might be interested in the thinking reported.

B. E. Groom, durum farmer

Salmoneroni Bake

(Picture on Cover)

1 tablespoon salt
3 quarts boiling water
8 ounces elbow macaroni
1 10½-ounce can cream of mushroom soup
1 cup milk
½ teaspoon Worcestershire sauce
½ teaspoon salt
Freshly ground pepper
8 ounces American processed cheese, grated
1 tablespoon lemon juice
1 1-pound can salmon
3 sliced hard-cooked eggs

Add salt to rapidly boiling water, gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Meanwhile, in a saucepan, combine soup, milk, Worcestershire sauce, salt and pepper; heat thoroughly. Add cheese and lemon juice; cook until cheese is melted. Remove skin and bone from salmon; break in small pieces with a fork and add to creamed mixture. Reserve 5 slices of egg for garnish. Finely chop up remaining egg; add chopped egg and macaroni to sauce and place in a 2-quart baking dish. Garnish with egg slices and bake in a moderate oven (350°) 15 minutes, or until bubbly. Makes 4-6 servings.

Additional Lenten Recipes.

Tomato Cheese Noodles
(Makes 4-6 servings)

1 tablespoon salt
3 quarts boiling water
8 ounces egg noodles
2 tablespoons butter or margarine
½ cup sliced onions
1 No. 2 can tomatoes
2 cups grated Cheddar cheese
1 teaspoon salt
1 teaspoon sugar
Freshly ground pepper

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Melt butter or margarine; saute onions until soft. Add remaining ingredients and cooked

noodles. Bake in uncovered casserole in moderate oven (350°) 20 minutes.

Spaghetti with Meatless Sauce
½ cup butter or margarine
½ pound mushrooms, sliced
1 medium onion, diced
½ cup diced green pepper
1 cup diced celery
2 No. 2 cans tomato puree
1 teaspoon salt
Dash pepper
2 teaspoons Worcestershire sauce
1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti

In a skillet, melt butter; add mushrooms, onion, green pepper and celery and saute until vegetables are tender. Add tomato puree, 1 teaspoon salt, pepper and Worcestershire sauce and cook 45 minutes, stirring frequently. Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Place spaghetti around the edge of a large serving dish; pour sauce in the centre.

Temperature Recorder

A self-contained recording thermometer that provides continuous record of temperatures in refrigerated trucks, railway cars, warehouses, storage rooms, ships and retail store units has been placed on the market.

Liquid, Frozen and Dried Egg Production January 1952

Liquid egg production during January totaled 22,021,000 pounds, compared with 22,686,000 pounds in January last year and the 1946-50 average of 27,762,000 pounds, the Bureau of Agricultural Economics reports. The quantities used for immediate consumption and drying were smaller than a year ago. The quantity frozen during the month was larger than last year.

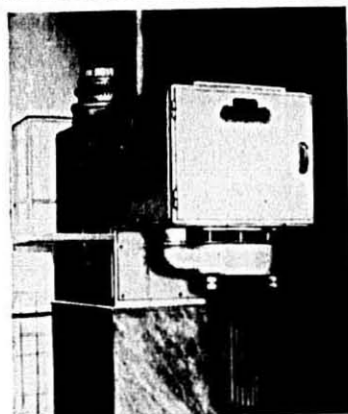
Dried egg production during January totaled 894,000 pounds, compared with 1,761,000 pounds during January last year. Production consisted of 17,000 pounds of dried whole egg, 244,000 pounds of dried albumen and 633,000 pounds of dried yolk. During January last year, production consisted of 1,611,000 pounds of dried whole egg, 122,000 pounds of dried albumen and 28,000 pounds of dried yolk.

The quantity of liquid egg frozen during January totaled 17,936,000 pounds, compared with 15,462,000 pounds during January last year and with the average production of 12,623,000 pounds. Frozen egg stocks decreased 14 million pounds during January, compared with 16 million pounds during January last year and the average January decrease of 17 million pounds.

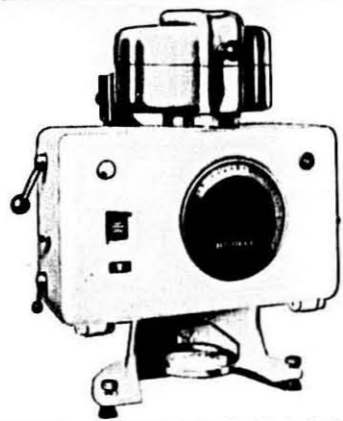
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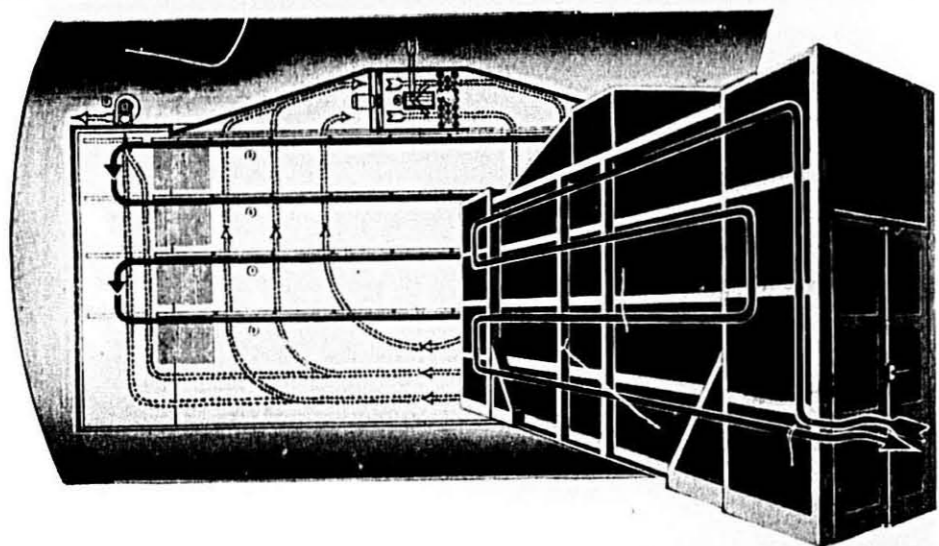
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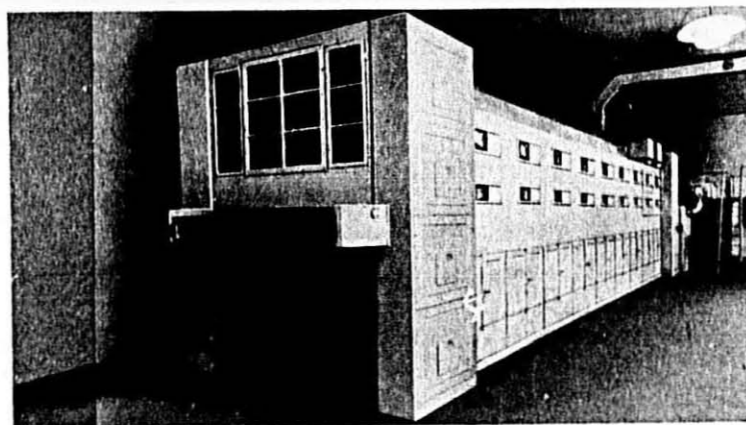
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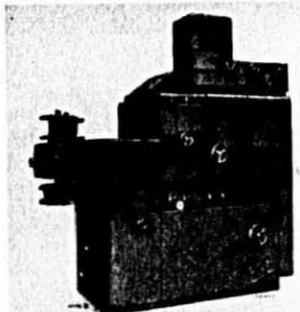
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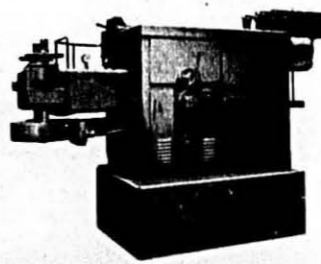
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High Taxes are Cracking Nation's False Prosperity

By JOHN S. KNIGHT

Chicago Daily News Feature Writer

The greatest misconception in modern times is the notion that we are living in an era of "unrivalled prosperity."

Superficially, there is ample evidence to support the "prosperity" view: wages are high, people are living well and, except for a few areas like Detroit, unemployment is virtually non-existent.

However, what we are really "enjoying" is a "false" prosperity induced by unprecedented government spending and an inflated economy.

Administration economists profess to see no dangers in our present course. They are not alarmed over the magnitude of the national debt. There is virtually no talk of, nor consideration given to, economy within the government itself.

But the danger signals are flying. One corporation report after another is headlined on the financial pages: "Sales Up, Profits Down."

Threats of further tax increases shelve plans for non-military plant expansion. Tax-conscious consumers are curtailing their purchases, goods are harder to move.

If it were not for the government's gigantic military spending program, many industries would be caught between the high cost of production and a diminishing consumer market.

For instance, the rubber companies in Akron and elsewhere are searching for additional warehouse space to store their surplus supply of tires.

Second-line brands are again being produced to stimulate sales and break through buyer resistance.

Retail trade has dropped sharply from the peak of scarce buying following the outbreak of the Korean war.

Television sets, refrigerators and washing machines are more difficult to sell.

Consumers are watching their dollars.

Salaried Workers Now the Victims
The socialists and the left-wingers observe these developments with grim satisfaction. Taking the profits out of business is one of their cherished goals, along with socialization of industry and greater centralization of power in the government.

Their objectives were aided during the past few years by the high-profit industries which lacked the statesmanship to hold price lines when cost increases could have been absorbed without financial distress.

But today, it is the factory worker, the mechanic, the clerk—the great middle class of America—who have cause for alarm.

The time when wage increases and higher costs can be passed along to the consumer is rapidly coming to an end. Millions of income earners in the lower and middle brackets are feeling the pinch of high taxation.

The inevitable result will be a buyers' strike against prices, lowered civilian production, and fewer jobs.

My point is that were it not for the huge rearmament program, all business could easily suffer the slump that came to the machine tool industry following World War II.

The manufacturer is naturally interested in showing a good profit. The worker is concerned with job security and high wages.

Unless the manufacturer can produce in high volume, profits disappear and jobs vanish. Mounting taxes destroy both.

The cycle of higher taxes, higher wages and higher prices cannot continue indefinitely without wrecking the economy, and all of us with it.

No matter how the current hassle between CIO's Phil Murray and the U. S. Steel Corp. turns out, the ultimate consumer will get it in the neck and Stalin wins another battle.

Rich Have Been Soaked, Lower Brackets Are Next

What can be done?

1. There must be a greater knowledge that all taxes are paid by people.

They may be paid directly, as in the case of income taxes, or indirectly, as with corporate levies. Corporation taxes are passed on to the consuming public through reduced dividends and the increased price of goods.

Ultimately, all taxpayers in all brackets share the burden.

An interesting bit of research by the Council of State Chambers of Commerce shows that the high costs of running the government cannot be met by "soaking the rich."

An individual with a taxable income of \$100,000 a year now pays about \$67,000 in taxes. There are so few incomes in the country which exceed \$100,000 that, if the government were to impose a 100 per cent tax on that portion of such incomes in excess of \$100,000, it would net only \$34 million a year above what it now gets. That sum is about enough to run the government for 3½ hours.

If the government confiscated all individual incomes in excess of \$10,000 a year, the additional tax revenue

would amount to \$3.1 billion, or enough to run the government for two weeks under the proposed 1953 budget.

If Uncle Sam were to take all taxable income earned by individuals in excess of \$6,000 a year, the extra yield would be less than \$6 billion, or about enough to pay for half of the foreign aid proposed by the President for 1953.

These figures clearly indicate that any additional tax revenue must come from the 42½ million people reporting incomes of less than \$10,000.

Estimates of the Joint Committee on Internal Revenue Taxation show that if taxes are raised again, those earning \$10,000 or less will pay 74.8 per cent of the increase.

Since the federal tax rates on large incomes now go as high as 92 per cent, little remains to be taken from that source.

Under 1915 tax laws, a family of four with a net income of \$58,000 paid a federal income tax of \$1,000. Under 1952 laws, a \$1,000 tax is levied on an income of \$6,840.

So, it is important to know that Uncle Sam can't take higher taxes out of the hides of the rich.

But, he'll be around to see you.

What Will Public Do About Reckless Waste?

When you realize that the federal government today employs 2,500,000 people at a cost of more than \$666 million a month; that one of every five citizens receives some form of income from the government; that \$1 out of every \$4 we earn goes for taxes to support the federal government and that about \$1 of every \$10 spent is being wasted, it's time to get mad.

We have 29 federal agencies lending money, 28 handling welfare projects, 16 in wild life preservation, and 50 compiling statistics.

One agency has enough light bulbs to last 93 years, and another enough loose-leaf binders to last 247 years. One bureau has 24 supervisors for every 25 employees.

It's your money!

What are you going to do about it?

Oysters nine inches long were common along the American coast at the time the Pilgrims first settled in Massachusetts. Some that size are still found, but they are usually of the wild type rather than the cultivated oyster developed by farming underwater. In taste appeal, they are both tops.

No Macaroni Subsidies! Why?

In His "News and Views" Bulletin to National Macaroni Institute Supporters, Robert M. Green, Manager, Explains Why Macaroni Manufacturers Cannot Expect Subsidies

Features for February on the "Foods in Plentiful Supply" list sent to food editors by the Department of Agriculture include eggs, honey, dried prunes and several other items including rice and dry beans. "To qualify for the list, items must be commonly used, generally available and in plentiful supply."

Macaroni, spaghetti and egg noodles won't make the list, though, for some time to come, for there is another reason. Macaroni is made of wheat, and the government doesn't think the supply of wheat is over-abundant. We are selling government owned wheat on the world market anyhow, under the terms of The International Wheat Agreement. But eggs are in "plentiful" supply and the government wants the farmer to get good prices. More bees are needed to fertilize orchards but they are making too much honey, so USDA helps push it. The rice crop is 13 per cent bigger than a year ago and, while Japan is buying a quarter of it, there will still be more than needed domestically; and soon. So, if you want to promote macaroni, spaghetti and noodles, go to it, but don't look to Uncle Sam for a plug.

Macaroni makers, as secondary food processors (milling is processing, but one step closer to the farmer), are out of luck another way. Government owned wheat is sold by our government to other governments, as stated above, according to terms of the International Wheat Agreement. The agreement pegged prices within a certain range, so they can only be so high or so low (this is over-simplification, but gives you the gist). Now if a commitment has to be filled by an exporter under the agreement, and he has to buy wheat at \$2.65 on the market while the pegged price is only

\$2.00 the government pays the exporter the 65 cents as a subsidy. Millers can sell flour under the agreement but with qualifications—they just lost a nice chunk of business to a competing country—but macaroni makers just can't be considered for the gravy train of subsidies because they are processors, and if they got help, help would have to be given to bakers, pretzel benders, processors of every sort. There would be no end to it—it would be too difficult to administer and maybe the taxpayer wouldn't like it.

So, if you are losing normal export business because your raw material (wheat) is price supported and then sold to, say, a competitor in Italy at a subsidized price, you're not only going to lose volume but your taxes help you pay for the privilege. We have protested to the Office of International Trade in the U. S. Department of Commerce that this is unfair discrimination, but it seems like a lot of global policy will have to be unraveled before any relief is forthcoming.

Washington is an interesting place. I left feeling not bitter, just baffled.

Non-Fattening Spaghetti

After running the food gamut from the extreme of "Ah! No spaghetti, if you wish to retain that trim figure," to the more sensible reasoning that there are really no fattening foods, when eaten within reason, the movie queens of Hollywood and other similar centers have announced through the press that they have located a restaurant in the movie metropolis where they can eat up "rop-fals" of delicious spaghetti . . . and still not gain even ounces. At least the woman who runs the restaurant claims her spaghetti is definitely non-fattening. She is an Italian-born woman who bills herself simply as "Yolanda." She says that how her spaghetti keeps off the bulge is a secret process . . . but it is supposed to have the starch squeezed out . . . with a whole pack of proteins and wheat germ added. Strange, adds the story, but how fickle the women—including the movie lovelies.

Services Held for Cele G. Ryan

Services were held March 3 for Cele G. Ryan, 48, who died February 28 in Milwaukee while en route to her home in St. Paul. Mrs. Ryan, wife of Maurice L. Ryan, president of Quality Macaroni Co., St. Paul, was returning from a visit with a daughter in Cleveland when she was stricken with a sudden heart attack. Survivors include Mr. Ryan and two daughters; Mrs. John Streitz, Cleveland, and Marie Therese.

Important Notice Servicing of Consolidated Equipment Assured

We hereby wish to announce that for reasons of mutual interest and convenience the undersigned have, as of January 31, 1952, discontinued doing business together as the Consolidated Macaroni Machine Corp.

However, we, Conrad Ambrette, and Joseph DeFrancisci, equal holders of all the capital stock of the corporation, desire to inform all of our friends that we are now engaged separately in the business of manufacturing macaroni machinery and drying equipment. You will be advised very shortly of the individual locations of the new places of business set up by each of us.

We do wish, however, to assure you that any commitments made and any service required to our equipment sold you in the past by the Consolidated will be carried out to your entire satisfaction.

Many thanks for your kind patronage in the past.

Very truly yours,
Consolidated Macaroni Machine Corp.

By:
Joseph De Francisci
Conrad Ambrette

N. Y. Macaroni Market

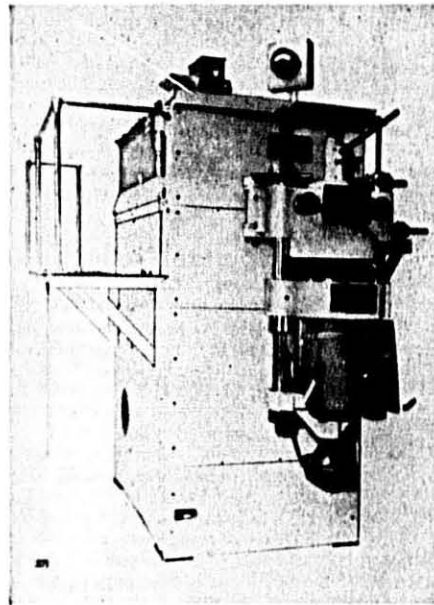
The La Rosa brands of macaroni products continues to lead the sales in the Greater New York market, according to the monthly movement report on Dry Macaroni, Spaghetti and Egg Noodles by the *New York World Telegram* for the months of December, 1951, and January, 1952. Others among the seven top brands are Mueller, Ronzoni, Buitoni, Prince, Goodman and Tenderoni.

Brands and Size	Avg. Units Sold Per Store	Total Units Sold	Percentage of Distribution
Total All Brands	963.3	192,656	
Buitoni	109.0	21,805	44.5
Goodman	60.8	12,159	57.0
La Rosa	295.0	59,007	87.5
Mueller	153.3	30,657	81.0
Prince	96.5	19,297	11.0
Ronzoni	246.8	49,350	42.5
Tenderoni	1.9	381	17.5



Claire Mann, star of the Buitoni Macaroni Glamour Grocery Store, Patsy D'Agostino (left), of D'Agostino Brothers Food Markets, and Paul Willis, president of Grocery Manufacturers of America, at the Heart Fund Fair held recently at the Savoy-Plaza Hotel, New York City. All proceeds from the Fair went to the New York Heart Association.

MODERN AUTOMATIC PRESSES



Continuous Automatic Short Paste Press

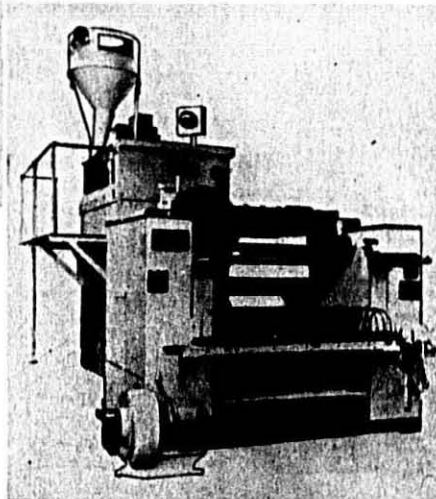
Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

These Time Tested Continuous Automatic Presses 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



Automatic Spreader

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

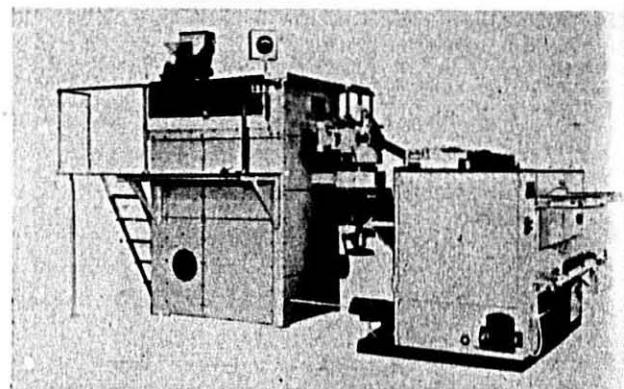
Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—time tested—not an experiment.

Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 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.



Designers
and
Builders
of
Automatic
Continuous
Presses

AMBRETTE MACHINERY CORP.

CONRAD AMBRETTE, President (Formerly President of Consolidated Macaroni Machine Corp).
156-166 Sixth Street BROOKLYN 15, N. Y., U.S.A. 157-167 Seventh Street

Play Ball!

Spring Training is here and a new season will soon be under way. Conrad Ambrette, "the Connie Mack" of the Macaroni Machine League, who was President and Manager of the Cevasco, Cavagnaro & Ambrette Club from 1909 to 1927 and Consolidated Macaroni Machine Club from 1927 to 1952, is now in the same capacity with the new Ambrette Machinery Club.



The first two Clubs were pennant winners and under the guidance of their Old Manager there is no reason why this third Team shouldn't cop the flag.

Its home field is still the old home grounds of the previous two championship teams, 156 Sixth Street and 157 Seventh Street in Brooklyn.

Paul and Lou Ambrette, who started as bat boys and through years of experience with these Clubs, are now in the executive office of the new team assisting "Connie" to bring in another winner.

This season the staff has added a "Twenty Game" winner "Al" Hewes, whom they recruited from W. N. Kellogg's Club. He will be the leader of the engineering staff and should guarantee the pennant. Joe Castronovo is still the office manager whom you all hear from at contract signing time.

Our coaching lineup remains as in the past. "Andy," whom you all know, has been with the Boss since 1914 along with a number of his competent assistants. Ed King will still be putting the Dryer Squad through their paces as he has so successfully done in the past. "George" and "Ralph" are road scouts who comb the country and try out the "rookies." The remaining squad of veterans with a few exceptions, are holdovers from the previous two championship Clubs. Their years of experience "down the stretch" will help the newer players to make this an invaluable team.

All in all it looks like a world series winner for years to come, and the new ball Club invites your subscriptions. Let's get the Grand Old Manager off to a flying start with his new Club.

Write to:

THE AMBRETTE MACHINERY CORP.

156 Sixth Street ★ Brooklyn 15, New York ★ Triangle 5-5226

Macaroni Boom

"Yankee Doodle, Keep It Up," is the refrain on the lips of this country's macaroni - spaghetti - and - egg - noodle makers.

But can anybody explain, when Yankee Doodle stuck a feather in his cap, why he called it macaroni?

Didn't say he ate it, which would surely be a ticklish proposition. Just said he stuck it in his hat, an odd place to dish up macaroni.

Well, if the whole early American procedure lulled his enemies to the conviction that Yankee Doodle was a bit of a bumblehead—their macaroni (or that feather) has served its adopted country well.

—Lines by Ralph Vines.

The Postal Deficit—I

The postal deficit is now running above \$500,000,000 a year. Both the president and congress are rightly concerned about this. Ideally the post office should operate on its own revenues. It does in some countries. That should be the objective here. In this the first of three editorials The Milwaukee Journal discusses some of the problems.

The postal service is one of the biggest of American business enterprises. In fiscal 1950, the post office department took in \$1,677,949,000. It spent \$546,832,000, or more than 30% in excess of its receipts.

The reason for this tremendous deficit, according to the Hoover commission, lies partly in the department's inefficient organization, its antiquated methods and its lack of modern machinery. The commission feels that \$150,000,000 could be cut from the deficit by reorganizing and re-equipping the department.

One of the department's difficulties, it feels, is that it has never been run with the efficiency which any private business finds necessary for survival.

In this situation, the first concern of congress in its effort to reduce the postal deficit obviously should be to force the adoption of more effective and less costly ways of handling the mails and providing the other services the post office gives.

The department employs more than 500,000 people in 42,000 offices. It maintains 24,000 buildings of its own. It operates 10,000 vehicles—many of them antiquated. It engages in literally billions of transactions, from the selling of a single 3c stamp to the insuring of a valuable package. It handles some pieces of mail dozens of times from collection to ultimate delivery. Everything it does involves labor or machinery or both. Naturally, when it does a thing the hard way, costs mount. The fact is that, despite some improvements, the department still does many things the hard way.

There isn't enough mechanization.

Maintenance policy is so short sighted that costs zoom—trucks, for example, are kept so long that repair costs become exorbitant. The centralization of much authority in Washington also makes quick decision in an emergency well nigh impossible.

The first need, therefore, is an improvement in the departmental setup itself, for better service at lower cost. The second need is elimination of subsidy charges against the department. Rate changes come only in third place. Subsidies and rates will be discussed in future editorials.

Blair, Salesmanager

James F. Blair has been appointed sales manager of La Prehita Macaroni Corp., Connellsville, Pa., it has been



James F. Blair

announced by Vincent J. Cuneo, vice president.

Blair was formerly an account executive with W. Craig Chambers, Inc., Pittsburgh advertising agency, and was previously an assistant sales manager of McKesson & Robbins, Inc. He is an alumnus of the University of Illinois and also holds a master's degree in business administration from Ohio State University. He was a test pilot in the Naval Air Corps during World War II.

It's a Lot of Macaroni

Americans forked up more macaroni, spaghetti and egg noodles last year than ever before—seven pounds for every man, woman and child in the United States.

It all adds up to more than 1,000,000,000 pounds of macaroni products during the year.

This is 50,000,000 pounds more than in 1950 and represents a per capita increase of two pounds over 1941.

Elbow macaroni again proved most

popular with American consumers, accounting for 39 per cent of all sales. Spaghetti with 28 per cent, egg noodles, 15 per cent, and long macaroni, nine per cent, followed. The remaining nine per cent was accounted for by more than 100 other varieties and specialty shapes.

Durum Best for N.D.'s Cold Triangle—Sturlaugson

A general swing away from durum yields in this area over a period of years averaged higher than those of hard wheat. He added that no other section of the United States can compete with this area in growing quality durum.

Consumption Rises

Consumption of durum products has shown a marked increase in recent years in the nation, thus insuring a brisk future demand for the grain.

Heavy rust damage in 1950 due primarily to an abnormally late growing season, and weathering damage in 1951, due to a freak harvest season, led many farmers to plan acreage cuts in durum.

Sturlaugson points out that neither condition is apt to recur in successive years and that farmers would be wise to consider the long-time averages and the potentialities of their monopoly on durum before cutting acreage too drastically.

Stewart, Mindum Lead

In his annual report on the 1951 year, he mentioned Stewart and Mindum as the two leading commercial durums. Stewart maintains a moderate but steady yield advantage over Mindum. Both are susceptible to rust 15B.

Carleton a good quality durum, is recommended where strength of straw is particularly important.

Nugget gained popularity due to its results in 1951. An early maturing variety that produces excellent quality grain, it is a lower producer than Stewart and Mindum and it has a weak straw. Where earliness is of great significance, it appears to have a place.

Law Enforcement of Egg Noodles

Recently, a manufacturer located in the midwest was selling his noodle products at a very low price, reports James J. Winston, director of research of the National Association. His products were sampled by competitors

and sent to our laboratory. Analysis of these samples showed them to be seriously deficient in egg solids. This was reported to the Food and Drug Administration, which is now in the process of prosecuting this company because of violation of federal standards.

Noodle products, especially those in interstate commerce which, for reason of price or appearance, seem to be of inferior quality, should be mailed to our laboratory in their original unbroken container or wrapper with the following information:

1. The date and place of purchase, 2. Whether it involved an interstate shipment, and 3. Its selling price.

A report will be made to the sender as to whether or not the product complies with the standards, as well as what action will be taken.

Your kind co-operation is requested in order to safeguard the quality of noodles being sold in the open market.

Ferguson's Steed Resigns

P. A. Steed has resigned as vice president in charge of sales and advertising for J. L. Ferguson Co., Joliet, Ill. Mr. Steed has moved with his



Mr. Steed

family to California, where he is temporarily located at 432 New Hampshire St., Los Angeles 5, and from which address he will soon announce his future business plans.

Allocation of Cellophane Discontinued

The Du Pont Co. has discontinued allocations of cellophane and announces that it is now in a position to accept additional orders for the packaging film, which has been in short supply almost continuously since 1942.

J. E. Dean, director of sales of the company's film department, stated that cellophane manufacturers have sub-

stantially increased production during 1951 and the full impact of this increase has not been felt until recently.

He stated further that steps taken by the company in reducing the sulfur consumption in cellophane production appear promising and that it is now believed that the effect of the National Production Authority's Sulfur Order M-69 Amended, which restricts the use of elemental sulfur, will not have as serious an effect on Du Pont cellophane production as was first anticipated.

As a result of these conditions, production of Du Pont cellophane is now sufficient to justify discontinuing allocations. Mr. Dean added that "we cannot prophesy how long this situation will last."

The company started to allocate the film in 1942 to provide a fair distribution of the available supply among its customers and, except for a few months during 1949, has had to continue allocations up to the present.

Lethbridge, Alberta, Macaroni Center

Lethbridge has become virtually the macaroni center of western Canada, according to the annual report of Catelli Food Products, Ltd.

Catelli's large manufacturing plant there now serves part of Manitoba and Saskatchewan, all of Alberta, British Columbia, Yukon and the Northwest Territories, according to the report.

Sale of the company's Winnipeg plant resulted in Lethbridge assuming most of the market in Manitoba and Saskatchewan during the past year.

The local plant now is the only one operated by the company in western Canada. Eastern Canada, foreign exports and part of the west are supplied from the firm's only other manufacturing plant, at Montreal.

Operating profit of the company was \$993,796.64 during the last year, and when investment securities and non-operating profit are added, they boost this figure to \$1,046,818.39. Net profit, after all expenses, including income tax and depreciation, was \$338,000.17.

Hunt Foods, Inc., Launches Huge Campaign on Tomato Sauce

Supporting its strong national selling program on Hunt's Tomato Sauce, Hunt Foods, Inc., is launching an all-out advertising campaign aimed directly at New York, according to Frederick Weisman, president of the company.

Scheduled to hit this market in March, the campaign will make extensive use of full-page, four-color advertisements.

Furthering the Hunt policy of

strongly supporting sales in each market by heavy promotional campaigns, the company also will continue to place ads in such top magazines as *Life*, *The Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Ebony*, and Sunday newspapers through *This Week* and *Parade*.

The firm has contracted for 26 four-color pages in *Life*; four-color advertisements will appear in *The Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Ebony*, *This Week* and *Parade*.

Hunt Foods will continue its television promotion of tomato sauce, staying on the NBC-TV network Kate Smith Show for the remainder of the year.

General Mills Promotions

B. F. Reinking, formerly regional comptroller for General Mills at Chicago, has been appointed general credit manager for the company's food division, it is announced by Leslie N. Perrin, president.

Reinking will be located in Minneapolis and will be responsible for creation of credits and handling collections in the company's food division.

Reinking started with the predecessor Washburn Crosby Co. in Minneapolis in 1924. He was appointed office manager of the company's Chicago office in 1931 and comptroller of Central Division in 1938.

He became vice president and comptroller of Central Division in 1949 and the company's senior executive in Chicago in 1950.

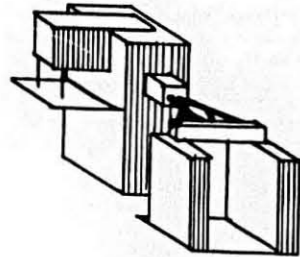
Appointment of O. F. Sherman, formerly statistical supervisor at Chicago, as regional office manager at Chicago, has also been reported by General Mills.

Grocery Store Products Promotions

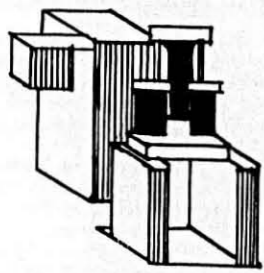
W. H. Gerhard has been elected vice president in Charge of Production and F. L. Lamarche has been appointed general sales manager of Grocery Store Products Co., Chester, Pa., it is announced by J. S. Ross, president.

Gerhard, who for the last three years has been general manager of operations at the West Chester, Pa., plant, has been with Grocery Store Products Co. six years. In his new capacity, he will be responsible for production in all plants. These include the Foudls Macaroni plant in Libertyville, Ill., and the Gold Medal Macaroni plant in Los Angeles as well as the West Chester plant where B and B Broiled in Butter Mushrooms, Kitchen Bouquet and Cream of Rice are produced.

Lamarche has been with the firm for 15 years. He started as district manager, division manager and chain store sales manager. His new duties make him responsible for all sales activities.



1952
De Francisci
Machine Corp.



Mr. Joseph De Francisci,
Formerly of
Consolidated Macaroni
Machine Corporation
1927



1914
I. De Francisci
& Son

De Francisci Machine Corporation

Mr. Joseph De Francisci, President
Formerly of Consolidated Macaroni Machine Corp.
46-45 Metropolitan Avenue
Brooklyn 37, N. Y.

AN OPEN LETTER TO OUR MANY FRIENDS IN THE
MACARONI-NOODLE INDUSTRY

February 4th, 1952

Friends:

You have been notified under separate cover of the formal dissolution of the Consolidated Macaroni Machine Corporation. I now wish to announce the founding of my own firm, The De Francisci Machine Corporation which is located at 46-45 Metropolitan Ave., Brooklyn 37, New York.

I have pioneered in the development of machinery and equipment for the macaroni industry since 1914, originally under the name of I. De Francisci and Son and since 1927 as co-principal of Consolidated Macaroni Machine Corporation.

On the executive staff of our organization I have Mr. Nat Bontempi, who for the past 15 years has been an engineer with the Consolidated Macaroni Machine Corporation and Mr. William G. Canepa who for 12 years has been the chief draftsman for the dissolved firm. The key personnel of the new corporation are men of wide experience and training who have specialized in this industry for as many as 40 years.

The extensive facilities and equipment of The De Francisci Machine Corporation are designed for the sole purpose of making macaroni machinery and dryers which incorporate every modern, technical and scientific features to assure the finest of workmanship and efficient operation of your equipment.

We have the facilities, authority and materials to fully and completely service, repair any and all machinery and dryers manufactured by the former Consolidated Macaroni Machine Corporation.

It is the hope of myself, together with my entire staff to be able to serve you in the solution of your manufacturing difficulties.

The De Francisci Machine Corporation is now a fully functioning company and we invite your inquiries. Please address us at our new location—46-45 Metropolitan Ave.

Brooklyn 37, N. Y.
Telephone: Evergreen 6-9880

Respectfully yours,

Joseph De Francisci

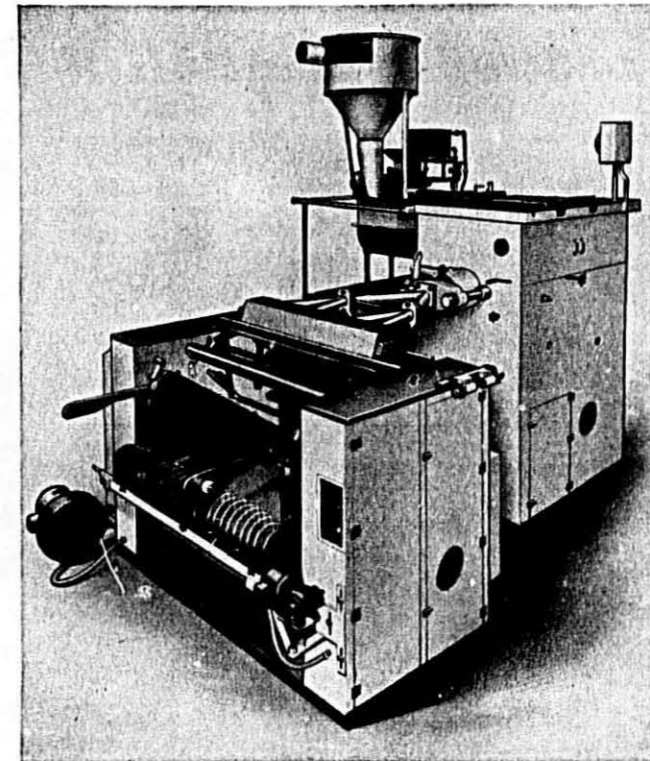
DEMACO

DE FRANCISCI MACHINE CORPORATION

DEMACO

INTRODUCES

A NEW FULLY AUTOMATIC MECHANICAL SPREADER



Automatic Mechanical Spreaders • Automatic Combination

Continuous Presses for Long and Short Pastes • Continuous

Short Paste Presses • Long Paste Preliminary Dryers

• Automatic Noodle Sheet Formers • Automatic Continuous

Short Cut Dryers • Automatic Continuous Combination

Short Cut and Noodle Dryers • Macaroni Cutters • Egg Dosers

• Die Cleaners •

DEMACO

DE FRANCISCI MACHINE

CORPORATION

46-45 METROPOLITAN AVE. • Phone Evergreen 6-9880-17 • BROOKLYN 37, N. Y.

Economical - Political - Industrial

National Industries Service

Full-Time Fire Warden ... by Act of Congress

Smoky Bear, it appears, is about to become a ward of Uncle Sam. Smoky, you know, is that gentle-looking bear in the ranger's hat and blue jeans, who warns you from posters, billboards and car cards against carelessly setting fire to the woods. The Senate has unanimously passed and sent to the House a bill to make commercial use of this fire-prevention symbol punishable by a fine of \$250.

We can at least hope that, with Smoky putting in full time with federal and state wardens, forest fires due to carelessness will be still further reduced.

How's That Again?

The new price stabilization chief, former Governor Ellis Arnall of Georgia, declared on his first day in the new job that it would be his policy to "firm up the dollar, discourage inflation and stabilize prices in relation to wages." You may gather from this that Uncle Sam's new boy is not only

ambitious but optimistic. If he had reversed point number three to read "stabilize wages in relation to what prices ought to be," he might have a chance of accomplishing one and two.

Stabilizer Arnall also said an extension of the controls law was one of his immediate problems, while down in Tallahassee, Fla., at almost the same hour, Secretary of Commerce Charles Sawyer said that it was his plan to relax controls as rapidly as possible, and that increasing productive capacity should result before long in the elimination of controls on building materials. As of now, he said, all building projects in the U. S., which have been started and held up to conserve scarce materials, may be completed.

Federal policy is a wonderful thing ... or might be if we had one.

Woo—Wool

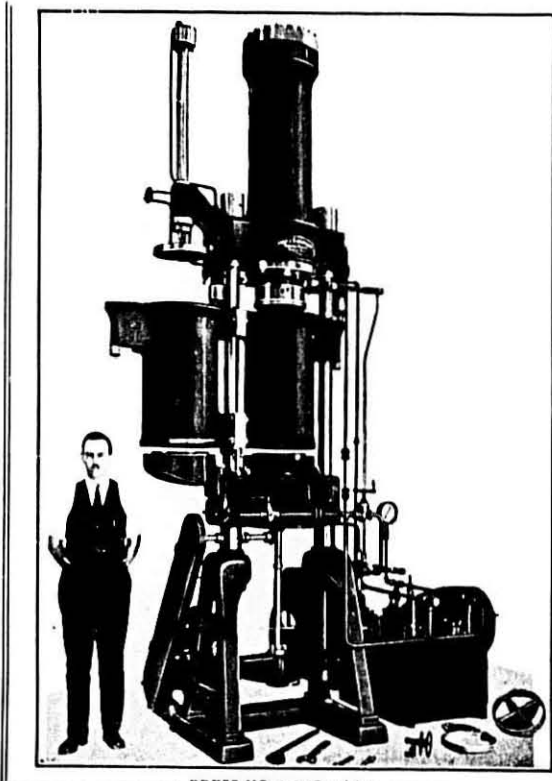
Rep. W. Sterling Cole, (Rep.) of New York, is not the man to let a constituent down. And when two of them wrote him from the Painted Post

junior high school to know whether whistling is unconstitutional, he wrote in a 400 word opinion: "The right to whistle is protected to the same extent as the right to speak or express the words or idea for which the whistling stands."

We hope the young ladies who wrote their congressman are wise enough to interpret this Solomonic statement ... and that they won't call a cop unless the boys who are whistling at them are whistling what they think the boys are whistling.

Why Bother with a Ceiling?

The Wage Stabilization Board has ruled that employe pension and profit-sharing plans do not come under wage ceilings, and decided unanimously that no limit should be placed on the amount of money employers can contribute to such plans ... so there should no longer be any doubt that Herman Steinkrauss, president of the Bridgeport Brass Co., was right when he christened it the "Wage Stimulation Board."



PRESS NO 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



Makes a World of Difference ... AT THE POINT OF SALE

To the American housewife enriched foods are foods of preference at the sales counter. She is showing, every day, through her purchases that she is aware of the benefits of Enrichment to her family.

When you enrich your macaroni, spaghetti, noodles, and pasta with Merck Vitamin Mixtures, you give your product a positive sales advantage. Prepared by Merck—pioneer in the research and production of Vitamins for almost two decades—the following mixtures are available:

1. Merck Vitamin Mixtures for continuous production.
2. Merck Enrichment Wafers for batch production.

Specify Merck when you order your enrichment mixtures or wafers. The Merck Technical Staff and Laboratories always are available to aid you in the application of enrichment.

MERCK
VITAMIN MIXTURES
For Enrichment
of Macaroni Products



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY
In Canada: MERCK & CO. LIMITED - Montreal

Correction

Under date of February 4, 1952, an announcement of the founding of the De Francis Machine Corp. was made by Joseph De Francis. By error, the said announcement quoted the following: "De Francis Machine Corp. formerly of Consolidated Macaroni Machine Corp."

At the time of the sending of this notice, it was the intent to state, "De Francis Machine Corp., Joseph De Francis, president, formerly of Consolidated Macaroni Machine Corp."

This notice is being sent to you for the purpose of clarifying any impression that you may have gathered to the effect that the Consolidated Macaroni Machine Corp. is now known as the De Francis Machine Corp.

Mueller's Tees Off Biggest Spring Campaign

Leading Newspapers Added to Supplement Heavy Radio and TV Advertising

The C. F. Mueller Co., Jersey City, N. J., has just touched on what is to be the biggest advertising campaign in its history. For the first time in years, it is adding an impressive list of newspapers, backing up radio and TV. The Mueller Co. has taken the present economic picture into consider-

ation in their decision to expand their advertising this spring.

In announcing the new campaign, C. Frederick Mueller, executive vice president, said, "Family budgets are shrinking day by day. Meat prices and, indeed, the prices of all foods, continue to spiral. The need for strict economy is felt in every home—so when you have a food product that is not only appetizing and nutritious, but demonstrably economical as well—it is only logical that you let the housewife know about it in as many ways as you can."

The carefully-planned augmented spring campaign includes:

Sponsorship of the highest-rated radio programs of their kind in all major cities throughout the Mueller territory (none more infrequently than three times a week), reaching a total of over 15,000,000 listeners;

Sponsorship of top-flight television programs in selected major cities in the Mueller territory, reaching over 1,750,000 viewers;

Attention-getting "money-saving recipe" ads in leading newspapers each week in most major cities in the Mueller territory, with a total circulation of over 10,000,000 readers.

Newspaper ads strike hard with a "Save Money" headline, select their audience by showing a typical housewife, giving an easy Mueller recipe

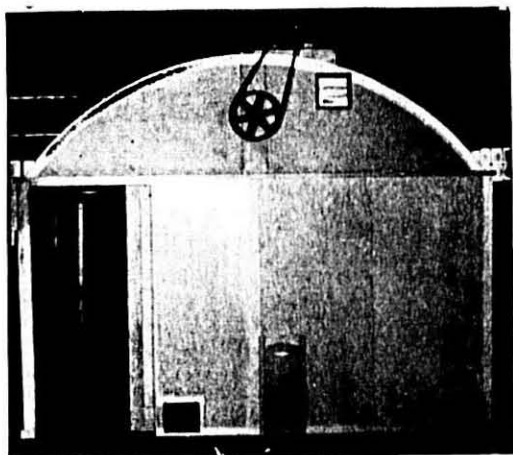
and show the finished dish, display short "sell" copy on the featured Mueller product, and—for quick identification—show the Mueller package the housewife will see on her grocery shelf.

Thus, week after week, Mueller messages will reach a total of 26,750,000 people through newspapers, radio and television. During Lent—the period from February 27 through April 12 special emphasis will be given to idyllic meatless meals, made with Mueller products.

What Today's Women Want in Packages

According to a survey reported in a recent issue of *Sales Management*, here are some things demanded by women, the home buyers:

1. Sanitation.
2. Easy Measuring.
3. Packages that open and close easily.
4. Exact directions for cooking and cooking time.
5. More recipes with food products on the outside of the package or in a package insert.
6. More information on vitamin content and caloric content, thus reflecting the tremendous up-swing of interest today in nutrition and diets of all kinds.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343

Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

... GREAT SAVINGS ON

our large line of
completely rebuilt
and fully guaranteed:

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



BILL STERN TELLS ANOTHER SPORTS STORY



LOOKS ARE

DECEIVING!

Years ago, Leo Reise was a big league hockey player. One night, in a slashing game, a wildly-swinging hockey stick struck him a sharp blow in the eye, and he fell unconscious to the ice. After weeks in a hospital, when Leo returned to the game, it was rumored that he had lost an eye in that accident and now had a glass eye, only he wouldn't admit it because it might injure his career.

Thereafter, in game after game, the rumors about Leo Reise grew wilder and more fantastic, as many rival players insisted that Leo Reise was performing weird tricks on the ice. They claimed he would focus his eye in one direction and shoot the puck in another. Some of the more imaginative rival players insisted that Reise also used his glass eye to cast hypnotic spells over all who dared look at him. As a result, Leo Reise now became the most feared hockey player in the game! Consciously or unconsciously, rival players shied away from him and most always gave him

a wide berth to score goals.

After years of fruitful playing as a big league hockey star, Leo Reise finally quit the game and it was only then that the truth came out: the accident had left him sightless in one eye. However, when the wild rumors began to spread about his injured eyes, he shrewdly decided to capitalize on that misfortune, so he bought himself a glass eye and it gained a sinister reputation among glib hockey rivals who stood in his way to fame.

Yes, appearances can change a lot of things, but in the macaroni foods business, it can't affect the performance of a single bag of semolina or durum flour. Wise manufacturers rely on the untailing uniformity of Commander-Larabee durum products. Years of successful results have proved their reliability. Costly production guesswork is eliminated. You know what you're getting, and you know it's going to be good! So, when performance counts, count on a Commander-Larabee durum product.



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA

Buitoni's New Offices

The offices of Buitoni Macaroni Corp. are now located at South Hackensack, N. J., according to an announcement by President Buitoni. The old offices were formerly at 99 Hudson St., New York City. The change was made February 11.

Betty Crocker's Tuna Roll-ups for Lent

One of the biggest advertising programs in history will support a three-way tieup promoting Betty Crocker's new Tuna Roll-ups, an ideal Lenten dish.

The companies are General Mills, Wesson Oil and Van Camp Sea Food. This is the second year the firms have pooled advertising budgets for a Lenten promotion, but this year the program is much broader and will include TV, radio, newspaper and magazine advertising support, store displays with recipe tearoffs.

The recipe calls for Stir-N-Roll biscuit dough cut into squares and spread with tuna filling. Baking time is 10 to 15 minutes and the recipe makes nine Roll-ups. They are easy to serve and topped with creamy mushroom, celery or chicken sauce, they appeal to the whole family.

Advertising agencies co-operating are Dancer, Fitzgerald and Sample of New York, Fitzgerald Advertising

agency of New Orleans, Kenyon and Eckhardt of New York and Brisacher, Wheeler and Staff of San Francisco.

1952 NEPA Officers

At the annual meeting of the National Egg Products Association last month in Chicago, the following officers were elected for 1952: president, Leo D. Ovson, Ovson Egg Co., Chicago; vice president, Benjamin R. Harris, Emulsol Corp., Chicago; vice president, C. B. Dennis, Wilson & Co., Chicago; vice president, Isadore Mulmat, Gross Egg Co., Chicago; secretary, C. W. Pratt, Edson & Pratt, Inc., Chicago; treasurer, Eugene P. Ovson,

Ovson Egg Co., Chicago; sergeant-at-arms, M. L. Totten, Land O'Lakes Creameries, Minneapolis, and sergeant-at-arms, L. A. Faust, Priebe & Sons, Inc., Chicago.

Chili Mac

Chile mac, newest product of the Venice Maid Co., Vineland, N. J. was introduced in the Chicago market last month with newspaper, radio and TV promotion. The Chicago agency, Schoenfeld, Huber & Green, claims that this is the first time that chili mac—made with macaroni, meat and beans in sauce—has ever been canned.

Serviceable, Light Delivery Truck

Even with standard tires, Steiner's Noodles, New York City, are able to carry 360 cubic feet of payload on a ½ ton chassis, due to body weight of less than 1,200 lbs. The body is built of aluminum-alloy plate, affording protection against costly denting and corrosion. The panoramic windshield is a safety economy in the congested traffic of New York City.



JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
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WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders
Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

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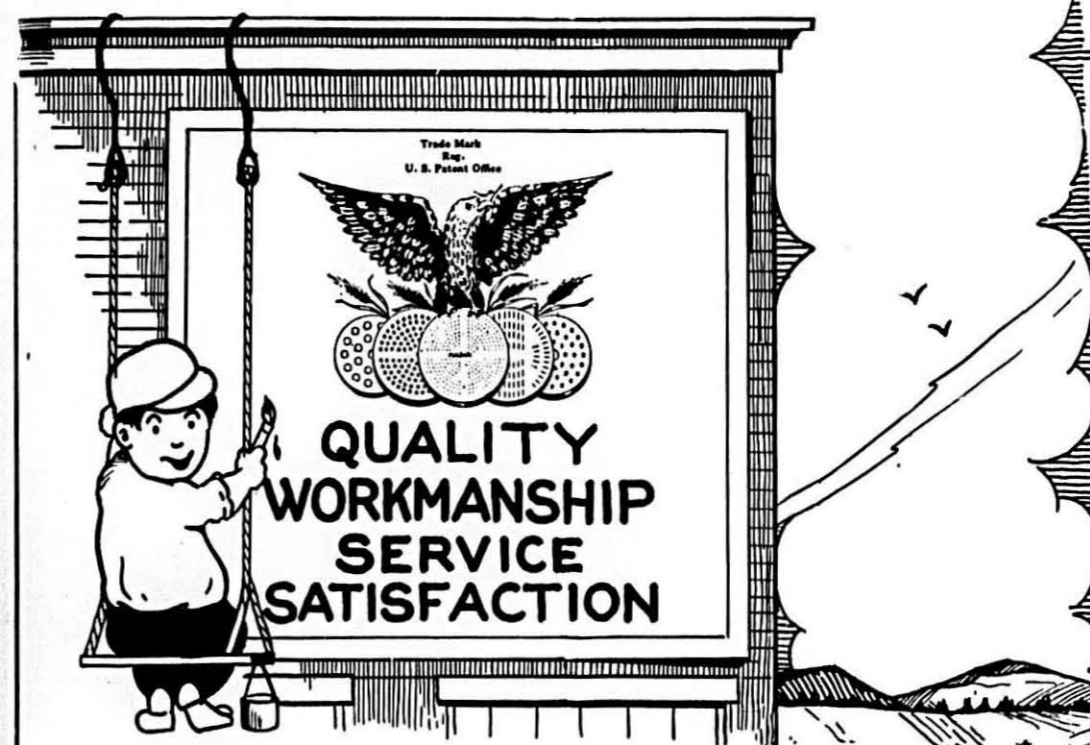
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MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys Stainless Steel Copper



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"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

American Sanitation Institute

The Hugé Company, Inc., 884 Hadimont Ave., St. Louis, through its president, Louis G. Hugé, announces formation of a new division, known as the American Sanitation Institute. The division will specialize in making sanitation surveys and studies of food processing plants to help them meet the thinking of the U. S. Food and Drug Administration and all other governmental regulatory services.

Dr. Edward L. Holmes, for the last six years sanitation director of the American Institute of Baking and previously with the food and drug administration of the Federal Security Agency, has been selected to head the new division.

Dr. Holmes holds a Ph.D. in chemistry from McGill University. He is well known in the baking industry particularly, and to quite an extent in the macaroni-noodle and other food processing industries for the work which he has done on the general and special sanitation requirements in the food field.

He will be assisted by two new men employed by The Hugé Co.; Edwin A. Bruinken, a sanitarian under Dr. Holmes in the American Baking Institute and a graduate of the University of Nebraska, and Lloyd R. Spivak, formerly with Prairie Farms Creameries, in charge of installation of a sanitation program there, and formerly a food and drug inspector.

Joe DiMaggio Signs to Star on TV Show

Giovanni Buitoni, president of Buitoni Macaroni Corp., has announced a contract with Joe DiMaggio, calling for the former Yankee outfielder to star on his first television program since retiring from baseball.

The new quarter-hour weekly program, to be sponsored by Buitoni Macaroni, will be called Joe DiMaggio's Dugout. It will be seen Sundays from 11:45 A.M. to 12 Noon, EST, on NBC television, starting April 6. Terms of the initial contract provide for the program to extend over 26 weeks.

"The Joe DiMaggio show," Buitoni said, "will be aimed primarily at the youth of America, teaching them the fundamentals of baseball as well as stressing good sportsmanship. In this respect we are indeed fortunate in securing the services of such an outstanding exponent of these ideals as Joe DiMaggio."

The former star Yankee centerfielder, who announced his retirement as a baseball player last December 11, will utilize his vast knowledge of the nation's leading sport to explain the strategies of the game as practiced by today's leading players. The program

also will feature a panel of sanitation experts, with the youngsters called upon to answer questions concerning some of the intricacies of the game.

New Brokerage Firm

The food brokerage firm of William Miller and Associates has been opened in Detroit at 503 U. S. Warehouse Company. Headed by William Miller, former manager for Snow Drop in the Detroit market, the firm will handle, among other lines, American Beauty spaghetti, macaroni and noodles.

Large and Small Businesses

A business is large or small in comparison with competitors within a line of business or an industry. In a

Printers Union Honors Milprint Executive

William Heller, Sr. chairman of the board of Milprint, Inc., now shares a distinction with only 11 other living Americans. The packaging and printing industrialist is a newly acclaimed honorary life member of the AFL International Printing Pressmen and Assistants Union.

He received a plaque in symbol of the honor at recent ceremonies held in Milwaukee. Ross Bonham, Chicago,

an international officer of the union, made the presentation.

The recognition came to the Milprint executive "for promoting the progress of printing in the United States, for his foresight and for his friendly attitude toward the pressmen's union."

Speaker at the award dinner was John M. Brophy, president of Milwaukee Local 7 of the union, who has worked with Heller at Milprint from the company's earliest days through its recent completion of big new Milwaukee headquarters.



William Heller, Sr., chairman of the board of Milprint, Inc., holds an honorary life membership plaque awarded him by the AFL International Printing Pressmen and Assistants Union. With the Milwaukee, Wis., industrialist are officials of his packaging materials and printing supply house and members of the union who gave Heller the recognition shared by only 11 other living Americans. Seated, front, left to right, are John M. Brophy, Milprint pressman and local president of the union; Mr. Heller; Ross Bonham, Chicago, international representative of the union; Roland Ewens, Milprint's president and treasurer; and Edward Boehm, business agent of the local union. Second row, Bert Heller, vice president and general sales manager of Milprint; Arthur Snapper, executive vice president and secretary of Milprint; and Shy Rosen, vice president in charge of eastern operations for Milprint. Standing, C. K. Billeb, vice president in charge of plant operations for Milprint; Roy E. Hanson, vice president and director of sales; Milprint; Paul Hultkrans, vice president in charge of product development for Milprint; and Lester Zimmerman, vice president.

Guess Who?

Submitted by Louisville Pete



An "Ole Spaghetti Dryer" finally gets a Sunday off from work. Here he is, perfectly relaxed, with no problem of checked goods to worry about.

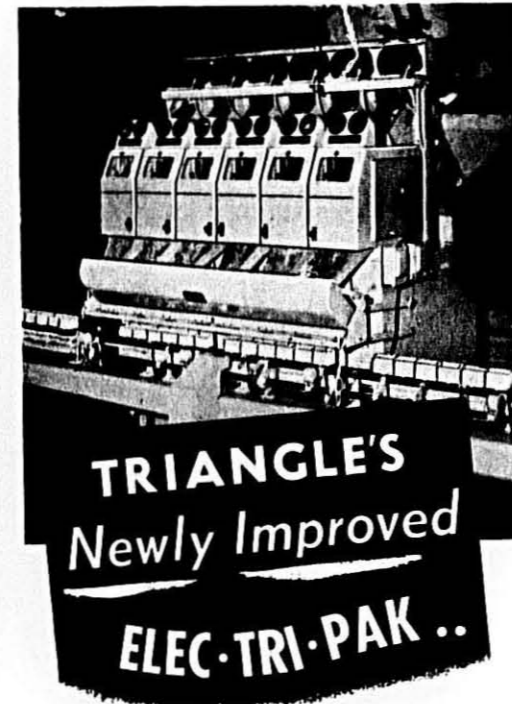
TOPS
in PERFORMANCE
and QUALITY

STAR... macaroni dies

Yes... every Die from our skilled craftsmen is a "Star" of Beauty, Perfection and Long Life. We guarantee our products—recognized and accepted as "Tops" for over 20 years.

Our Specialty: LONG TYPE DIES
Your worn out Dies repaired by SPECIALIZED ARTISTS.
Get Our ESTIMATES. Consult us on your requirements.

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TRIANGLE'S Newly Improved ELEC-TRI-PAK ..

weighs accurately ± ONE PIECE!

After 18 months of engineering redesign and job-testing, Triangle's newly improved Elec-Tri-Pak delivers weight accuracy within one noodle... or 1/32 of an ounce!

Speeds of 500 to 5,000 or more packages per hour can be achieved. There is an Elec-Tri-Pak model designed to meet your exact production requirements.

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Triangle Package Machinery Co.
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Gentlemen: Send me complete information about your newly improved Triangle Elec-Tri-Pak.

Name

Company

City Zone State

Timely Notes

by Chef Spag MacNoodle



Macaroni Markets—(Feb. 21, 1952) Noticeable improvement in consumer demands in several sections, mainly in northeastern and northcentral areas.

Durum Premiums—(Feb. 25) Very scarce extra fancy durum brought premium offerings of over 32c in Minneapolis.

Standard Semolina—(Feb. 15) Unlimited quantities available at around \$6.25 a sack, with a few offerings at 10c off.

Lenten Influence—(Feb. 20) Retail outlets are well stocked in anticipation of heavier demand for macaroni products in Lent to stretch high-priced meats and to maintain Lenten regulations.

Shipping Orders—(Feb. 26) Considerably stiffened to replace stocks reduced in pre-Lent processing.

SPECIALTIES

(Continued from Page 10)

loyalty. Then slowly, out of the depression of the 30's, employes started to share in the revival of business—and Christmas bonuses were paid by many concerns. World War II gave the employe his rightful place in business. Employers had to bid for services. Employe relations became almost as important as customer relations. Their importance has not changed and the new phase of appreciation and recognition of employes, expressed in gifts, is here to stay.

Make Them "Buy Now"

During the growth and expansion of commerce, the businessman found that people were slow to act—took a long time to reach a decision. Out of this human characteristic came the fourth need in business. It had its beginning in the early days of trade and barter. A few brightly colored beads

or pieces of cloth induced Indians to sell their furs more quickly. The early merchants had special days when they offered a piece of merchandise to bring in the customers. The traveling medicine man of the Gay Nineties, after making his spiel, offered a bottle of medicine for \$1.00—and then offered to throw in a second bottle to get action. Manufacturers offered dishes and silverware as a means of moving their products. Then came the coupon which carried a redemption value or offered a discount on the purchase of an article. The trading stamp came into being, and nearly every community had a store offering stamps with each sale. Accruals of stamps were redeemed for merchandise that helped to furnish many an American home.

There hasn't been much change in this general idea of getting people to act. It is another era in the development of American sales promotion that helped build many a successful business. It laid the foundation for the premium and contest industry, an important factor in small and large business that offered positive sales for advertising expenditures. And getting people to act is still a basic need in modern merchandising.

Thus premium plans become increasingly important in helping businessmen get business.

Every business is constantly looking for new ways of getting response, getting inquiries, getting orders—and the premium and novelty plans are the surest ways of getting them.

Duane Allan Joins Pennsalt

Duane R. Allan has joined Pennsylvania Salt Manufacturing Company's food industries department as sales-service representative for the B-K line



A Betty Crocker Selection

An easy to prepare casserole chosen by Betty Crocker for her televised show, March 15. A simple recipe that should become the favorite of busy women.

in the midwest, it has been announced. Allan will make his headquarters at the company's district sales office in Kansas City, Mo., and will serve the territory comprised principally of Nebraska and Iowa.

Letters to the Editor

St. Boniface, Canada, Feb. 2, '52
Mr. M. J. Donna, Managing Editor
THE MACARONI JOURNAL
Braidwood, Illinois

Dear Mr. Donna:
We returned from our two-continent trip the first part of January. It was very enjoyable, but altogether too short. However, we were both glad to get back home to rest a little from so much wining and dining. We probably tried to absorb too much in too little time.

Our primary objective was southern France, to visit dad's boyhood haunts and to spend some weeks with his and my late mother's relatives in Nice and Marseilles. While father went to Africa, I went to Germany through Switzerland and returned my way of Italy.

Dad was pleased to meet Mr. Escalapes and family in northern Africa. Those who attended the Chicago convention last June will remember the smiling ambassador of French good will who was nicknamed "The Rascal."

In Paris, France, we had lunch with Mr. Audizier, who led the French mission to the macaroni convention in Chicago. To our surprise, he had invited Mr. Revon, one of the largest macaroni makers in France. The meeting was enjoyable, so was the sea food luncheon.

We were forced to return via the Azores, causing us to give up our planned stay in Montreal. Kindest regards from all the Constants.

Sincerely,
(Miss) Madeline Constant

Dott. Ingg. M. G.

Braibanti. c.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1. (Italy)

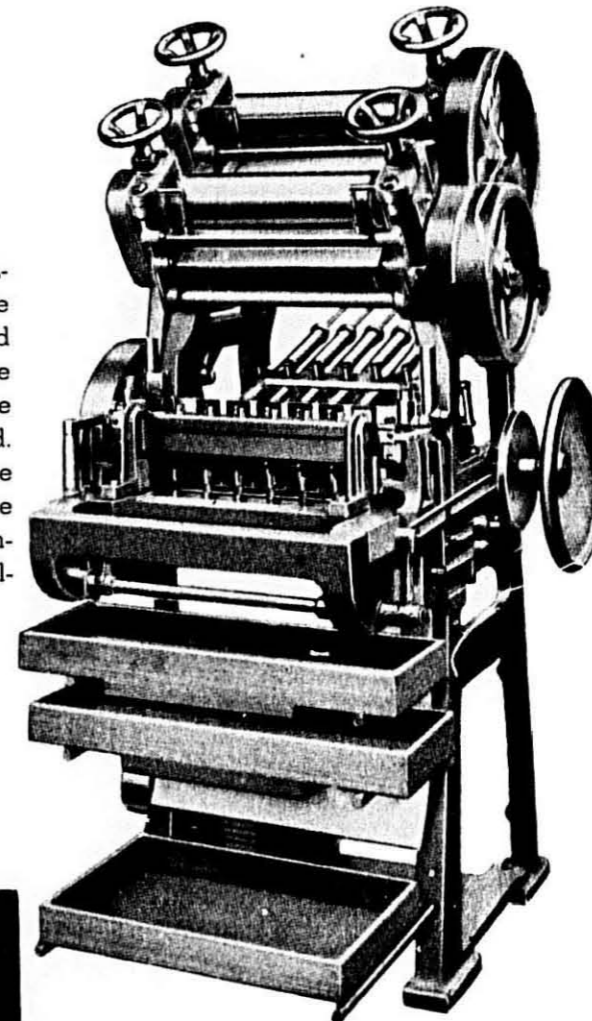
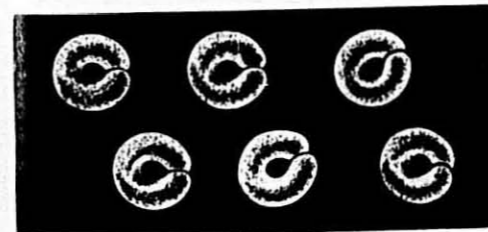
Complete Equipment for Macaroni Products

The New Automatic TORTELLINI MACHINE

Machine for large production of "TORTELLINI" consisting mainly of the double rolling-out and the tortellini stamping and filling devices, inclusive of motor. The Tortellini produced on this machine are very much nicer than those made by hand. On account of the hermetic closure of the tortellini and the uniform distribution of the filling, the drying is made easier. No manual labor is required for the hermetic sealing of the finished product.

Machine with 6 puncheons:
Output per hour 12,500 Tortellini

Machine with 3 puncheons:
Output per hour 6,250 Tortellini



Machine with 6 puncheons. Equipped with 1.5 H.P. Motor. For smaller productions, this machine can be supplied with 3 puncheons, equipped with 1.0 H.P. Motor.

U. S. A. Representatives:

Eastern Zone: LEHARA SALES CORPORATION—485 Fifth Ave., New York 17, New York

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maple Ave., Los Angeles, California

The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
 Successor to the Old Journal—Founded by Fred
 Becker of Cleveland, Ohio, in 1903
 A Publication to Advance the Macaroni Industry.

Registered U. S. Patent Office and published
 Monthly by the National Macaroni Manufacturers
 Association as its Official Organ since May, 1919.

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Vol. XXXIII March, 1952 No. 11

National Macaroni Manufacturers Association

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 Italian Technician with long experience
 in manufacture of fine alimentary pastes
 to manage permanently Production Department
 of an important Factory entirely
 new, equipped with up to date automatic
 machinery. Applicants must have a great
 knowledge and ability to develop, organize
 and carry on all jobs in connection
 with this employment. Excellent opportunity
 for a capable man who can fulfill
 these requirements. Address all applica-
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These shop windows will be loaded
 with filled samples of products in Mil-
 print packaging. Every type of mer-
 chandise will be represented: candy,
 bakery, meat, dairy products, produce,
 frozen foods, dried foods and fruits,
 potato chips, popcorn, macaroni and
 other food products. Textiles, drugs
 and cosmetics, toys, novelties, hard-
 ware and beverages will all be on display.

The slogan of the Milprint display
 will be "The Package is your Salesman
 in the Retail Store."

Young Husband: "This pie is burnt. Send it
 back to the store."
 Young Wife: "I didn't buy it. It's my own
 creation."

The Land of Plenty

You've seen the phrase in print;
 you've heard it a thousand times.

You've probably used it yourself:
 "The United States is the land of
 plenty."

What is plenty? What does it mean?
 Does it mean that everybody has every
 last thing he wants? No, that would be
 downright silly. When we say America
 is the land of plenty, we mean that
 more people here have more than any
 other people in any other country
 have ever had.

We produce more; therefore we
 have more. How do we do it? Other
 countries have more natural resources
 than we have. Still we out-produce
 them. What is our secret?

The answer seems to be that there
 is no one secret unless it is what we
 call the American way of life. One
 ingredient of "The American Way" is
 that Americans are willing to take a
 chance in order to earn a possible re-
 ward. Our people truly welcome new
 ideas. Seeing a chance for profit, some-
 one eagerly goes ahead and develops
 them. That is what happened with the
 phonograph, the electric light, the auto-
 mobile; thousands of other things.
 Sometimes it took only a few dollars.
 Sometimes it took millions, as with
 products of chemical science like nylon
 or cellophane. But in every case, some-

one went confidently ahead with an
 idea.

Can it be that the American secret
 lies in the words *confidently* and *profit*?
 An American manufacturer with a
 chance to make a good profit on a good
 product can afford to try out new
 ideas—with confidence. He is willing
 to risk his time and money on new
 ideas that promise to be profitable.
 And he does it with confidence, be-
 cause our American way protects the
 ideas and profits of individuals and
 of companies.

De Pont Magazine

Important Industry Dates

48th Annual Convention
 Hotel Mount Royal
 Montreal, Canada
 June 25, 26, 27, 1952

National Macaroni Week
 October 16-25, 1952

Milprint Has "Shopping Center" at National Packaging Show

A 47-foot exhibit simulating a long
 row of retail shops will form the back-
 ground for the display of Milprint,
 Inc., at the A.M.A. National Packag-
 ing Exposition at Atlantic City, N. J.,
 April 1-4.



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 maca-
 roni and noodle products to meet the Federal Stand-
 ards of Identity.

'ROCHE' *Vitamin Division*

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... a name that assures you, year in and year out, of Durum Products expertly milled from the choicest durum wheats the market affords.



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