

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 4**

August, 1952

AUGUST, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



MACARONI SHRIMP SALAD—Relax at the end of a strenuous day, suggests The National Macaroni Institute, in a nation-wide release; enjoy a quickly prepared meal consisting of appetizing Macaroni Shrimp Salad made earlier in the day, pumpernickel and tall glasses of sparkling beer. Make things easier for yourself, Mrs. housewife, by using colorful paper plates.

Chicago, Illinois
National Macaroni Manufacturers Association

PRINTED IN U. S. A.

VOLUME XXXIV
NUMBER 4



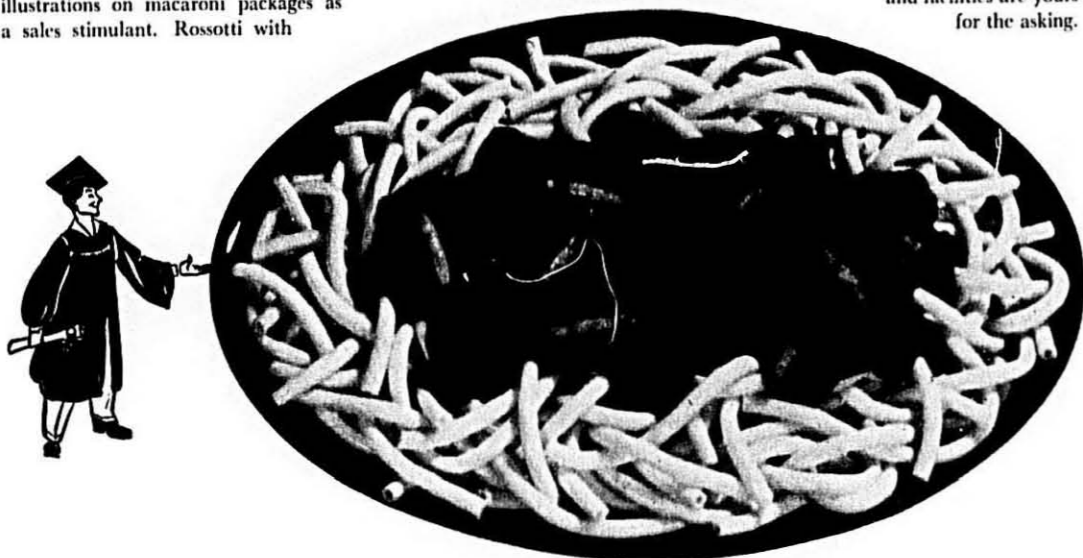
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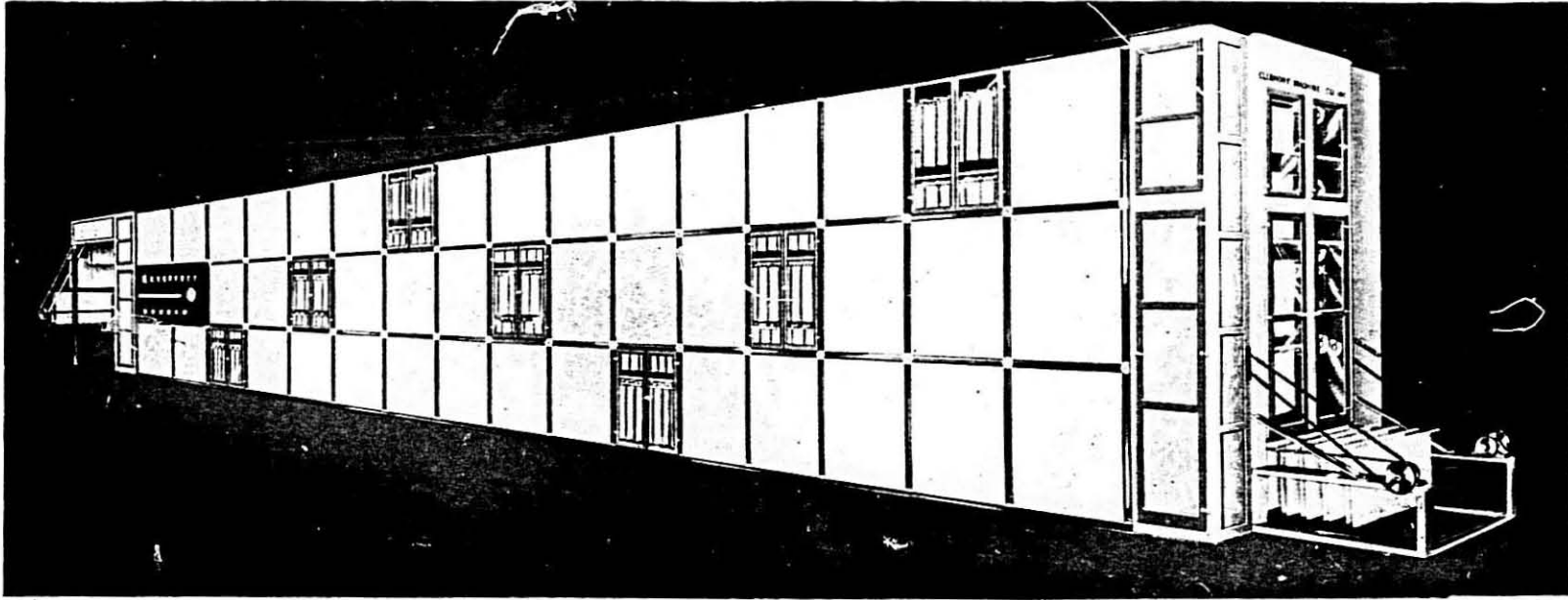
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THE MACCARONI JOURNAL

August, 1952

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MACCARONI JOURNAL

Volume XXXIV

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Number 4

The Question Of
the Harvest...

DURIN, August, 1952, the eyes of the manufacturer of quality macaroni products are directed to the fields of the northwest, and particularly to the durum area in North Dakota. They are looking for the correct answer to the question, "What will be the quantity and the quality of the 1952 durum crop?"

Through their suppliers, in the past reports, in terms of acreage and in bulletin from the National Macaroni Manufacturers' Association and National Macaroni Institute, they have been warned not to be optimistic, and to look for a record-breaking crop, not to become panicky but to hope for a crop below the 10-year average yield of 80 per cent.

During the present still, overcast season, the durum crop has had to contend with unfavorable growing conditions for three crop years. In 1950 a promising crop suffered from a severe frost at just as the growers were preparing for the harvest. In 1951, the crop was again hit by a severe frost, and the durum crop was again hit by a severe frost. In 1952, the crop was again hit by a severe frost, and the durum crop was again hit by a severe frost.

Growers took their loss grimly. In fact, they had a normal average in the spring of 1951. Each year's crop was good. The crop had sufficient earth moisture and almost normal rainfall throughout the early part of the season. A good crop was expected. However, a Specter of a big crop. They got an early start on the harvest. Forward the end of July, rains fell, continuing through August, September and October. The crop was again hit by a severe frost, and the durum crop was again hit by a severe frost.

It is quite a number of growers who in the spring of 1952, are now ready for planting in the spring of 1952. The big majority of the real durum farmers. They are not that under the law of averages, the unfavorable

weather conditions should soon end. They planted almost a normal number of acres, the fact that the soil conditions were more favorable. Little of the snow had fallen in the area during the winter of 1951-1952, and spring rains were absent.

The grain, they will find, an impressive start. But by the middle of June the lack of rain had its Specter's effect. Even the most pessimistic were changing their minds, but a good rain of two to three inches in June and early in July again raised hope for a big crop. Then came that Specter's appearance in some sections. Then the drought which, according to the Specter, increased in severity from a normal average of 8 per cent to an abnormal one of nearly 80 per cent in the 10-day period from July 10 to July 20 when the first attack reached its peak.

As durum wheat matures, about two weeks later than does hard wheat, it was natural that the durum would get and get the benefit of the first rain. As of the end of July, Specter's estimated that about 10 per cent of the 1952 crop would be safe from considerable risk. That is, that about 10 per cent of the crop was in the field, and could go either way, depending on the first or heavy enough of it to give the effect of the yield and the quality. The remaining 90 per cent will be very much to be seen when the first rain comes.

The government estimate of July 11 was that the 1952 durum crop would be 2,100,000 bushels, but favorable rains during July and July have raised the estimate of the Department of Agriculture when released on August 11, figures to which all who are in any way connected with the macaroni industry in the United States are hopefully looking forward.

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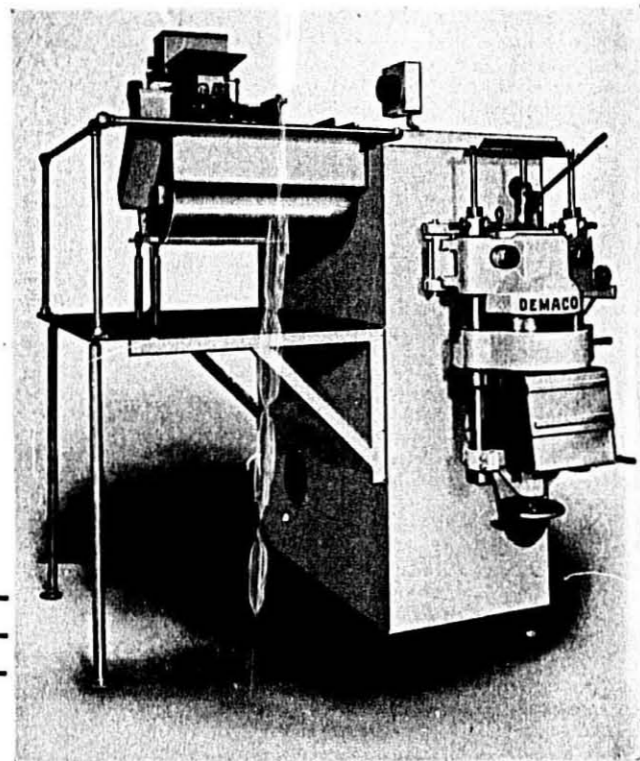
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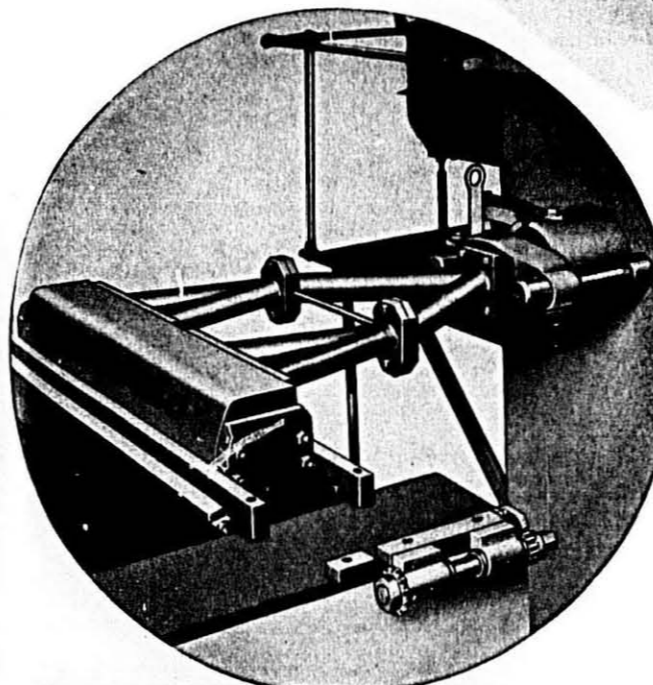
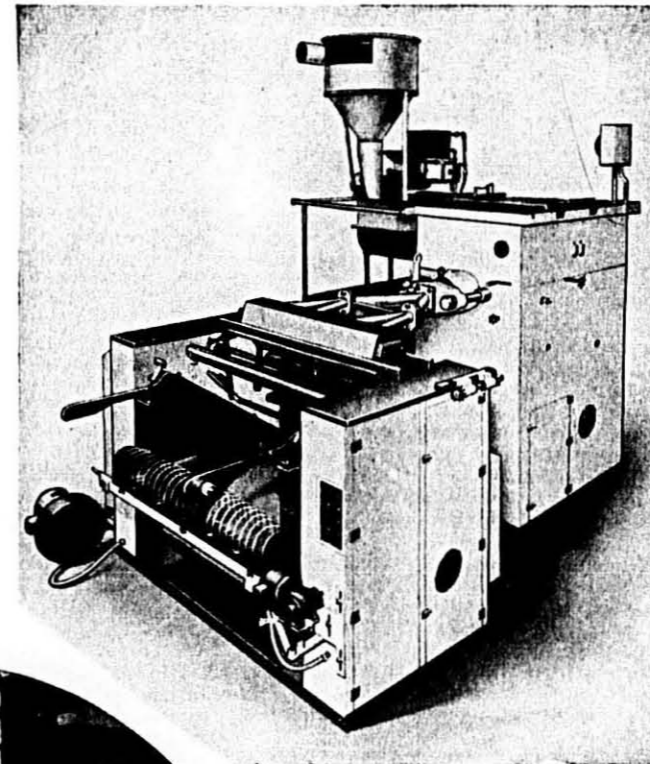
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At the 48th Annual Convention . . .

Action by Resolutions

Among the important resolutions adopted in convention June 25-27, 1952, were two recommended by the standards committee.

The first asks the Federal Food & Drug Administration to issue a statement of policy clarifying the limited interpretation some state officials have been giving the Definitions and Standards of Identity for macaroni and egg noodle products. The committee's report, giving the background and the resolution adopted unanimously by the membership in convention, are presented here.

The second matter studied, and on which the standards committee gave a report, deals with so called "high protein macaroni," prohibited under the Standards of Identity. The committee was commended at the convention for the objectiveness and thoroughness with which its report was prepared. It merits close reading by every macaroni and noodle manufacturer. Both the report and resolution follow.

Both resolutions are being forwarded with dispatch to the proper government officials, so that prompt action may be taken, reports Robert M. Green, secretary of the National Macaroni Manufacturers Association.

REPORT OF COMMITTEE ON STANDARDS, ANNUAL MEETING JUNE 24, 1952, MONTREAL CANADA

Subject: State Interpretation of Definitions & Standards of Identity

This committee, composed of James J. Winston, research director, Roger Di Pasca and Joseph Giordano, chairman, was named by the president at the last midyear meeting. It was directed to study the question of protein macaroni; submit a report thereon and make recommendations in connection therewith.

Several states have been interpreting the standards contrary to the industry's understanding and definitely inimical to its interest.

1. About a year ago, specifically on April 3, 1951, the Food and Drug Commission of the State of Connecticut advised one of the manufacturers that such items as pastina and linguine could not be marketed as macaroni, as no definitions or standards existed for these items.

James Winston conferred with the Connecticut official at that time. He

emphasized that a large variety of shapes has been manufactured for many years and emphasized that it was the intention of the Federal Standards to permit marketing these many shapes under the generic common name of macaroni or macaroni products.

On April 26, 1951, the subject of Connecticut's interpretation was reviewed by Mr. Winston with the Federal Security Agency, Food and Drug Administration, Boston district.

From these sessions, it appeared necessary to clarify the standards so as to encompass all varieties and shapes of macaroni products.

2. During the past month, two manufacturers were written to by the New York State Department of Agriculture, which asserted that under its interpretation of that standards all flat or ribbon shaped macaroni, such as linguine, fettucce, Lasagne, et cetera must contain the required amount of egg yolk and must be labeled egg noodles.

On April 1, your committee went to Albany and conferred with C. R. Plumb, commissioner, bureau of food control, and H. H. Robertson, director, state food laboratory. We learned that under its interpretation of the standards, New York contends:

(a) That no flat macaroni can be marketed in New York.

(b) That inasmuch as flat macaroni resembles noodles and may cause deception, they must contain required amount of egg yolk and be labeled egg noodles.

(c) That all shapes, other than the specific items macaroni, spaghetti and vermicelli, are outlawed—there being no standard for such other shapes.

Together with the New York State officials, we reviewed the standards and it developed that there are strong grounds for New York State's position.

After much discussion, during which it was pointed out that the Federal Standards never intended to prohibit or restrict the shapes then existing or which might in the future be manufactured, the following understanding was reached:

1. The New York Department of Agriculture agreed to withhold enforcement of its interpretation, upon our promise to bring this matter up at the June Convention where active steps will be taken to petition the Federal Food and Drug Administration for

amendment of the standard to clarify this issue.

2. That a copy of such resolution which may be made at the June meeting will be furnished to New York Department of Agriculture as evidence of the industry's good faith to resolve this matter.

It would unduly prolong this interim report were we to include all the points raised and discussed at the Albany meeting. Suffice it to emphasize that the problem is a most serious one. There is every likelihood that other states may raise similar prohibitions and restrictions under the present wording of the standards.

Therefore, your committee respectfully urges that the agenda include this subject to the end that the committee's commitment to the Department of Agriculture as evidence of the industry's good faith to resolve this matter.

It would unduly prolong this interim report were we to include all the points raised and discussed at the Albany meeting. Suffice it to emphasize that the problem is a most serious one. There is every likelihood that other states may raise similar prohibitions and restrictions under the present wording of the standards.

Therefore, your committee respectfully urges that the agenda include this subject to the end that the committee's commitment to the Department of Agriculture be fulfilled and that appropriate steps be taken by the industry to re-analyze the standards with the object of recommending amendments to adequately express and clarify its intent.

Respectfully submitted,
Joseph Giordano, Chairman
James J. Winston
Roger F. Di Pasca
Committee on Standards

RESOLUTION TO CLARIFY DEFINITIONS AND STANDARDS OF IDENTITY

The National Macaroni Manufacturers Association, representing the manufacturers of macaroni and egg noodle products, in convention duly assembled on the 25th, 26th and 27th days of June, 1952, at Montreal, Canada, hereby adopts the following resolution:

Whereas the wording and interpretation of the present Standards of Identity for Macaroni Products as published in the Federal Register of

December 23, 1944, and later amendments, have been so restrictively interpreted by several state food and drug agencies as to restrict and prohibit manufacture and sale of all shapes of macaroni products other than the specific shapes known as macaroni, spaghetti and vermicelli, and

Whereas it never was the intention of either this industry or the Federal Food and Drug Administration to in any way limit or restrict the shapes in which macaroni or egg noodle products should be manufactured and sold, and

Whereas it is the specific desire of this association to eliminate any confusion in the said standards, so that the various shapes of macaroni and egg noodle products can freely be manufactured and sold as macaroni products:

Now, therefore, be it resolved

1. That the association take such immediate steps as are necessary to request the clarification of the existing standards to the end that all confusion on the part of any and all government agencies as to the interpretations of existing laws will be eliminated.

2. That the present Standards of Identity for macaroni products be worded and construed so as to permit the manufacturing and sale of various shapes without the danger of any government agency interpreting such manufacture and sale as deceptive to the consumer.

3. That the research director be authorized to petition the Federal Food and Drug Administration for clarification as aforesaid by requesting the Food and Drug Administration to issue and publish an expression of its interpretation or statement of policy that the number of shapes and varieties of macaroni and egg noodle products is in no way limited by the standards.

4. That a copy of this resolution be published in the official journal of the National Macaroni Manufacturers Association and such other publications of the National Macaroni Institute as are necessary to bring this resolution to the attention of all macaroni manufacturers.

5. That a copy of this resolution be dispatched to those government agencies which have in the recent past raised an issue with some manufacturers as to the matters hereinabove contained.

6. That the directors of this association take such other and further measures as may be necessary to effectuate the intentions of this association and this resolution.

It is hereby certified that the above resolution was unanimously adopted at the Annual Meeting of the National Macaroni Manufacturers Association on the 27th day of June, 1952, Montreal, Canada.

Thomas A. Cunco, President
Robert M. Green, Secretary

REPORT OF COMMITTEE ON STANDARDS, ANNUAL MEETING JUNE 24, 1952, MONTREAL CANADA

Subject: Protein Macaroni

This committee, composed of James J. Winston, research director, Roger Di Pasca and Joseph Giordano, chairman, was named by the president at the last midyear meeting. It was directed to study the question of protein macaroni; submit a report thereon and make recommendations in connection therewith.

The need for an inquiry into the subject has been an impelling one for a number of years. Indeed, such a need was indicated shortly after the promulgation of the Macaroni Standards on March 23, 1945.

It will be remembered that even after the standardization of macaroni products and in the face of a clear rejection by the Food and Drug Administration of an application to establish standards for gluten macaroni products, deviations from the standards continued. Eighteen per cent and 20 per cent gluten macaroni was openly marketed and advertised. It eventually came to an end. Denial of an application for a gluten macaroni standard and action by the Federal Trade Commission against the representations made in connection with gluten macaroni no doubt brought about its demise. Reincarnation, however, soon occurred by the marketing and promotion of the protein macaroni label.

Since the promotion of protein macaroni inherently involves, either subtly, impliedly or openly, the disparagement of standard macaroni, manufacturers of the standard product have, over the past four or five years, called upon the association, at virtually every meeting, to take action to end the depreciation of the standard product by members of the industry. The association, believing that the problem was entirely localized and would be short-lived, delayed taking any action. During the past year, however, there arose a new and additional number of protein macaroni brands.

Obviously, the aggregate promotion of a greater number of protein brands will inevitably result in greater and more extensive disparagement of the standard product.

Accordingly, this report was ordered to help the board of directors arrive at a determination.

The situation raises clear and apparent issues. They are:

1. Is protein macaroni legal?
2. Is protein macaroni needed by and good for the consumer?
3. Is protein macaroni good for the industry?

With the promulgation of the Macaroni Standards on March 23, 1945, the word "macaroni" became available to the food composed only as defined in the standards. From thence-

forth on, all foods not conforming to the composition described in the standards are precluded, that is, shut off from employing the standard name, "macaroni."

This fundamental principal of food law is aptly expressed in the March, 1951, issue of the *Food Drug Cosmetic Law Journal*, page 182. ("Section 403 (g) Revised" by H. Thomas Austern).

"The label name and the composition specified are exclusively appropriated to the standardized product. Any product which is represented as or purports to be that food must conform. It *must* contain all of the prescribed ingredients in the specified amounts or ranges. It *may* also contain any optional ingredient. But it *cannot* contain any ingredient, however, wholesome or beneficial—not recognized and permitted to be included by the regulation."

"Even though this is called misbranding—and most other misbranding can be cured by relabeling—a product not conforming to an identity standard is outlawed."

Clearly, then, to adopt the label name "macaroni," a product must conform with and its composition must be confined to the components prescribed by the standard of identity. A product whose composition is other than that defined cannot anywhere on its container bear the label name "macaroni," separately or in conjunction with any other word or words.

The standard does not permit inclusion of protein supplements so as to raise the protein content to 18% or 20% or more. In fact, the FDA concluded in the matter of amending the standards (11 F.R. 7503 July 6, 1946 and 11 F.R. 7520 July 9, 1946) that

"b) It will not promote honesty and fair dealing—to provide for the use of gluten as an optional ingredient so as to raise the gluten content of these products to 18 per cent or more."

Only to permit more efficient manufacture by attaining the necessary binding properties of the dough, did the FDA permit addition of gum gluten in a quantity "such that the protein derived therefrom, together with the protein derived from semolina, durum flour, farina, flour or any combination of these used, does not exceed 13% of the weight of the finished food." And further admonished that no label statement or reference shall accrue from such supplementation for manufacturing efficiency.

Beyond question, therefore, products containing ingredients not prescribed in the standards or containing permitted ingredients in greater strengths or quantities than those prescribed by the standards and purporting to be macaroni products are outlawed and cannot bear the label name, "macaroni." Bluntly stated, such products are not macaroni products. The foods now

marketed as protein macaroni containing protein in excess of 13% are being illegally marketed and cannot use the name, "macaroni," to identify them.

2. The second question "Is protein macaroni needed by and good for the consumer?" was assigned to our research director, James J. Winston. His report follows:

Protein refers to one of the essential food substances required by the body for proper growth and maintenance of body weight. As you know, carbohydrates, fats, vitamins and minerals comprise the other food nutrients required daily to permit a normal functioning of the body. What makes one protein particularly good and better than another is its quality.

Protein quality is the ability of a protein to be converted by the body into essential building blocks or amino acids. These amino acids are required by the body to promote growth and to repair and build new body tissues. Amino acids may be considered to be analogous to letters of the alphabet; to make words we require a combination of letters; likewise, for the body to build certain tissues and organs, there must be present in the system a mixture of these building blocks or amino acids which may be blended and combined to produce the required protein tissue.

According to nutritionists and biochemists, the average American's diet provides all the necessary protein for the maintenance and growth of body tissues. This is due to the fact that the average person consumes a mixture of foods which provides him with the necessary proteins. As recently as May 15, 1952, in the findings of fact relative to the *Bread Standards* before the Food and Drug Administration, the following was emphasized, "The evidence does not establish that the mixed diets generally consumed in this country are low in protein content or poor in protein quality." Some of the best sources of protein are to be found in the following: milk, eggs, meats, fish, and oil seeds such as soya and peanut meals. Cereal products when supplemented with any of the above will yield a protein of good quality.

Standard macaroni contains about 11.5% protein and about 73% total carbohydrates. The caloric value is approximately 100 calories per ounce. High protein macaroni which is sold in the market for which there is no standard of identity, contains approximately 20% protein and 64% total carbohydrates. Its caloric value is slightly lower owing to the fact that it contains more cellulose which is not digestible and therefore is not converted into fuel. Its caloric value is slightly less than 100 calories. The substitution of protein for starch does not change the caloric picture since one part of protein and one part of carbohydrate will each produce 4 calories.

As for the protein quality of these macaroni products, it is interesting to refer to tests made by the Food and Drug Administration in 1945. Here, the protein quality was tested by feeding white rats with equivalent amounts of protein derived from different sources. In group 1 the rats were fed casein, a milk product, as a protein source. This served as the standard. In group 2 the rats were fed standard macaroni which had a protein content of 11.2%. In group 3 the rats were given as protein source, the 20% high protein macaroni. This high protein macaroni was analyzed by the FDA and their results showed that it consisted of semolina, gum gluten and a small amount of defatted wheat germ. The twelve animals in each group were subjected to the above diets for a period of twenty-four days and it should be noted that the gain in weight of the animals is an indication of the protein value since all the other essential nutrients are kept at the same level. The results were as follows: Group 1, which received the casein, showed the greatest gain in weight. Group 2, which received the standard macaroni, showed the smallest gain in weight. Group 3, which received the high protein macaroni, showed a greater gain than the standard macaroni group but a much smaller gain than the casein group. The results of these feeding tests showed that macaroni alone promotes slow growth of the rats because it is low in some of the essential amino acids. Supplementing macaroni with gluten and some wheat germ shows an improvement although still quite inferior to milk as a protein source.

Macaroni is a product which always comprises one of the components of a recipe, since it is generally eaten either with butter and cheese, sauce, fish, mushrooms or meat. Our laboratory has analyzed a number of popular macaroni recipes and the results indicate that there is a significant contribution to the daily adult requirements both as to quantity and quality. For example; in the Spaghetti-Meat Balls dinner, one serving of this dinner provided 63.9% of the daily required protein. In the Spaghetti-Italian Style dinner, one portion provided 21.6% of the daily protein requirement. In the Spaghetti Sausage dinner, one serving provided 36.3% of the daily protein intake. It is therefore evident from this data, that macaroni recipes because of the mixture of ingredients will make a significant contribution to the protein which will provide an adequate intake for body needs.

At this time, I would also like to say a few words about the caloric content of macaroni as compared to other foods. As mentioned earlier, each ounce of macaroni will yield approximately 100 calories. The caloric content of some foods consumed daily are as follows:

| Food | Calories |
|---|----------|
| 5c chocolate bar | 100 |
| Tablespoonful of Jam or jelly | 100 each |
| Medium boiled potato | 100 |
| Portion of white rice | 107 |
| Plain ice cream portion without any trimmings | 210 |
| Portion of apple pie | 287 |
| Piece of chocolate layer cake | 300 |

For a la mode, a rather popular dessert, would really make a high caloric contribution, 500 calories.

As you can very well see, macaroni products by themselves are neither high caloric foods nor are they fattening.

3. In marketing a food product, the primary obligations are to the law and the consuming public. We have reviewed both these considerations; namely the legality of the food and the effect its marketing would have on the consumer. It is natural for manufacturers to inquire into the marketing or commercial aspects of the question. Roger Di Pasca, in this portion of the report, deals with the final question, "Is Protein Macaroni good for the Industry?"

Joseph Giordano has given you the legal aspects of the matter under discussion. James Winston has covered the technical data. I will concern myself solely with the practical side of the subject.

It seemed to me from the start that, aside from whether or not existing regulations permit protein macaroni products to be manufactured and sold, it is vitally important to determine whether or not there is a needed place for such a product on today's market. If there is, common sense and good business judgment should force us to the conclusion that it should be made. But before we arrive at too hasty a determination of this all-important issue, we must consider some facts and ask ourselves some questions.

Assuming that there is some demand for the product, is this demand based upon the consumer's understanding of the real nature of protein macaroni? Does the consumer want it because he or she actually thinks the product is non-fattening? Does the consumer know how much real difference there is in this respect between protein macaroni and the standard product? In brief, gentlemen, is the consumer aware of the facts as we know them to be or is the present demand, whatever it is, based upon a consumer acceptance under mistaken ideas and wrong interpretations? In my humble

(Continued on Page 36)

Let Your Building Sell For You

by Ernest W. Fair

SOMETHING a person sees every day of the week and which makes a definite and favorable impression upon him, can influence his future buying. This is demonstrated daily by promotional effort in such methods as national billboard advertising, spectacular signs and the Burma Shave roadside signs.

All of these cost a good deal of money and are beyond the budget of the average macaroni manufacturer. But he has, in the vast majority of cases, an opportunity to accomplish the same effective business-building and at very little cost.

Yes, it's in letting our building sell for us. The majority of macaroni manufacturers are located so that one or both sides of their building are open and in full view of passers-by. These passers-by represent not only the ultimate consumers of our product, but also retail outlets and the wholesalers we supply.

Most of the time, this building carries a simple identification sign; in some instances we have observed the space has been sold to a bottler or brewer for advertising purposes. If it is so profitable to the bottler or brewer, it can be equally profitable to the macaroni manufacturer as well.

In the accompanying photo is shown how one southern manufacturer lets the side of his building do a selling job for him. It's the Robilio & Cunco Co. on Front Street in Memphis, Tenn. With an inexpensive sign, the firm has created a business promotion that is working for it every day of the week.

As can be noted, the sign does a complete job by presenting the firm's line. The passer-by who sees it cannot help but notice the sign and eventually absorb every word it presents.

Most firms keep the cost of such signs at a minimum by avoiding the use of illustrations, but some have found this extra expenditure worthwhile. It is chiefly a matter of one's own choice, for a sign such as this, using words only, has been found to be more effective from a dollar and cent standpoint than the more expensive venture. The latter is justified, however, in instances where one has

a very competitive situation and something must be done to make one's own sign stand out from others.

One factor of importance in such signs is not to attempt to say too much, for generally the passer-by has only a few brief seconds for even a part of the building sign to register with him. Covering the whole side of one's building has generally been found to produce less results than using a small section up front such as in the example shown herewith.

The actual ideas themselves should also be presented in the fewest possible number of words and also with the shortest words that can be used and the desired effect still obtained. Again, it's a matter of the few seconds the passer-by has in which to absorb the idea.

Along the same path, it is also desirable to confine the thought to a single short line, rather than one embracing a number of lines or using a long sentence. Always we must keep in mind how short a period of time (actually only seconds) the passer-by has in which to absorb what we have to say to him.

The choice of colors used in such signs is also of importance for an effect of making the message stand out and be easy to read is also necessary. Color combination which lend themselves to good visibility will give us assurance that our sign can be read from a greater distance and thus our prospect will have more time in which to read what we have to say. The Robilio & Cunco sign is white on

black, which is most popular. Black on a yellow background also has easy readability and can be seen from a distance.

In choosing color combinations for such selling signs, it is wise to select those having greatest contrast. Colors which blend into one another or which may be in attractive pastel shades are more beautiful to look at, but their impact is very low.

No matter how many advertising or promotional methods we may use, no one can be all-inclusive and reach every prospective customer at just the right time. This method of using our building to sell our product comes nearer to reaching that goal than many methods we use regularly, and it can accomplish this with only a small original outlay and no constantly recurring expenditures.

The only cost after the sign is once put on our building is in a yearly repainting job, for it is of great importance that such a sign always have a fresh and clear appearance. A shabby-looking sign gives everyone the impression that ours is a shabbily run business—certainly no inducement for people to spend their dollars on our product.

No macaroni manufacturer's building should ever be left blank or carry only a simple identification—using it to help sell our business costs so little and brings such big results that the opportunity should never be overlooked.



Commander-Larabee
MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS - 2 - MINNESOTA

From the desk of
ELLIS D. ENGLISH

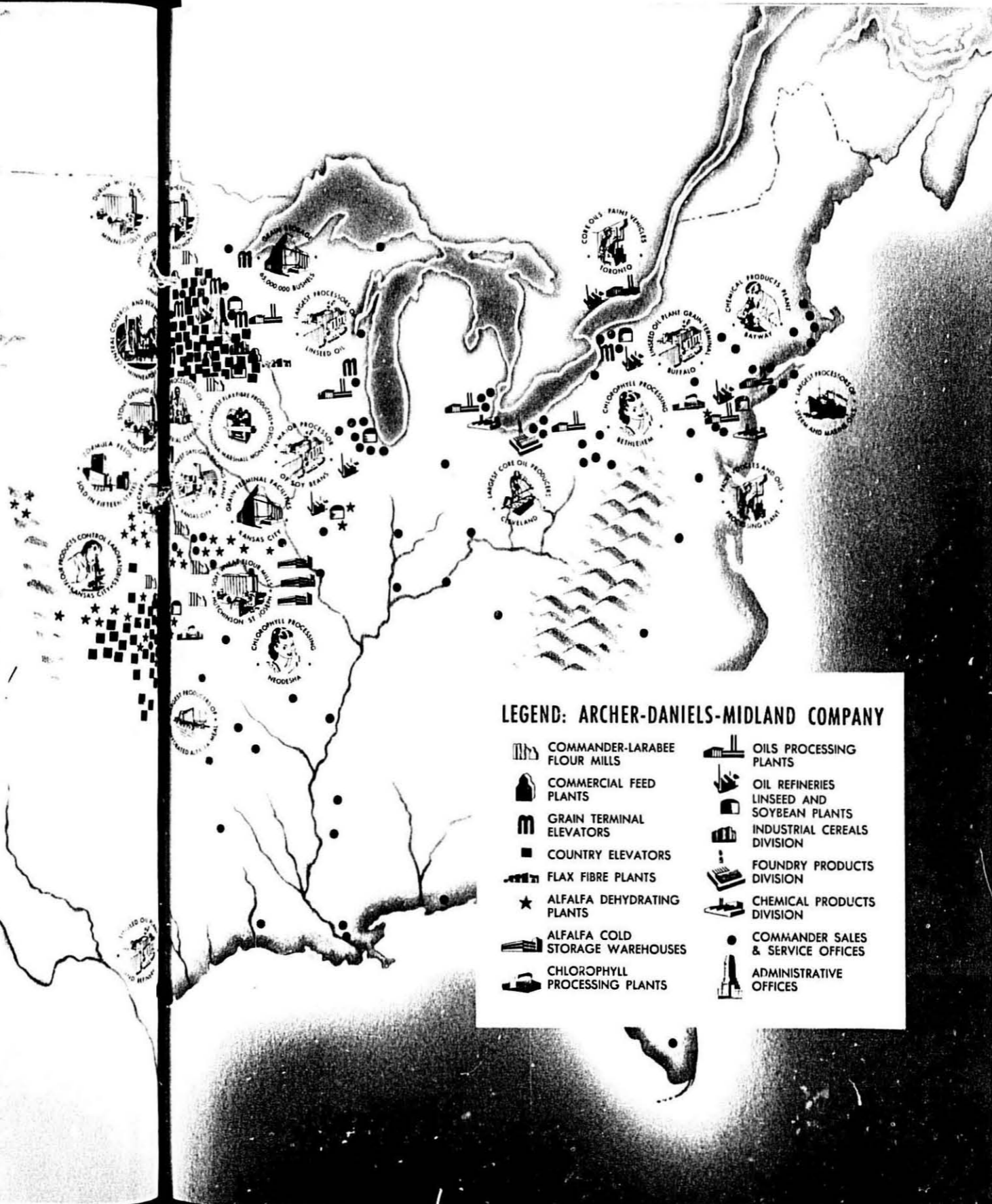
You'll be interested in this new map which shows the locations of Archer-Daniels-Midland plants and elevators... how they supplement Commander-Larabee operations.

Of primary interest to you is ADM's nation-wide network of elevators. These serve as our purchasing agent, helping us secure the finest wheat for Commander-Larabee flour.

















Perhaps even more valuable than ADM's large production and storage facilities is the company's aggressive research and products control organization. Headquarters for basic research is located at Minneapolis while control laboratories are maintained at every major processing point. This assures for Commander-Larabee a constant flow of ideas for new products for top quality flour.

By making constant use of these facilities and these ideas... Commander-Larabee is able to supply its customers with the best flours available anywhere any time of the year.

*Interesting -
Let's be sure this
makes the rounds.
J.M.T.*



LEGEND: ARCHER-DANIELS-MIDLAND COMPANY

- | | |
|---|---|
|  COMMANDER-LARABEE FLOUR MILLS |  OILS PROCESSING PLANTS |
|  COMMERCIAL FEED PLANTS |  OIL REFINERIES |
|  GRAIN TERMINAL ELEVATORS |  LINSEED AND SOYBEAN PLANTS |
|  COUNTRY ELEVATORS |  INDUSTRIAL CEREALS DIVISION |
|  FLAX FIBRE PLANTS |  FOUNDRY PRODUCTS DIVISION |
|  ALFALFA DEHYDRATING PLANTS |  CHEMICAL PRODUCTS DIVISION |
|  ALFALFA COLD STORAGE WAREHOUSES |  COMMANDER SALES & SERVICE OFFICES |
|  CHLOROPHYLL PROCESSING PLANTS |  ADMINISTRATIVE OFFICES |





Spaghetti was on the menu June 25, 26 and 27 at the 48th annual meeting of the National Macaroni Manufacturers Association of the United States and Canada. Paul Binvenu, president of Catelli Food Products, Ltd., Montreal, enjoyed a plate prepared especially by Chef John Savinsky of the Hotel Mount Royal, Montreal.

The Taxpayer's Future

By Gereon F. Zimmerman, Editor
The International Harvester
Employee Magazine

Is there any future for the American taxpayer?

Must he fork over indefinitely a greater and greater share of his hard-earned income in taxes to the government?

Must his standard of living be shaved as he is permitted to spend less and less of the money he makes himself, while the government spends more and more of it?

Is he going to sit silent and accept a dismal future for himself and his children? Or is he going to fight back against an intolerable situation as past generations of Americans always have done?

Well, like a great many things in this world, the answer is in the hands of the taxpayer himself.

He can become a docile, spiritless drone sweating away his life for the glorification of government waste, extravagance, and corruption. Or he can stand up like a man, garbed in all the majesty of an American Citizen, express himself, and join with others to halt this mad and dizzy increase in taxes.

Is it worth doing? How did you feel after you had paid your federal income taxes on March 15? How did you feel after you had dutifully estimated your 1952 tax bill? How did it affect what you had planned for yourself and your family for 1952?

A look at the 1952 calendar will answer that. There are the usual 12 months on the calendar, January to December. Each month of 1952, unless some unexpected event occurs, you can expect to receive wages or salary.

But wait—! In 1952, all the wages or salary you earn for four of the 12 months shown on the calendar must be paid by you as taxes. That's one-third of the year. You will have to work until May 1 before any of the money you earn can

be called your own!

For a long time, the politicians who were so busy increasing taxes had the support of a great many taxpayers by fooling them. They told them that the big corporations and the wealthy were paying the taxes, and that the rest of us didn't have to pay very much. But this was only deception.

Roughly one-third of the income of all people today goes for taxes in all the hundreds of forms in which they are paid for the support of local, state, and federal governments—8 cents on a quart of milk, 5 cents on a loaf of bread.

But just about everything that can be said against excessively high taxes already has been said by you and others. The important thing now is: What can be done about it?

There are several things that you and all the other voters of America can do about it.

1. Tell your elected local, state, and national representatives how you feel about high taxes.

2. Demand that they cut out all waste, extravagance, and unnecessary spending in local, state, and national governments.

3. Become informed about where your hard-earned tax dollars are being spent and decide for yourself whether

the expenditures are justified.

4. Talk to your neighbors and friends about it, and urge them to join with you in demanding economy in government, to be followed by a reduction in taxes.

5. Resolve to know enough about the problems of government so that you have an opinion as to whether billions should be spent rather than just accepting the word of some government official that it must be done.

Yes, there is a future for the American taxpayer, but he will have to shape it!

Independent Retailers Lead in Food Sales

How independent retail grocers are fighting their way back to the top of the retail food business was reported in an article in a recent issue of *National Grocers Bulletin*, official publication of the National Association of Retail Grocers.

The *Bulletin* points out that the nation's independent retail grocers have streamlined their methods to enable them to handle, in some cities, up to 85 per cent of total food sales. The national average for independent retailers is 62 per cent of the total food volume.

The *Bulletin*, beginning with its May issue, has presented a series of reports from cities where the proportionate volume of independent food stores is above the national average. Tiffin, Ohio, with approximately 20,000 population, was the first city in the NGR series. Independent retail grocers in Tiffin do 70 per cent of the retail food business, exceeding the national average by 8 per cent, according to the magazine.

Subsequent issues are bringing reports from additional cities where the independents' proportion of volume is far above the national average: Duluth, Minn. (80%); Fresno, California (76%); Grand Rapids, Mich. (82%); Memphis, Tenn. (85%); Minneapolis, Minn. (73%); Stockton, California (73%); Tacoma, Wash. (72%).

When Buitoni Macaroni Corp. introduced its new Macaroni Dinner, a combination package consisting of eight ounces of starch-reduced elbow macaroni, Marinara sauce and Parmesan cheese, the press was invited for a preview of the product before it reached the store shelves. Here, editors of national syndicates, magazines and newspapers attend a party at Tiro A Segno in New York City for announcement of the new item.



Past Presidents National Macaroni Manufacturers Association 1904-1952

| NAME | FIRM | TERM |
|----------------------|---|---------------|
| Thomas H. Toomey | A. Zerega's Sons, Brooklyn, N. Y. | 1904-1905 |
| G. F. Argetsinger | L. B. Eddy Co., Rochester, N. Y. | 1905-1908 |
| Ed Dreiss | San Antonio Mac. Fac., San Antonio, Texas | 1908-1910 |
| C. F. Mueller, Jr. | C. F. Mueller Co., Jersey City, N. J. | 1910-1916 |
| Wm. A. Tharinger | Tharinger Mac. Co., Milwaukee, Wis. | 1916-1917 |
| James T. Williams | The Creamette Co., Minneapolis, Minn. | 1917-1921 |
| C. F. Mueller, Jr. | C. F. Mueller Co., Jersey City, N. J. | 1921 (6 mos.) |
| B. F. Huestis | Huron Mill Co., Harbor Beach, Mich. | 1922 (6 mos.) |
| Henry Mueller | C. F. Mueller Co., Jersey City, N. J. | 1922-1928 |
| Frank J. Tharinger | Tharinger Mac. Co., Milwaukee, Wis. | 1928-1930 |
| Frank L. Zerega | A. Zerega's Sons, Brooklyn, N. Y. | 1930-1932 |
| Alfonso Gioia | A. Gioia & Brother, Rochester, N. Y. | 1932-1933 |
| G. G. Hoskins | Foulds Milling Co., Libertyville, Ill. | 1933-1934 |
| L. S. Vagnino | Amer. Beauty Mac. Co., St. Louis, Mo. | 1934-1936 |
| P. R. Winebrener | A. C. Krumm & Son Mac. Co., Phila., Pa. | 1936-1939 |
| J. H. Diamond | Gouch Food Products Co., Lincoln, Neb. | 1939-1940 |
| Joseph J. Cunco | La Premiata Mac. Co., Connelville, Pa. | 1940-1941 |
| C. W. Wolfe | Meys Mac. Co., Harrisburg, Pa. | 1941-1948 |
| C. L. Norris | The Creamette Co., Minneapolis, Minn. | 1948-1950 |
| C. Frederick Mueller | C. F. Mueller Co., Jersey City, N. J. | 1950-1952 |
| Thomas A. Cunco | Ronzo Foods, Inc., Memphis, Tenn. | 1952- |

Important Industry Dates

Sectional Meetings

- Seattle, Wash., September 9.
- San Francisco, Calif., September 10.
- Los Angeles, Calif., September 11.
- National Macaroni Week—October 16 to 25, 1952.
- Winter Meeting—Flamingo Hotel, Miami Beach, Fla., January, 1953.
- Industry Convention, Broadmoor Hotel, Colorado Springs, Colo., June, 1953.

N. Y. Market Leaders

According to the New York Market Merchandise Inventory by the *New York World-Telegram* for the months of April and May, 1952, the relative standings of the leading brands of macaroni, spaghetti and noodles in the Greater New York area are as shown:

| Brands and Size | Avg. Units Sold Per Store | Total Units Sold | Percentage of Distribution |
|-----------------|---------------------------|------------------|----------------------------|
| Total | 792.3 | 158,461 | |
| All Brands | 792.3 | 158,461 | 42.0 |
| Buitoni | 71.0 | 14,202 | 57.5 |
| Goodman | 46.6 | 9,118 | 87.5 |
| La Rosa | 249.6 | 49,914 | 78.0 |
| Mueller | 122.5 | 24,505 | 10.5 |
| Prince | 76.6 | 15,322 | 47.0 |
| Ronzoni | 222.5 | 44,504 | 15.0 |
| Tenderoni | 4.5 | 896 | |

Price Panels Appear on Dobeckmun Bag

A new line of Rite-Price bags has been introduced by the Dobeckmun Co., Cleveland, Ohio. The new bags are made of Cellophane and feature a large yellow panel printed directly on the front of the bags for legible price marking. A special ink with which the panel is printed makes it possible to mark prices and weights with ordinary

lead pencils, grease pencils or a stamp pad.

Rite-Price bags are manufactured in stock sizes for noodles and macaroni, dried fruits and vegetables, nuts candies and other bulk staples. The price panel is designed to speed up grocery check-outs and dress up display counters.

John Diefenbach Dead

John F. Diefenbach of Minneapolis, former president of the Amber Milling Company, St. Paul and Rush City, Minn., and well known to the macaroni manufacturers of the country died July 14 at the age of 77.

He retired in 1947 after 55 years of active interest, but always retained an indirect interest in semolina milling and macaroni making.

Born in Rush City, he early entered

business in the Twin Cities, and was renowned for his knowledge of durum wheat and its milling into semolina.

He is survived by his widow, Gertrude N.; a son, Father Gabriel, GMCAP, Detroit, and a daughter, Mrs. Margaret Eldredge, St. Paul.

Egg Solids Requirement for Noodles on Federal Specification N-N-591a

By James J. Winston, Director of Research, NMMA

In the new specifications for Egg Noodles N-N-591a, which is used by Federal Purchasing Agencies, it is important to note that the egg solids content is calculated only on the basis of yolk. Manufacturers who intend to bid on government contracts should refrain from using whole eggs and base the formulation on the use of egg yolk; i.e. 11.1 lbs. of 45% Solids Yolk per 100 pounds of farinaceous material.

I have corresponded with the chairman of the Federal Specification Board on this matter, who has stressed the fact that manufacturers using whole eggs will be penalized, since their formulation will require additional eggs in order to satisfy the requirements for egg yolk solids.

Journal Office Visitor

Frank Traficanti, the senior member of Traficanti Brothers, Chicago, noted manufacturers of egg noodles, visited the office of THE MACARONI JOURNAL the last day of July. "For years I manufactured noodles for preservation of the health of thousands of customers; now I'm selling fluids to preserve lifeless bodies . . . but I always have a pleasant thought about the live ones in the macaroni-noodle industry."

Sail for Italy



Two pioneers in the United States macaroni industry, with their wives, are visiting the land of their birth, Italy. They sailed on the *SS Vulcania* from New York on July 15, with many relatives and friends at the pier wishing them bon voyage. They expect to return in the early fall. The travelers are Mr. and Mrs. Bartolo Filipone (left) of the National Macaroni Co., Passaic, N. J., and Mr. and Mrs. Joseph Viviano of Delmonico

Foods, Louisville, Ky., year-round residents of Florida. Photo—Courtesy H. I. Bailey, General Mills, Inc., Minneapolis

Presenting more of the topics

discussed by speakers at our

Montreal Meeting

A LOOK AT THINGS TO COME

By Theodore R. Sills, NMI Counselor

In reporting on "things to come," it is well to look back a bit on things that have happened.

Let us look back for a moment at the basic objectives of the program.

First, we all were anxious to increase the per capita consumption of macaroni products.

Then we wanted all editors to become increasingly aware of the public interest in macaroni so that they would not only use our releases but would be stimulated to create their own macaroni recipes.

Third, we wanted other food publicists to get in the habit of combining their products with macaroni.

And fourth, we wanted national advertisers to feature macaroni dishes combined with their products in their paid space.

In addition, we were anxious to increase the use of macaroni products in restaurants, institutions and mass feeding units.

And to sell the nation's home economists on the value of macaroni to the American diet.

There were other objectives also but these were the basic ones. It was felt that when the per capita consumption was increased the industry would be in healthy condition, indeed.

The foundation for accomplishing these objectives has been soundly laid.

More and more, the nation and the nation's editors become increasingly aware of the importance of macaroni.

More and more, these products are featured in newspapers, magazines, on the air and in advertisements.

The job now is to keep it up.

The job is also to increase the depth of penetration, and to continually expand the program into new fields.

About a month and a half ago you all received a copy of *Impact*.

Impact is the story, the report of your public relations program, more or less up to date, although basically, it's a report of 1951.

After we got the idea for the brochure, we spent a lot of time trying to get the best idea for the most graphic cover.

No matter what the suggestion, we always came back to the knock-out punch.

When we finally had the cover drawn, the girls in our New York office protested because it was too brutal. They wanted something a bit softer . . . perhaps like a marshmallow floating down upon a pound of confectioner's sugar.

But we felt that your program packed a terrific wallop, that its impact was right on the button and that it was a winner all the way.

In *Impact*, we tried to bring home the effect of constantly hammering away our sales story at the consumer. We tried to bring home the point that in the fight for the consumer's food dollar the macaroni industry has a hard-hitting program well under way.

The newspapers of the nation have been most generous to your industry.

In 1951, they used macaroni copy regularly every month, every season of the year. And they gave you over six million one hundred and fifty thousand lines on the woman's pages.

This copy appeared in almost every newspaper in the nation.

In 1951, as in other years, your program blanketed the country with macaroni copy. Outside of meat and dairy products, macaroni commanded more space and attention than any other food product.

An important point in this program was the fact that was emphasized . . . *macaroni has no season!* Spring, summer, winter, fall, Lent and the holidays, the nation's press advised the homemaker to serve macaroni.

Think of the tremendous impact



Mr. Sills

this newspaper program alone must have on the American housewife!

In the magazine field, the results were equally spectacular.

The *Life* spread was a much talked about story. It had great impact on the homemaker and perhaps an even greater one on the retail outlets.

Life, with its 5,300,000 circulation, has greater influence on America's thinking than any other publication . . . with the possible exception of *Reader's Digest*.

Many times that 5 million audience was influenced by the *Life* story. And remember that that issue of *Life* will be read by millions more people for years to come who are waiting in doctor's offices.

All the top magazines regularly carry your macaroni messages. *Ladies Home Journal*, 4,458,219; *McCall's*, 4,411,643; *Good Housekeeping*, 3,081,960; *Holiday*, 794,455; *Parents*, 1,249,054; *Seventeen*, 1,026,620; *Better Living*, 1,500,000; *Family Circle*, 2,846,430; *Better Homes & Gardens*, 3,648,211; *Ebony*, 395,343; *Tan Confessions*, 258,084; *Intimate Romances*, 921,097.

So your reading public is constantly reached by two big segments of the nation's press.

The Sunday supplements, too, made generous use of your macaroni material. *American Weekly*, with its 10,000,000 circulation, carried several good stories . . . an excellent one in color. *This Week* and *Parade* have both done a good macaroni selling job.

We've told you many times about the use the big syndicates make of your material. They regularly send to the nation's newspapers many pictures, stories and recipes which they get from our office. These syndicates influence millions of people and account for hundreds of thousands of lines of publicity.

Another medium that has had a great impact on Mrs. America is radio and TV. More than 1,000 radio and TV stations get these releases every month. The reply cards from those stations indicate a wide and frequent use of our material.

All of these things are going far toward reaching the basic objectives of the industry's public education program.

Out of the Food Editor's Conference grew another important gimmick,

Macaroni You're Proud of- Everytime!

MADE WITH General Mills DURUM PRODUCTS



You're SURE because General Mills MAKES Sure . . .



IN THE FIELD—We take samples of wheat before or during harvest, mill, and then check them for color before actual purchase.

IN THE MILL—We make continuous checks during milling to see that our Durum products are uniform and have proper color.

IN "PRODUCTS CONTROL"—We analyze wheat after purchase and before milling it for sale to determine protein content, and by actually milling samples, color characteristics. We check our Durum products after milling for uniform granulation and proper color.

That's why you're SURE because General Mills MAKES sure.

General Mills Inc.,

Durum Sales
MINNEAPOLIS, MINN.



The Macaroni-of-the-Month Club. At first, only the newspaper food editors were made members. Then it was expanded to take in the major magazine food editors. Last October, we added a new feature—Macaroni plus a related food—and the promotion was a great success.

Here are the manufacturers who participated: Prince, Quaker Oats, Kurt Eichler, Skinner, LaRosa, Mission, I. J. Grass, Gooch, V. Viviano & Bros. (St. Louis), National Food Products, Mueller, Megs, Ronzoni, Cremette, V. Arena & Sons, and Ravarino & Freschi.

Here are the outside companies who have joined us: Campbell's Breads-o-Chicken Tuna, Wilson's B-V and Mor, Tabasco, Can Mfrs. Institute with Blue Lake Green Beans and Tuna for Winner Dinner, Ac'cent Associated Pimiento Growers, and Kraft. Carnation Milk is also planning to come in in August. Three manufacturers included their own tie-ins: Ronzoni, Gooch and Skinner, with their own sauces. An event of great importance to the industry is taking place in Atlantic City right now; this is the 1952 American Home Economics Association Convention. Approximately 4,000 home economists will be there from all over the country. Among these will be: teachers of home economics, home demonstration agents, home economics people from utility companies, and home economics people in business . . . this includes newspaper, magazine, radio and TV editors, as well as girls working for large companies.

These women are opinion formers and are tremendously influential. We have several booths there and are manning them with five people from our New York office.

It is hard to give a quick picture of all of our activities. For example, we constantly develop recipes for people outside the industry who will base promotion or advertising campaigns on macaroni. A case in point is Ac'cent.

We've developed a dozen recipes for them. These will be used as the basis for their entire October promotion, because macaroni is a good mixer and goes with any food.

Besides Ac'cent, we've developed recipes for such people as the American Meat Institute, U. S. Brewers Foundation, Spice Trade Association, Kraft Cheese, the Tea Bureau, and many others. We're currently working with Coca-Cola in both publicity cooperation and for their future ads. And, of course, we work with cook books whenever we can.

Occasionally we shift our main copy themes, when current events give us an opening. The potato shortage is a good example. Ever since the shortage, we have been pumping news stories to all media. It has been hard to pick up

a paper or hear a homemaker's radio broadcast without mention of macaroni and the potato shortage.

Now let's talk about our important Fall promotion: National Macaroni Week.

Macaroni Week this year will be October 16 to 25. As usual, it will start on a Thursday and end on Saturday. We've been working on it since January, and we believe that the results will be greater than ever. The results from our end will be greater. We hope that the results from your end will be also.

Let's look at some of the publicity the industry may expect to get during Macaroni Week:

The national magazines have all been contacted and supplied with exclusive recipe suggestion picture and story ideas. Many of these magazines work six months ahead. Some of these national magazines have already scheduled their macaroni stories to break during the period before and after Macaroni Week. For example, *American Home*, with a circulation of 2,897,621 will feature a story in their September issue. This will be a story with pictures in full color. *Better Homes & Gardens*, circulation 3,648,211, has a story scheduled for October. Grace White, the editor of *Family Circle*, circulation 2,846,430, told Emily that they would do a story on macaroni products. *Forecast*, perhaps the most important publication for home economists, will use a Macaroni Week story by-lined by Laura Adams. This will be featured in October. The story will deal with the history, manufacture, nutritional and lesson possibilities of macaroni. It will use three

pictures and three exclusive recipes.

While our commitments are not definite, we have reason to believe that we will have material in:

McCall's (4,411,643), *Good Housekeeping* (3,081,960), *Ladies' Home Journal* (4,458,219), and *Woman's Home Companion* (3,992,005).

The Secret Romance Group will feature macaroni: *Secrets* (753,307) and *Revealing Romances* (390,860).

The Ideal Women's Group will also carry *Intimate Romances* (921,097), *Personal Romances* (530,271), *Movie Life* (325,167), and *Movie Stars Parade* (260,778).

Publicists of other food products have been contacted and will cooperate with Macaroni Week in their own recipes. We have developed exclusive recipes for many of them using their own products. Here are some of the people promising full cooperation: American Meat Institute, Pimiento Association, National Cranberry Association, National Dairy Council, Campbell's, Pan American Coffee Bureau, Tea Bureau, Ac'cent, Spice Trade Association, Fisheries Council, Shrimp Association, National Apple Association, and the Tuna Research Foundation.

Many other food publicists are interested in cooperating, but do not work as far ahead as we do and will confirm their support later.

The syndicates, as usual, will give their full support. Here's what's in store for us with the big, national syndicates:

NEA-Gaynor Maddox—at least one picture and four recipes, 800 dailies—25,000,000 circulation. AP-Cecily Brownstone—two recipes and one pic-

Charles Rossotti and Philip Papin at the Broadmoor Hotel in Colorado Springs, Colo. The Broadmoor, one of America's fine hotels, will be headquarters for the 1952 convention of the National Macaroni Manufacturers Association.



Enrichment Boosts Consumer Appeal

Build preference for your macaroni products

with these reliable vitamin Mixes and Wafers



1. FOR CONTINUOUS PRODUCTION—

Merck No. 32P—Vitamin Mixture
Merck No. 12P—Vitamin Mixture
(half strength)

2. FOR BATCH PRODUCTION—

Merck Enrichment Wafers

Specifically designed for enrichment of macaroni, spaghetti, noodles, and pasta, these mixtures and wafers are produced by Merck—pioneer in the manufacture of vitamins for almost two decades. The Merck Technical Staff and Laboratories are always available to aid you.

Merck Vitamin Products for Enrichment of Macaroni

Research and Production
for the Nation's Health



MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY
In Canada: MERCK & CO. Limited—Montreal

© Merck & Co., Inc.

ture, 1,500 dailies—22,500,00 circulation. WNU—Eritta Haley—one picture and three recipes, 4,000 papers—8,000,000 circulation. King Features—Maidie Alexander—four pictures and two recipes, 400 dailies 6,000,000 circulation. Zola Vincent & Associates—Zola Vincent—one picture and three recipes, 48 west coast papers—circulation, in excess of 700,000. Rural Gravure—Ethel Marsden—one picture with two recipes, circulation 447,540. King Features—Dr. Ida Bailey Allen—15,000,000 daily readers. King Features—Alice Denhoff—four recipes—6,000,000 readers. United Features—Sally Wilder—two recipes, 800 papers. Associated Press—Vivian Brown—Teen-Talk—three recipes.

The Sunday supplements, such as *Parade*, with 5,109,065 circulation, *This Week*, with 10,080,321, and *American Weekly*, with 10,000,000, have all been contacted, and will cooperate.

General newspaper release: National Macaroni Week clip-sheet. Three pictures and lots of recipes.

Special house organ release—(112 on list) Macaroni Week story with recipe and pictures.

Special newspaper placements: Will supply metropolitan newspapers with exclusive pictures and recipes.

Color pictures—three pictures.

General radio releases: four radio scripts for release to A, B, C and D lists. Each script will have two recipes. These have been prepared already and will be released in time for National Macaroni Week.

Syndicate radio releases UP—Gay Pauley—two recipes with two-page script; AP—Kay Lawrence—two recipes with two-page script; INS—Olga Curtis.

TV Homemaker programs: Special releases will be tailored for important shows and, in addition to that, we will send out releases to all TV homemaker directors.

There is a thumbnail sketch of the publicity portion of your program. Bob Green will talk to you after I have finished about the shelf talkers.

We would like to see the association send out a hundred or so gift packages under the NMMA label to important buyers of supermarkets, chains and voluntary groups. We believe that this would effectively dramatize Macaroni Week to them.

So, here we stand. We are approaching a promotion that has all the elements pointing to great success. The public will be thoroughly informed and sold your products. The trade will be told about it in their own press, but we need the follow-through that comes from brokers and salesmen. We need the sales and merchandising that will mail Macaroni Week down. Let's realize that we have a wonderful vehicle here and give her the gas.

She'll go . . . and she'll go fast.

WHY PEOPLE BUY OR DO NOT BUY MACARONI

By Mrs. W. R. Walton, Jr., National President of the Canadian Association of Consumers. Delivered at the Macaroni Convention, Montreal, Canada, June, 1952

It is in my role of national president of the Canadian Association of Consumers (the largest and most representative consumer organization in Canada today) that I have been asked to act on this panel discussion as to "Why people buy or fail to buy Macaroni, Spaghetti, Noodles"—to bring you the consumer point of view.

First of all, may I assure you that I am *not* a professional expert on this subject, although as a housewife and mother I am quite adept in the uses of your products. I *am* the elected head of a voluntary, non partisan, non sectarian consumer association in Canada which has an individual membership of 14,000 women from all parts of our Dominion. In addition, through the liaison officers and board representatives from 15 of the largest national women's organizations which support our work, we can reach more than half a million women. On our national

Mrs. W. R. Walton, Jr. Oakville, Ontario

Mrs. W. R. Walton, Jr., is well known in Canada for her charitable work. She is a national vice president of the Imperial Order Daughters of the Empire (I.O.D.E.), the largest patriotic and educational organization in Canada, and is serving her second term as national president of the Canadian Association of Consumers.

During the war, she served in a voluntary capacity as chairman of the speaker's panel of the consumer branch of the Wartime Prices and Trade Board; as chairman of the speaker's panel of the War Savings Stamp Committee of Toronto and also chairman of the speaker's panel of the women's division of the Victory Loan Committee of Toronto, as well as being vice president of the Sports Service League which provided sports equipment and entertainment for the armed forces in Canada and overseas. She was an active member of the Toronto Citizens Committee for Troops in Training, throughout World War II.

Mrs. Walton has been a ranking Canadian tennis and badminton player, having held the Canadian Amateur Singles Badminton Championship for many years, and was holder of the World Amateur Badminton Singles title from 1939 to 1947. She was awarded the Rose Bowl in 1940 as the outstanding woman athlete in Canada and was runner-up for the Lou Marsh Memorial Trophy awarded to the outstanding Canadian athlete, man or woman, amateur or professional. Last year she was voted as one of Canada's outstanding women athletes during the past half century.

She is a graduate economist, with B.A. and M.A. degrees in economics from the University of Saskatchewan.

board of directors this year are representatives of:

The Women's Institutes of Canada, the National Council of Women, W.A.'s and W.M.S.'s of the United Church of Canada, the National Council of Jewish Women, the Hadassah Organization of Canada, the Ukrainian Women's Association of Canada, Corcle des Fermieres, Federation Nationale St. Jean-Baptiste, the Canadian Business & Professional Women's Clubs, the Canadian Home Economics Association, the Canadian Dietetic Association, Imperial Order Daughters of the Empire, Y.W.C.A., and the Salvation Army.

The main purposes of the Canadian Association of Consumers are:

(1) to provide a two-way channel of communication and information between the women, who do 85 per cent of the spending in Canada, and between government, trade and industry and agriculture;

(2) to circulate information on matters of consumer interest; to study consumer problems;

(3) to seek and evaluate opinions and make recommendations for the solution of these problems;

(4) to improve the standard of living through wise buying; by knowledge of better standards; informative labeling; values and services of consumer goods, and

(5) to provide for the consumers, an association, a voice such as that enjoyed by the better organized economic factors of our economy—agriculture, industry, labor.

Essentially, we are endeavouring to assist in economic education of consumers, believing that a well-informed buying public is one of the greatest stabilizing influences a country can have.

In our five years' existence, C.A.C. has become a sounding board of what women customers like and don't like. They send their complaints to us and, unfortunately for us, look on our association as the eighth miracle, that we will solve their problems and, what is even tougher, they expect we shall do so overnight. We know we cannot, but we do serve a useful purpose in bringing consumer opinions to trade, producers, industry and governmental departments and, in return, send back explanations and reasons why or why not—when we feel action should be taken, we endeavour to do so.

One principle endorsed by our whole organization is that we shall not become the pressure group for a tiny one sector of our economy at the expense of any other—not East vs. West, Rural vs. Urban, Labor vs. Management, Consumer vs. Retailer or Manufacturer—but endeavour to represent impartially the best interests of all consumers. This is difficult, as you will admit, but there is one thing certain—every-

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More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



CAPITAL FLOUR MILLS



King Midas' Luncheon Party

On Thursday, June 26, it was the pleasure of the ladies of executives and representatives of King Midas Flour Mills Co., Minneapolis, to entertain a group of the ladies of the

macaroni manufacturers from the United States and Canada at cocktails and luncheon.

A cocktail hour was held in the King Midas reception rooms, followed by

luncheon on the mezzanine floor of the Mount Royal Hotel, Montreal, Canada in its famous salon "B." After enjoying the delicious luncheon, the guests were photographed at their tables.



Left to right—Mrs. Jo Ann Viviano; Mrs. Annette Viviano; Mrs. Josephine Amato; Mrs. Naomi Faber (Hostess); Mrs. Esther Donna King; Miss Madeline Constant; Mrs. Zelma Viviano and Mrs. Gertrude Ewe (Hostess).



Left to right—Miss Kathy Bergset; Miss Gwenn Wolfe; Mrs. C. W. Wolfe; Miss Emily Berkman; Mrs. Susan Norris; Mrs. Rose N. Norris; Mrs. Carmel Maldari and Mrs. Loreen Bergseth.



Left to right—Mrs. Joe DeFrancisci; Mrs. Joe Merlino; Mrs. Guido Merlino; Mrs. Pauline Coniglio; Mrs. Louis Coniglio; Mrs. Holly Bontempi; Mrs. Thomas A. Cueno and Mrs. D. Maldari.



Left to right—Miss Josephine LaRosa; Mrs. Sidney Grass; Mrs. Irving Grass; Mrs. Nathan Zevey; Mrs. Sam Arena; Miss Catherine Arena; Mrs. David Wilson (Hostess) and Mrs. Peter LaRosa.



Left to right—Mrs. Lester Swanson (Hostess); Mrs. Benedict Marchese; Mrs. Joseph Santi; Mrs. Alfred Rossi; Mrs. L. S. Vagnino; Mrs. Paul Skinner and Mrs. Lloyd Skinner.



Left to right—Mrs. Oscar Fox; Mrs. Robert Cowan; Mrs. Roger Pasca; Mrs. Robert Green; Mrs. Wm. Hoskins; Mrs. Erich Cohn and Mrs. Jerome Tujague.

Actual King Midas Semolina is used in this advertisement

From fields located in America's finest durum producing areas, samples of the new durum crop are now being tested and checked by King Midas experts.

It's their job to make certain that only the "top of the crop" is selected for milling into King Midas Semolina.

KING MIDAS FLOUR MILLS
Minneapolis  Minnesota

Corn

Our 20,000-year-old Crop

Scientists agree that corn must have been cultivated at least 20,000 years ago. In an effort to unravel the mystery of how it developed, Iowa State College operates a tropical research center in Antigua, Guatemala. This remote spot was selected for corn research because tiostinte, a grass-like plant from which corn is believed to have descended, is native to Guatemala, and corn grows there in many variants.

Despite its long history, corn is very much up to date. "Hybrid corn, a man-made product developed during the past 25 years, may prove to be the most far-reaching contribution in applied biology of this century," according to an article in *Scientific American*. Actually the idea of crossing varieties of corn was probably known to the Indians, and witch-hunting Cotton Mather published observations on the natural crossing of corn varieties in 1716. Corn hybrids, produced by in-breeding and crossbreeding corn plants, have revolutionized agriculture in the corn belt. They boosted the average yield from 24 to 42 bushels per acre between 1935 and 1948. Hybrid corn has expanded the corn belt, too. New and better varieties have been developed for once marginal states. The Deep South is becoming a big factor in corn production, and some Florida farmers even produce two crops of sweet corn a year.

Credit for these phenomenal gains is shared by six factors: (1) use of hybrid seed, (2) improved machinery, (3) better fertilizers, (4) new insecticides, (5) specialized seed disinfectants, and (6) weed-killing chemicals.

The farmer can now obtain insecticides to cope with almost all kinds of pests except uninvited Sunday dinner guests from the city. In his battle against the European corn borer, the farmer has learned that insecticides are indispensable. Du Pont "Deemate" DDT insecticide has been used on many corn belt farms. Last year, the Illinois Natural History Survey, co-operating with Illinois canners, tested a new Du Pont insecticide EPN-300. Very promising results against the borer were reported.

Practical experience has also proved that Du Pont "Arasan" and "Arasan" SF seed disinfectants are responsible for better production of corn in many fields. They protect seed from decay, damping-off, and seedling blights caused by many seed-borne and soil-borne organisms.

Chemical weed killers, such as Du Pont 2,4-D, have also increased corn yields. Not only do such chemicals kill weeds more efficiently than other methods, but they also save expensive hours of hoeing and cultivating.

While the seed grower bends his talents and experience to the develop-

ment of new and better varieties of corn, the chemical manufacturer continues his research for better chemicals. Together, they are busy outlining the next chapter in the history of our 20,000-year-old crop.

Du Pont Magazine, April-May, 1952

Frozen Spaghetti

Lovers of real Italian spaghetti, such as may be obtained in any of the popular restaurants specializing in Italian cooking, will be happy to know that the product can now be purchased in many stores that feature frozen foods. This is particularly true in the Indianapolis area, where Harry Martinelli is distributing Martinelli's Frozen Italian Home Style Spaghetti and Sauce. The cost is around 55c for a pound carton that makes a heaping plateful of nutritious, succulent spaghetti such as would satisfy the epicures. This frozen food should be thawed slowly and then brought to a boil before serving, in order to retain all the excellent flavors provided by the specially prepared sauce.

The frozen spaghetti package was designed by Martinelli, who directs sales and distribution while his wife supervises its preparation in accordance with a recipe long the favorite in the Martinelli family.

Dobeckmun Representatives Have New Handbook At Packaging Exposition

Dobeckmun representatives at the packaging exposition in Atlantic City found the going made somewhat easier this year as the result of a new Trade Show Handbook. The new manual was prepared and written by Dobeck-



mun's market research staff, under the direction of R. A. Hickman.

Past experience as exhibitors at a wide variety of trade shows has taught Dobeckmun management the value of

an organized, clearly presented guide to a successful operation. Because of the diversification of Dobeckmun products, the firm is represented a countless exhibits either as an exhibitor or an interested representative.

The new Trade Show Handbook brings to the firm's representatives well-organized and comprehensive manual, designed to improve trade show activities. Chapters are devoted to shows attended by Dobeckmun exhibitors and those at which Dobeckmun representatives are present not as exhibitors. Check lists covering steps in planning, executing and follow-ups are included in the manual, as well as information about show expense accounts.

Dobeckmun's new manual offers numerous hints for the newcomer at trade shows and the veteran exhibitor. Special instructions covering personal conduct of representatives appear at the end of the handbook.

Pupils Tour Zerega Plant

A. Zerega's Sons, Inc., manufacturers of Columbia Macaroni and Egg Noodle products, played host recently to 88 school children from the Warren Point School in Fair Lawn. The children, under the supervision of Miss Eva Dutcher and Miss Alice Meulener, second grade teachers, were conducted on a sightseeing tour through the macaroni factory.

The children saw a complete manufacturing process, from semolina being brought into the factory to Columbia Macaroni and Egg Noodles in cellophane packages emerging at the other end. After the tour, each child carried home samples of Columbia products, a gift of the firm.

Milprint Exhibits at Produce Prepackaging Association Conference

A jumbo size Milprint produce packaging ad, animated with lady shoppers' hands reaching for pre-packaged produce, was made the background feature of the Milprint, Inc. booth at the Produce Prepackaging Association Conference in Columbus, Ohio, June 10-12.

In addition to the produce packages spotlighted on the giant poster, many others filled with actual produce samples were put on display in the exhibit of the Milwaukee printing and packaging concern. A full line of packaging was shown.

You are almost three times as likely to be killed in an automobile accident between seven and eight in the evening as you are between seven and eight in the morning.

August, 1952

THE MACARONI JOURNAL

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in Canada, no matter where they live, what their special interests are, or whatever their status in life may be—everyone is a consumer—even macaroni manufacturers.

Women consumers—your customers do need educating.

It is just over three months ago that I was in this city, speaking before the annual meeting of the Industrial Meat Packers Association. On that occasion, I listened to a prominent retailer list eight reasons why women buy:

1. Her hubby tells her she mustn't.
2. Nobody has one like it.
3. Everybody has one.
4. She can't afford it.
5. It's going to be scarce, or is already scarce.
6. It's pretty.
7. It's a bargain.
8. Just because. . . .

I was inclined to be somewhat annoyed when I first heard these eight reasons, but on reflection, I came to the conclusion there was a certain amount of truth in some or all of them.

I wonder how many of them apply to your products?

If I were to be as facetious as the Montreal retailer, perhaps I might paraphrase those eight "quickie" reasons as to why women buy or fail to buy macaroni products:

I might be tempted to say they *don't* buy your products because:

1. They don't like them, or what is more important, because their husband doesn't like them (or thinks he doesn't).
2. They never heard of them or tried them (I doubt this).
3. It just doesn't occur to them to do so except as a standby for emergencies or for a "quickie" meal.
4. Because they prefer something else.

Perhaps the reasons they *do* buy your products are:

1. Because they like them.
2. They have been advertised and when they see them on the grocer's shelves, they buy them.
3. They have found a new recipe and decide they want to try it.
4. Because your products may be relatively cheap and readily available.
5. Just because. . . .

As I said before, I do not pretend to bring you a scientific public poll of consumer's opinion of your products; however, knowing that I was coming here today, I have done a small private survey among individuals and asked several groups of women what they thought, and I have obtained some rather interesting observations which I give to you for what they are worth.

First of all, insofar as the complaint department of our association is concerned, I have either a very

pleasant surprise for you or a distinct shock, with regard to your products. . . gentlemen, we have had only one specific complaint sent to us recently, and that was about the broken transparent covering on a box of macaroni. Literally, we receive hundreds of complaints about almost everything under the sun, but in the past few months only one about your product. You will have to be the judge as to whether or not this is a healthy condition. . . is it a good sign or a bad one?

Are your products registering with customers in a positive way or are they being ignored? Could it be that they are in the same category as the familiar sugar scoop, which is kept in the sugar bin and used automatically by the housewife if it is in the tin. . . if it isn't there, then something else is used. That is a substitute is used.

In other words are your products regarded as a must in the same way that meat, potatoes and vegetables are considered necessary in giving a good nourishing meal?

2. An interesting observation I pass along to you is that many of your Canadian customers appear to think of macaroni dishes in the same category as they do of fish. In this country, there is a great tendency to look on fish as a food to be served only on Friday or occasionally as a cheaper alternative to higher priced meat! In a similar manner, women tell me they look on macaroni as a stand-by lunch or light supper dish—to be used as a quickie meal—or to stretch the weekly food budget because it is a cheap meal (and to be served preferably if father isn't coming home for that meal).

Thus I believe you have this psychological hurdle to get over—that your product is a step-child food in relation to many other foods which are accepted main course dishes.

Perhaps what is needed is to glamorize your product a bit more. . . granted it is a good, high standard quality, nutritious and a relatively cheap food—but it is competing for the consumer's dollar in a market where modern advertising glamorizes practically every food that is sold. And gentlemen, I'll let you into a little secret; women unfortunately do buy with their eyes. They are suckers for attractive advertising. . . for color and style. . . even in macaroni products. To many consumers your products would appear to be as glamorous as plain Jane attending a 1952 dance dressed in 1915 corset, flannel petticoat and a dress with high neck, long sleeves and skirt, and high button shoes. Sure, she's sweet, wholesome and nice, but in that get up she's a wallflower.

Your products are uniformly good. . . they are relatively cheap. . . and I believe you can elevate them from the good old emergency family standby category if you tell your customers

how to dress them up. . . give them some tempting, exciting macaroni recipes. . . stimulate their imagination. . . and they'll use your product not just as a filler but as a special; not just for family, but as a company treat.

In providing recipes, I don't mean a whole bookfull; most housewives have a drawer full of recipe books and 90 per cent of them are never used. Give them single, small pamphlets to go in their purse, or on a filing card, or include them with your packages. . . one or two. . . women are curious creatures and love not only to buy or to wear something new and different. . . they like to serve something different (provided they are told how.) Do have simple instructions.

Until recently, I think you manufacturers have been a little complacent about taking advantage of the seasons in promoting sale of your products. You have something that is a natural for either cold winter or hot summer weather, but you do not appear to have used this to advantage. I have seen very few recipes featuring salads using your product, but dressed up with left-over chicken, cold ham or meat, it is a perfect summer supper. And what could be better on a cold sub-zero winter's day than a nice hot ovenized macaroni dish, also dressed up. I do like your macaroni dish of the month, but in Canada it has not been featured as generally as in the United States.

Do not think I am harping on the dressing up too much, but women are very literal, and if your package just tells them how to boil or cook the contents, the chances are that is the only treatment it will ever get. Even restaurants seem to lack imagination when it comes to your product. Macaroni and cheese tastes the same, whether in Toronto or Timbuktu, as it is served in most restaurants. Why make macaroni a sales agent for tomato catsup in order to make it appetizing in restaurants?

While providing some exciting recipes for the housewife, you might see what you can do about stimulating the imagination of many restaurant and hotel chefs for their macaroni dishes. True, you can never go far wrong with restaurant macaroni dishes, but there is singularly little variety or excitement the way many hotels and restaurants usually serve them. Even the lowly staple potato is dressed up and served as French fried or boiled, mashed, lyonnaise, creamed hash browned, baked and many other ways and accompanied by beef, lamb, pork, fowl or fish and a variety of sauces and gravies.

Speaking of potatoes, the recent scarcity and very high cost of potatoes, had I been a manufacturer of macaroni products, would have been a golden opportunity to push my product as the economical heaven-sent substitute. How many of you took advan-

tage of the situation and used your advertising to point out this fact? Undoubtedly your sales must have increased during this period of potato shortage, but was it again merely turning to the old standby macaroni product in an emergency, or was it given a lead by you as a deliberate policy to assist the housewife solve her potato problem? The rice people pushed this angle, advertised recipes, but I was not conscious that the macaroni manufacturers did so to any great extent.

Gentlemen, all of these are your problems; I cannot nor am I expert enough to even attempt to solve them. I give you these few suggestions merely as opinions from some of your customers. If, in your opinion, they have any merit, you will know better than I how to use them.

However, I should like to pass along three or four suggestions to you as manufacturers of food, because we have received many complaints pertaining to other foods and I would hope that macaroni manufacturers would avoid the mistakes made by some other food manufacturers and distributors.

The first of these is to avoid putting your products out in odd-weight packages. Your customers are learning to use their eyes to read labels and they are becoming more conscious of prices and values. They have indicated their distrust and resentment to us about odd-weight packaging of foods. For example, 14-ounce packages of tomatoes; 7-ounce packages of salad; 7-ounce package caramels; 10-ounce package of spinach; 15½-ounce tins of meats; et cetera. They think a fast one is being pulled on them when things are not put in the quarter, half or one-pound sizes.

Fancy Packaging: Customers are resenting very much the fancy packaging rat race that seems to be gathering momentum each year. They are beginning to realize that in the final analysis, only one person pays for all the extra fancy window dressing and that is the customer. They look with a jaundiced eye at some products whose fancy packaging would appear to cost more than the contents of the package itself.

Stapling: If possible, avoid use of wire staples on food packages. We are receiving an increasing number of complaints not only from individuals, but resolutions from women's organizations protesting the use of wire staples on food packaging as being dangerous—they drop in food. I suggest to you that other means be used for fastening bulk packages or transparent bags of your product.

And finally, for what it is worth, particularly in this period of high prices, do not get caught in the free coupon epidemic. You and I know the principle on which free coupons are issued—that they come from a firm's

advertising budget. But the average shopper resents them (even while she will cash them). Her thinking is that if firms can afford to give free coupons, why don't they just save her the time and trouble by reducing the price of the product that much. I can assure you that is what she *does* think. The greatest beef I think we receive is about the continual round of free soap coupons. Sure, Mrs. Consumer will cash them, but she resents the practice and I am sure you would not want this resentment transferred to your own good products.

I would say this in closing . . . continue to put out a good sound product, of high quality, attractively packaged and advertised, with simple, informative labeling which is readily understood by your customer, and you should sell your wares. Labeling is important, even if not read.

(Two women in grocery store buying jam . . . "Don't buy that one Jean, here is a better value at the same price—it says 'with added pectin.'")

Stimulate Mrs. Consumers imagination by showing her simple, exciting recipes and take your macaroni products out of the occasional or standby category, and make it not a reserve but an appetizing regular meal. Dress it up and give it glamor, and women will go for it.

MACARONI IMPORTS FROM ITALY

By Robert M. Green, Secretary-Treasurer, NMMA

Imports of macaroni products from Italy are on the rise. In 1951, the Department of Commerce reports 250,664 pounds of macaroni products and 522 pounds of egg noodles were imported from Italy. During January of 1952, 85,546 pounds of macaroni products were imported, and 74,625 pounds were bought in February.

These imports pose two problems. The first is competition, but the second is greatly more important and that is because many of these products are being rejected by the Food and Drug Administration for being produced under poor sanitary conditions as well as from being cited for deceptive packaging.

One product, labeled "Pasta Due Leoni, Della Fabrocino and Racconto" distributed by Barketta and Co., Orange, N. J., has a beautiful yellow appearance to the consumer but when she opens the package, lo and behold, it is a pasty gray. Why was she so deceived? The bag containing the product had a yellow-colored cellophane window front.

One eastern manufacturer reports that in 7 out of 10 samples picked up by his representatives, filth in the form of rodent hairs, insect fragments and the like, have been found. Undoubtedly,



Mr. Green

ly, when the American consumer buys such products, she becomes prejudiced against all macaroni, whether imported or domestically made.

What can the manufacturer do about this problem? A bulletin from James J. Winston, director of research of the National Macaroni Manufacturers Association, requests that manufacturers co-operate by sending him samples in duplicate of imported brands in their original containers, with information as to date and place of purchase and selling price. One of the samples will be analyzed by the Winston Laboratory and, if found to be infested in any manner, will be reported to the Food and Drug Administration officials, who will receive the second sample.

The Food and Drug Administration will also take action on deceptive packaging such as the item mentioned above. Only by prompt action on the part of macaroni manufacturers themselves can the Food and Drug Administration be called upon to curb these damaging imports.

Another thing manufacturers can do is to call the matter of these imported products to the attention of their salesmen. Jobbers selling imported macaroni are refusing to pick up any broken or infested packages. This is the exact opposite of the policy of most domestic manufacturers who, without question, replace broken or infested packages and give full credit. On the imported macaroni, no one will give credit and none of the jobbers will take it back, so if a storekeeper has one or two cases of infested merchandise, it means a loss of \$10 to \$12 that can never be made up on the profit to be realized in handling such merchandise. A further danger to distributors is the result of having the merchandise seized by either local boards of health or Food and Drug Administration officials. So it just isn't good business for the deal-

ers to take the risks involved in defective merchandise.

Protect your customers, protect your consumers. Help stamp out undesirable products.

QUALIFICATIONS AND RESPONSIBILITIES OF PRESENT-DAY MANAGEMENT

By Paul S. Willis, President, Grocery Mfg. of America, Inc.

The subject, "Qualifications and Responsibilities of Present-Day Management," is indeed a fascinating topic for, as you know, we have continuing changes. These changes are not as conspicuous and as quickly apparent as the highly promoted new model automobile or the Bikini bathing suit, but over a period of time, these changes become clearly evident, particularly when you draw some comparisons. They reflect great progress all along the life line . . . increased volume, new products, new labels, new packages, new uses, improved refrigeration, new and bigger stores. These are just a few of the changes.

Volume: There has been a great growth in the volume of this industry. In 1939, the last year before World War II, total grocery stores sales amounted to 10 billion dollars. By 1951, sales had climbed to 37 billion dollars. In 1939, the total food bill, including grocery store sales, food consumed on the farm, retail truck route sales, restaurant and institutional business . . . all of this totaled 16 billion dollars. By 1950, this had increased to a total of 52 billion dollars. Last year it reached the high figure of 57 billion dollars. The food industry has really become big business.

There is only one thing which has grown faster and bigger than the food industry, and that is taxes. In 1939, total taxes were 12½ billion dollars. The total tax bill in 1951 climbed to about 75 billion dollars, and it will probably reach about 85 billion dollars in 1952. For the first time in peacetime history, our total tax bill is higher than our total food bill. In 1950, the tax bill exceeded the food bill by 5 billion dollars. In 1951, by 18 billion dollars, and it is estimated that in 1952, the tax bill will be about 27 billion dollars higher than the food bill. This is an extremely disturbing situation and one which should be impressed upon everybody's mind in this country. \$1 out of every \$5 spent for groceries is for hidden taxes.

Number of Products: Since 1939, there has been a great change in the number and variety of products made available to the public. In 1939, the average store carried about 1,000 items. Today we have many stores stocking three, four and five thousand items for the homemakers to choose from. These include many new products: processed

and prepacked cheese and dairy products, frozen foods, frozen citrus juices, ice cream, baby foods, new cereals, cooking oils, desserts, soft drinks, beer, wines, and many non-food items such as cigarettes, cleansers, detergents, tissues, stationery, houseware, magazines . . . just to mention a few. This list is constantly growing. It will continue to grow because the grocery stores are a very economical distribution channel, and the American homemakers like to buy all of these things at their self-service market.

Types of Stores: There has been a great change in the type of stores. Instead of the small service stores with their 1,000 items, we now have self-service markets all over the U. S., many of them stocking from three to five thousand items. This transition from small service stores to large self-service markets has been a tremendous job. It has required investing many millions of dollars in new equipment, refrigeration, fixtures, buildings, larger inventories, et cetera. It took a lot of courage and good management to handle this, but it has paid off. As a result of this change, management has been able to effect many economies and generally offer improved services, and the American people, by their generous response, have indicated that they like to buy their groceries in the large self-service markets.

It is interesting to note that while this transition from small to large stores has taken place, the reduction in total number of stores is not as great as one might suppose. In 1939, there were 605,000 retail food stores. In 1950, there were 515,000, a drop of only 90,000 stores.

Self-Service Sells Advertised Brands: Experience quickly developed that when people shop in self-service markets, without clerk influence, they take the advertised brands off the shelf. Advertised brands have made their greatest strides since self-service stores



Mr. Willis

came into being. Grocers recognize that this is so, and they appreciate the selling potency of tying in with the manufacturers' advertising and merchandising.

Speaking at the recent convention of the super market institute, Sidney Rabb said "it is pleasing to note how much has been accomplished by food manufacturers and super market operators in solving many of their mutual problems during the relatively short period of 15 years. This could not have been accomplished without the business statesmanship displayed by Paul Willis and his Grocery Manufacturers of America. With their co-operation, this improved relationship has been accomplished by bringing out into the open, at meetings such as this, the points of irritation on both sides. Today the majority of manufacturers and suppliers of food and allied items conduct business in a manner which invites, and should obtain, the co-operation and respect of the super market operator."

There is one factor which has an important bearing on this today, and that is the grocer feels that he must be able to earn a satisfactory mark-up on the product.

Non-Food Items: In recent years we have seen a growing number of non-food products move into the grocery store. The grocers welcome these items for as a rule they carry a very satisfactory mark-up, and they help to swell volume; and homemakers apparently like to buy these products at super markets.

These new items compete with your products for shelf position, for advertising space, and for the consumer's grocery dollar.

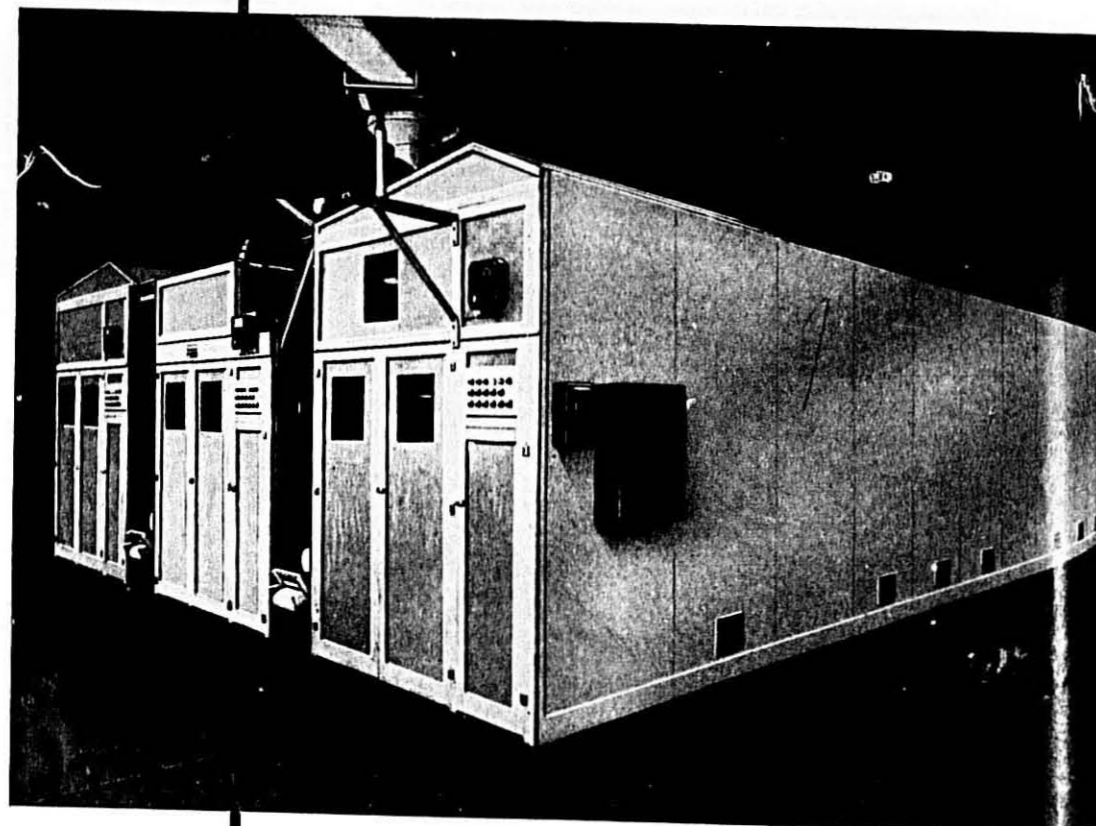
Merchandising: The day of hit-and-miss merchandising is of the past. Today's merchandising is planned on a highly scientific basis. At the distributor level, this includes careful selection of location, layout and size of the store, proper placement of shelving, refrigeration, the meat counter, the dairy section, place for fresh fruit and vegetables, placement of merchandise on the shelves, how much space to give certain products, and so on. Grocers have learned the kind of displays that sell merchandise, and the impact on sales of shelf position. They have learned how to speed up sales, and they have learned how to slow up sales. They know exactly their dollar profit realization from each line of products. They now give preferred positions to the profitable items, and "slow down" positions to the short profit items.

They can slow up sales through poor shelf position by being out-of-stock, by not displaying or advertising the products, and in various other ways. Headquarters works closely

(Continued on Page 39)

Check Proof Dryer Instrument Controlled Hygienic

Capacity from 600 to 2,000 pounds of cut macaroni or noodles.



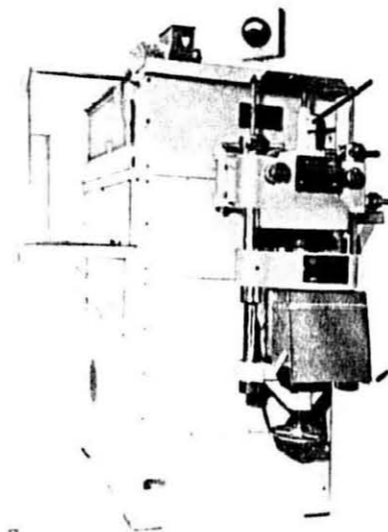
Three finish sections of a four-section automatic dryer to dry all types of cut macaroni.

Conrad Ambrette, President— Formerly President of Consolidated Macaroni Machine Corp.

Time Proven Automatic Presses

Continuous Automatic Short Cut Press

MODEL DSCP-950 LBS. PROD.
MODEL SACP-600 LBS. PROD.

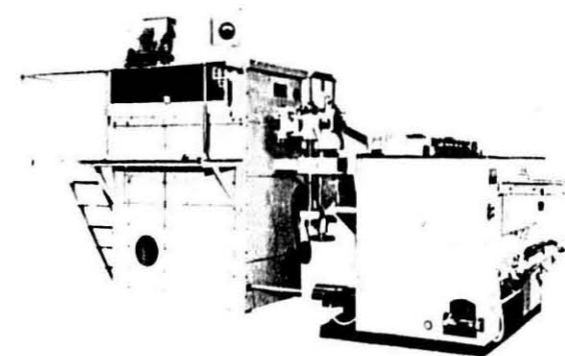


Continuation Press

FOR LONG AND SHORT CUT
MACARONI

Patented Model DAFSC-950 Lbs. Prod.
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The ideal press for macaroni factories with a combined production of approximately 20,000 pounds. Change over from long to short cut in 15 minutes. A practical press to produce all types of short cut or long macaroni.



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

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

Black Stem Rust and Field Inspection Trip

by Donald G. Fletcher
Executive Secretary

Rust Prevention Association, Minneapolis

As of July 1, 1952, good, soaking rains have now covered most of Minnesota, North and South Dakota, and Montana. For much of the wheat, oats, barley and early flax, it came too late to more than improve the quality of the grain produced by the present thin stands. This was true of the territory which did not have sufficient moisture in April and May, when the stands and length of heads and straw were being established. However, the pastures, forage crops, corn, soybeans, late seeded flax, potatoes and sugar beets will benefit greatly from the recent rains. The filling of the wheat, oats, barley and early flax, whether in poor or good stands, will certainly be helped.

Stem rust of wheat was found to be generally present throughout eastern South Dakota, in Minnesota as far north as Crookston, and in the southeastern quarter of North Dakota. With the exception of southern Minnesota and southeastern South Dakota, where small centers of secondary rust infection could be found, all of the stem rust consisted of single pustules on an average of 10 per cent of the stems. Some fields in central South Dakota showed a prevalence of 100 per cent. All varieties of bread wheat and durum were about equally infected, and a trace was found on barley. It is believed that a considerable amount of the rust on wheat was race 15B. Only traces of stem and crown rust of oats have been found in Minnesota.

A check of wind, weather and harvesting data in the southwest shows that, during the week of June 8 to 15, temperatures soared and grain ripened rapidly. Large numbers of combines moved into the fields of north-central Oklahoma and south-central Kansas. Reports indicate that very little of the stem rust in that area had developed the black or resting spore stage because of the rapid ripening of the grain. The red or repeating stage of the rust was thrown out into the air by the combines and began its trip northward, for during the week mentioned, strong winds blew day and night from the south.

A light but very general blanket spore shower occurred over the eastern portion of the spring wheat area nearly up to the Canadian border as a result of these south winds. Infection

on the grain appeared about a week later in those areas where moisture conditions permitted.

Stem rust was lighter than usual in northern Mexico and Texas in this year. Even in northern Oklahoma and Kansas, no material damage occurred, but it was in this area that stem rust found conditions favorable for increase, and subsequent weather conditions caused the northward spread. Stem rust in Nebraska was light this year, and no more than a trace of loss will occur.

I believe that combines have contributed a new factor in the spread of rust from south to north. Ideal conditions for this factor to operate at its maximum were provided this year, and a relatively small amount of rust resulting from a slow start in the overwintering rust area of Mexico and southern Texas has now developed into a threat to the spring wheat crop of the Dakotas and Minnesota.

Reports indicate that the prairie provinces of Canada, with the exception of a narrow strip along the border, have an excellent crop of wheat in prospect. What effect rust may have on this crop will depend on the rust development south of the border and the subsequent weather.

The presence of stem rust at this date, with the present maturity of our spring wheat, does not indicate that a severe stem rust epidemic necessarily will occur, but we must recognize that there is a very real potential threat present and watch the future development of the rust carefully.

One must go back to the 1930's to find as spotted and poor a grain crop as exists this year in eastern Montana, the Dakotas and northwestern Minnesota. There are good crop spots that had local rains after seeding, but these are the exception rather than the rule. Some are so small as to include only a few farms, while others, like southern Minnesota, southeastern South Dakota, the Whetstone Valley in South Dakota, the Yndmere, McVile, Finley, and Reeder areas of North Dakota, and the Crookston region in Minnesota, cover considerable territory.

It is my belief that at least 15 per cent of the seed acreage of wheat in North Dakota will not be harvested for reasons of drought, poor stands, weeds, et cetera. On the basis of har-

vested acreage, I do not believe that more than a seven or eight bushel yield (all wheat) can be produced this year in North Dakota. The durum area taken separately may miss this average slightly.

Early dry conditions during development of the plants prevented stooling and caused much of the grain to produce short heads on short straw. Undoubtedly, the recent rains will help materially in filling the heads now present and cause some stooling. Only unusual harvest weather will permit these stools to increase the yields to any extent.

The short straw and weeds will complicate both straight and swath combining. The acreage sprayed for weeds in the spring wheat states was much smaller than usual. Hot, dry weather advanced the early seed crop so rapidly that the optimum time for weed killing passed before farmers realized it. In some cases, the stands were so thin that the growers did not feel they wanted to spend the money for spray material and gas.

The wheat stands in the northeastern corner of Montana probably will produce an average of not more than six to eight bushels. From Circle to Glendive to the North Dakota Bad Lands, the crop may average three or four bushels, but only low spots having partial stands will be harvested in many fields. The range and pastures were burned dry in many areas. Cattle were being fed hay purchased at high prices, and culling of herds was rather severe. The recent good rains in North Dakota and this area of Montana will revive the forage and probably prevent a very serious situation on the range.

The South Dakota average wheat yield, east of the Missouri River, should better the North Dakota yield slightly. Even though much of the territory which grows spring wheat suffered from the April and May drought, saving showers and local rains came earlier than they did in North Dakota. Traces of stem rust were found in every field examined in eastern South Dakota. The humidity was 85 per cent in Onida at noon on June 24. Recent showers and rains up to 1½ inches had wet the fields, and the ground was steaming, making ideal

(Continued on Page 35)

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

THE American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand added sales appeal by enriching with Sterwin vitamins . . . the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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

Stocked for quick delivery:
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St. Louis, Kansas City (Mo.),
Minneapolis, Denver, Los
Angeles, San Francisco, Port-
land (Ore.), Dallas and Atlanta.

Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

U. S. Patent No. 2,444,215

Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—free flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

*Also available in double strength

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

Sterwin Chemicals, Inc.

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

Distributors of the products formerly sold by Special Markets-Industrial Division of W. L. G. & Sons, Inc., and Vanillin Division of General Drug Co.

Protest Arbitrary Freight Rise National Association Joins Protest Group

At the 1952 convention of the National Macaroni Manufacturers Association in Montreal, the matter of the arbitrary raise on freight charges on macaroni-noodle products put into effect by the carriers was given due consideration. Sidney Grass of the I. J. Grass Noodle Co., Chicago, proposed that the National Association join the Shippers' Protective Committee to do something about the \$1.50 surcharge on shipments under 5,000 pounds in the central states territory. The proposal was approved by unanimous vote. The association is now a member of the protesting group whose name has since been changed to Central Shippers' Council. Secretary Green gives the following information:

On May 6, an arbitrary charge of \$1.50 per shipment on all LTL shipments under 5,000 pounds was instituted for a trial period of one year in the central states territory. The surcharge was levied because:

1. Truckers were losing money on LTL shipments, making it necessary to obtain additional revenue from either a general increase or a special surcharge.

2. Truckers chose the surcharge because:

(a) The charge would apply to small LTL shipments where they claimed costs were most out of line.

(b) The smaller shippers making such shipments have been unorganized and are more prone to accept increases without complaint.

3. Large companies are the ones who have traffic departments. Since they generally handle goods in larger shipments than 5,000 pounds, they would be more affected by a general rate increase than by the surcharge.

Tom Scanlan, a traffic specialist and secretary of the Central Shippers' Council, took the lead in organizing the unorganized small shippers. Meetings have been called from time to time since May 28.

John Garrow of Chapman & Smith, Melrose Park, Ill., called the first meeting. The needs of the situation were summarized and led primarily to the conclusion that some type of organization should be set up and a decision made to:

1. Make an effort to have the carriers voluntarily adjust their charges.

2. Take action before the ICC—which might entail some delay.

3. Take action in some federal court.

At the suggestion of Mr. Ozinga of Sprague-Warner the procedure selected was:

1. An immediate approach to truck lines individually and then the Central States Bureau for voluntary removal of the surcharge.

2. Immediate filing of a petition that the ICC investigate this charge, supporting other petitions filed.

The group adopted the suggestion of Sidney Libit of the Illinois Wholesale Grocers Association that the committee consider court action for injunction or otherwise. The National Confectioners Association may go ahead on this.

A request was made that all shippers endorse their freight bills and checks for truck line shipments in the Central Territory, with rubber stamp or otherwise, stating in effect:

Any surcharge on this bill is paid under protest and we fully reserve all rights of future action and to refund if found to be unlawful or unreasonable.

(Then name of company)

It will be valuable to get actual figures from each shipper as to the percentage increase in his charges on all truck shipments in central territory, due to the \$1.50 surcharge. This will be of most use if set up according to each individual trucking company. We expect to show the trucks get an overall 8% increase by taking 20% up to 50% from certain shippers. Will you please take your bills for at least one week with the \$1.50 surcharge and set up the charges on the old basis (100 lbs. at first class, minimum \$2.00) and give us the percentage of increase over the old figures. If possible, set it up by each truck line as below. Please send this information to this office.

| Company | Date | Freight Bill No. | Weight |
|-----------------------|---------------|------------------|--------|
| Destination or Origin | Former Charge | % of Increase | |

On June 16, it was announced that the eastern railroads are proposing a pick-up and delivery charge to be added to all rates effective June 23 but this has been protested by many shipping organizations and the Shippers' Council.

This is no time to rest on your oars. Keep your motor carrier operators aware of your feelings toward the

surcharge. Interest other affected shippers. File your petitions with the commission if not already done and send us the study of your increase in shipping costs.

A report from NMMA Traffic Committee Chairman Francis Yantz of the C. F. Mueller Co., Jersey City, for the year June 1951-May 1952 follows.

To: Board of Directors,
The National Macaroni Manufacturers Association.

From: Traffic Committee.

Subject: Freight Traffic Report for the year June 1951-May 1952.

1. During the past year, the Motor Classification Board proposed to increase the classification ratings on macaroni. Their intent was to separate noodles and macaroni products into two groups. A protest and appearance in behalf of the Association was made in New York, September 1951. The proposal was disapproved and suspended in its entirety, with the classification remaining the same.

2. After twelve years of investigation, the Interstate Commerce Commission ordered the rail carriers to publish a new uniform classification and a new scale of rates for all territories east of the Rocky Mountains. Such a classification and rate scale are presently in effect. The less carload rating has been increased approximately twenty per cent with the carload ratings receiving a slight reduction.

A petition was presented for the suspension of the less carload rating but was denied by the Interstate Commerce Commission, making the new higher less carload classification basis effective May 30, 1952.

3. Motor carrier freight rates were increased approximately ten per cent in all sections of the country, despite vehement protests from the traffic committee.

4. The railroads and water carriers increased their rates to a full 15% over the same period last year on less carload and carload quantities throughout the nation, with your traffic committee making as many protests and appearances as permitted by the transportation regulating agencies.

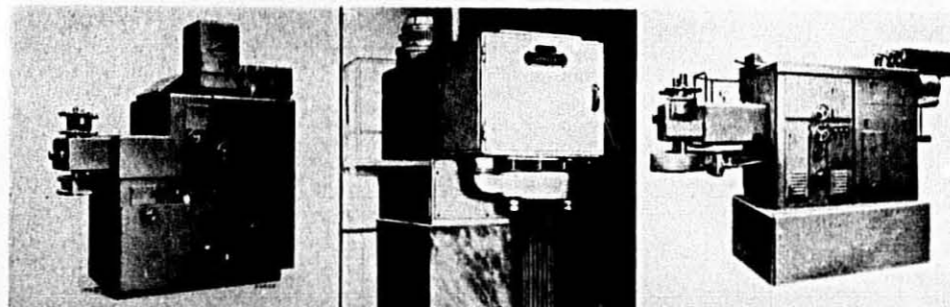
Prospects for the Coming Year

Our long fight for reduced rates has brought results, for in the coming year the railroads promise the cancellation of carload exception rates on rail traffic, with the substitution of a

(Continued on Page 35)

BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

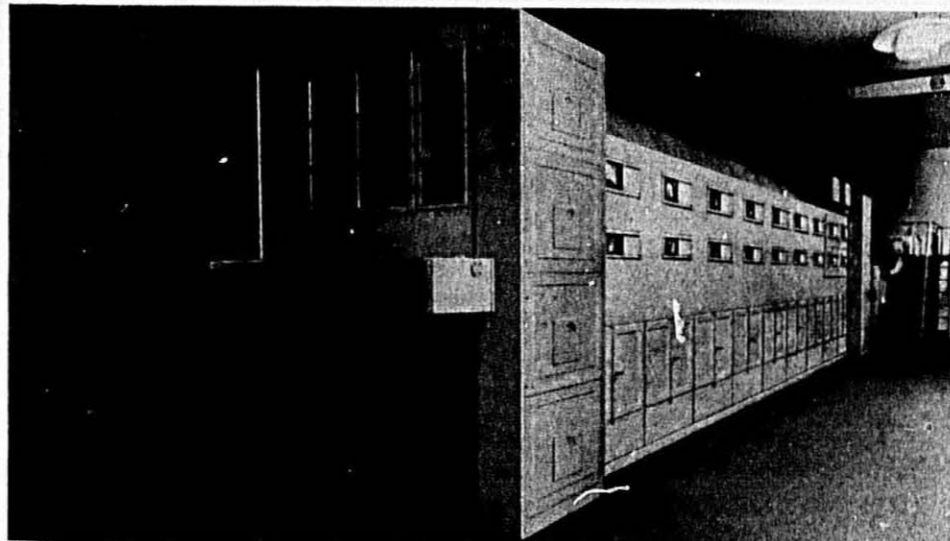
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MODEL A7A, Single-rod press, Capacity 1,000 lbs. per hour
MODEL T, Capacity 1,000 lbs. per hour
MODEL TPL, Capacity 1,000 lbs. per hour

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LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



In sizes for capacities to 22,000 lbs. in 24 hours. No handling of drying rods. Dried goods are stripped off rods automatically — rods are returned to spreader automatically.

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Institute Shareholders

All Durum Mills now support the National Macaroni Institute through purchase of shares. Most leading macaroni-noodle manufacturers are contributors.

THE National Macaroni Institute, founded in 1937 and activated in 1948 when it was incorporated, gained added support during the past year through purchases of shares in the project by all of the durum millers, who are thus supporting the NMI in addition to underwriting the activities of the durum wheat division of the Wheat Flour Institute.

Last year, as the National Macaroni Manufacturer Association's adviser and a past president of the association, C. L. Norris of the Creamette Co., Minneapolis, proposed that an offering of shares valued \$250 each be made to all the allied or suppliers of the industry's many needs. Robert M. Green, secretary-treasurer of the National Association, proudly reports 100 per cent backing by the durum mills, large and small. "Every one of the durum mills is now a shareholder in the National Macaroni Institute . . . that is, they have bought one or more shares at \$250 each as their contribution for 1952. This is an excellent manifesta-

tion of their loyalty to and support of the whole industry."

These firms are:

Amber Milling Division, Farmers Union Grain Terminal Association, St. Paul, Minn.

Capital Flour Mills, Division International Milling Co., Minneapolis, Minn.

Commander-Larabee Milling Co., Minneapolis, Minn.

Crookston Milling Co., Crookston, Minn.

Doughboy Industries, Inc., New Richmond, Wis.

General Mills, Inc., Minneapolis, Minn.

H. H. King Flour Mills Co., Minneapolis, Minn.

King Midas Flour Mills Co., Minneapolis, Minn.

North Dakota Mill & Elevator, Grand Forks, N. D.

Pillsbury Mills, Inc., Minneapolis, Minn.

The durum milling companies bought a total of 51 shares at a value of \$12,-

000 pounds the 1946-50 average. Frozen egg stocks increased by 20 million pounds during June, compared with an increase of 27 million pounds during June last year and the average increase of 23 million pounds.

On the Mighty St. Lawrence River



The "Emeritus" and the "Chemist" enjoying a boat ride on Canada's great river seaway on the Island King II, the afternoon of June 20, the last day of the 1952 convention.

Liquid, Frozen and Dried Egg Production June, 1952

The quantity of liquid egg produced during June totaled 47,912,000 pounds, compared with 49,579,000 pounds during June last year and the 1946-50 average of 91,025,000 pounds, the Bureau of Agricultural Economics reported. The quantities used for immediate consumption and freezing were larger than last year. The quantity produced for drying was smaller.

Dried egg production during June totaled 1,427,000 pounds, compared with 2,652,000 pounds during June last year and the average of 12,946,000 pounds. Production consisted of 155,000 pounds of dried whole, 595,000 pounds of dried albumen and 677,000 pounds of dried yolk. Production during June last year consisted of 1,643,000 pounds of dried whole egg, 411,000 pounds of dried albumen and 598,000 pounds of dried yolk.

The quantity of frozen egg produced during June totaled 41,265,000 pounds, compared with 39,678,000 pounds in June last year and 45,124,-

750. Individual purchases are not disclosed because of the same policy that applies to individual manufacturers, that their individual contributions be not disclosed. In connection with that action, the durum group last May greatly enlarged their support of the durum wheat division of the Wheat Flour Institute.

The board of directors of the National Association, at its June meeting in Montreal, expressed its appreciation of the help, and particularly of the spirit that prompted the support. In this was joined the approval of the National Macaroni Institute committee, of which Past President C. W. Wolfe is chairman. It was also unanimously voted to canvass all the other important suppliers, offering them an opportunity to purchase institute shares to increase the funds to be made available for the many promotional activities that will redound to the general benefit of both the manufacturers of macaroni-noodle products and sup-

(Continued on Page 30)

50% Increase in Contributions Approved

On recommendation by the board of directors, NMMA, presented to the general convention June 27, 1952, the closing day of the 1952 association meeting in Montreal, Canada, by Director C. L. Norris, a resolution was unanimously adopted by the body, taping the monthly contributions to the National Macaroni Institute fund from 1 cent to 1½ cent per bag, starting August 1, 1952. It is planned to have the added revenue accumulate in a reserve for special projects, such as research, work with the medical profession, greater activity in the restaurant hotel and institutional fields, movies and television to promote the industry, and any of the many other activities that produce beneficial results for the industry generally.

When it is noted that the rice industry, a competitor of the macaroni industry in the food field, has established a promotional fund of \$3,000,000, the increase in contributions to the National Macaroni Institute is very modest, indeed!

Dott. Ingg. M., G.

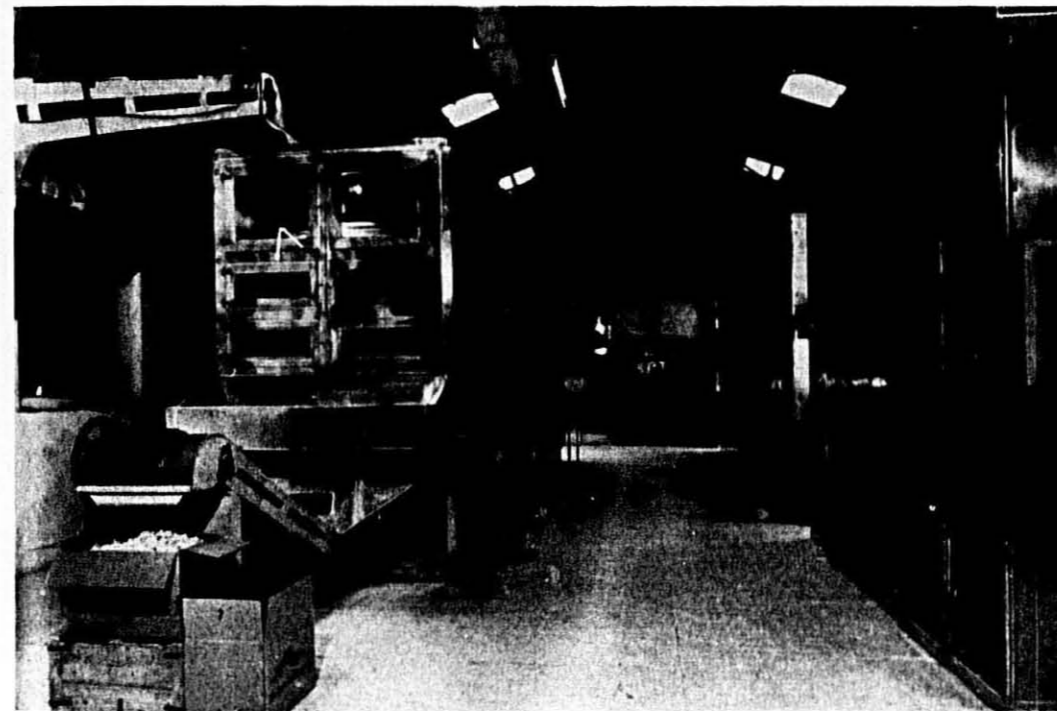
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SOC. A.R.L.

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MILANO—Via Borgogna 1, (Italy)

CONTINUOUS DRYERS WITH MOVABLE TRAYS FOR SHORT CUTS



After successful tests over period of one year, Barilla Factory, Parma, ordered seven of these machines.

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This apparatus ensures the final drying of large and medium sized shapes which have previously been submitted to pre-drying in our rotary drums.

U.S.A. REPRESENTATIVES:

Eastern Zone: Lehara Sales Corp., 485 Fifth Avenue, New York 17, N. Y.

Western Zone: Perrish Steel Products Inc., 1266 S. Maple Avenue, Los Angeles 15, Calif.

(Continued from Page 28)

pliers. Names of additional shareholders will be announced from time to time.

Up to 1952, the National Macaroni Institute was financed by voluntary contributions of one cent a sack on farinaceous ingredients used by macaroni-noodle manufacturers. So pleased were they with the way the fund was used in the many product promotion activities, and in recognition of the need of more money to finance other necessary activities, the manufacturers at the Montreal convention unanimously approved a 50 per cent increase in their contributions to the NMI, making the base rate one-and-a-half cent a bag instead of one cent.

"Encouraged by the cumulative efforts of the National Macaroni Institute, macaroni and noodle manufacturers are now doing the best job of advertising and merchandising they have ever done in their history," says C. W. Wolfe, chairman of the institute committee. "More related food advertisers are using macaroni, spaghetti and egg noodles. Their placements because of the publicity support offered by the National Macaroni Institute and the merchandising backing of its members in the macaroni industry."

The per capita consumption of macaroni products increased last year about one-half pound per person—from 6.3 pounds to 6.73 pounds. The semolina grind by the durum mills of the country in 1951 was up more than 9.5 per cent over 1950.

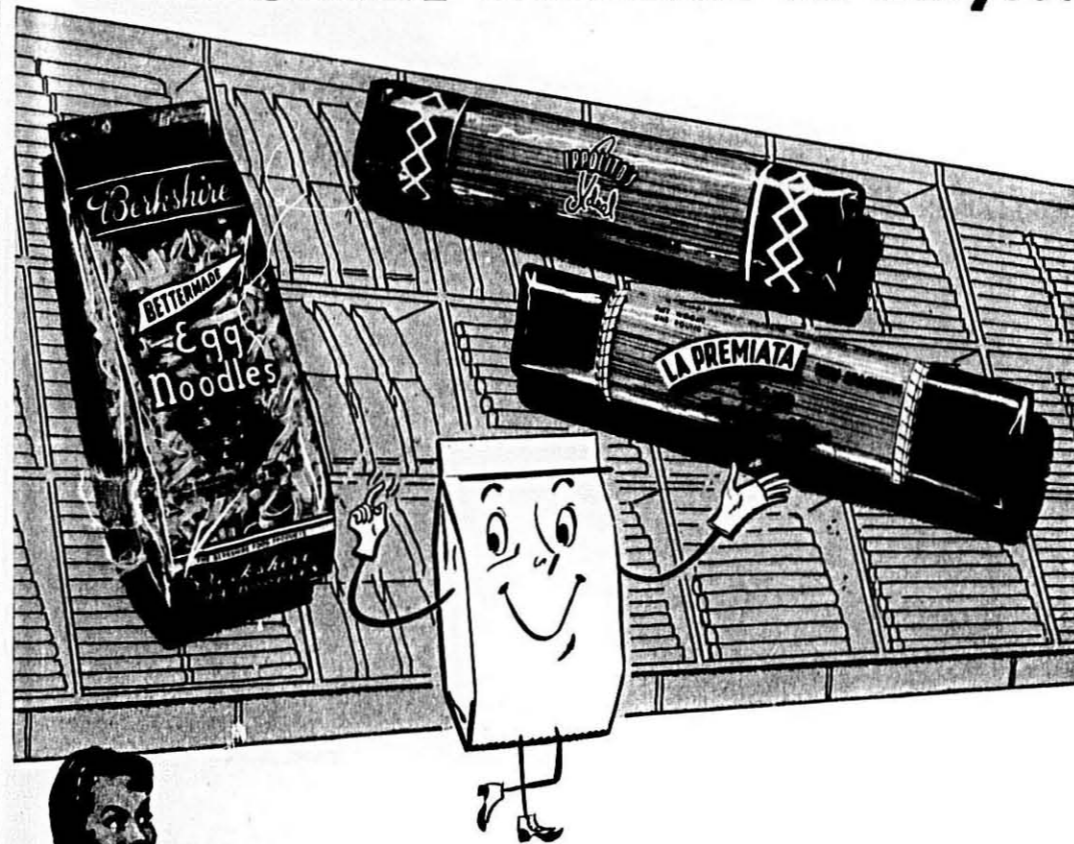
Suppliers of the industry's needs, other than the durum millers, and the remaining macaroni-noodle manufacturers who are not presently helping to finance the necessary and needed products promotion work of the institute, are invited to become either shareholders or supporters, investing small sums for advancement of the business in which their interests lie.

"In order to consolidate the gains that have been made and to expand the efforts which are bringing such encouraging results, additional finances are needed to expand the program," says Mr. Green. "Suppliers to the industry, who can directly benefit in increased sales volume of their own products with the increased consumption of macaroni and noodle products, are invited to participate in the fine efforts of the National Macaroni Institute. As investors in shares for the 1952 program, they will be given a voice in determining institute policy; they will be recipients of information and bulletins issued by the institute. They, and non-participating macaroni-noodle manufacturers, should gain inspiration by noting the number and class of manufacturers who are now loyally supporting the institute's program. These in addition to the durum mills listed above.

THE NATIONAL MACARONI INSTITUTE ROSTER FOR 1952

| | |
|--------------------------------------|-------------------------|
| American Beauty Macaroni Co. | Denver, Colo. |
| Porter Macaroni Co. | Salt Lake City, Utah |
| American Beauty Macaroni Co. | Kansas City, Mo. |
| Pacific Macaroni Co. | Los Angeles, Calif. |
| Macaroni Manufacturing Co. | Wichita, Kans. |
| American Beauty Macaroni Co. | St. Louis, Mo. |
| Anthony Macaroni & Confectionery Co. | Los Angeles, Calif. |
| V. Arena & Sons, Inc. | Norristown, Pa. |
| Buitoni Products, Inc. | New York, N. Y. |
| California Paste Co. | San Jose, Calif. |
| California-Vulcan Macaroni Co. | San Francisco, Calif. |
| Carmen Macaroni-Weber Noodle Co. | Bell, Calif. |
| Colonial Fusilli Mfg. Co. | Brooklyn, N. Y. |
| The Creamette Co. | Minneapolis, Minn. |
| Cumberland Macaroni Mfg. | Cumberland, Md. |
| Delmonico Foods, Inc. | Louisville, Ky. |
| DeMartini Macaroni Co., Inc. | Brooklyn, N. Y. |
| Doughboy Industries, Inc. | New Richmond, Wis. |
| Eichler's Noodles. | Long Island City, N. Y. |
| El Paso Macaroni Co. | El Paso, Texas |
| Favro Macaroni Co. | Seattle, Wash. |
| Florence Macaroni Mfg. Co. | Los Angeles, Calif. |
| Fort Worth Macaroni Co. | Fort Worth, Texas |
| Fresno Macaroni Co. | Fresno, Calif. |
| Genoa Macaroni Factory. | San Francisco, Calif. |
| Alfonso Gioia & Sons, Inc. | Rochester, N. Y. |
| Globe Mills-Pillsbury Mills, Inc. | Los Angeles, Calif. |
| Golden Grain Macaroni Co. | San Leandro, Calif. |
| Golden Grain Macaroni Co. | Seattle, Wash. |
| Gooch Food Products. | Lincoln, Neb. |
| A. Goodman & Sons, Inc. | Long Island City, N. Y. |
| I. J. Grass Noodle Co. | Chicago, Ill. |
| Horowitz & Margaretten. | Long Island City, N. Y. |
| Ideal Macaroni Co. | Cleveland, Ohio |
| Italian-American Paste Co. | San Francisco, Calif. |
| Kelley Products. | Dayton, Ohio |
| Kientzel Noodle Co., Inc. | St. Louis, Mo. |
| Kuertz Food Products Co. | Cincinnati, Ohio |
| La Premiata Macaroni Corp. | Connellsville, Pa. |
| V. LaRosa & Sons, Inc. | Brooklyn, N. Y. |
| Megs Macaroni Co. | Harrisburg, Pa. |
| D. Merlino & Sons. | Oakland, Calif. |
| Mill-Brook Macaroni Co. | Minneapolis, Minn. |
| Minnesota Macaroni Co. | St. Paul, Minn. |
| Mission Macaroni Mfg. Co. | Seattle, Wash. |
| Monetti's Noodles. | Columbus, Ohio |
| C. F. Mueller Co. | Jersey City, N. J. |
| National Foods Products, Inc. | New Orleans, La. |
| National Macaroni Mfg. Co. | Passaic, N. J. |
| Oakland Macaroni Co. | Oakland, Calif. |
| A. Palazzolo & Co. | Cincinnati, Ohio |
| Frank Pepe Macaroni Co., Inc. | Waterbury, Conn. |
| The Pfaffman Co. | Cleveland, Ohio |
| Prince Macaroni Mfg. Co. | Lowell, Mass. |
| Procino-Rossi Corp. | Auburn, N. Y. |
| Quaker Oats Co. | Chicago, Ill. |
| Quality Macaroni Co. | St. Paul, Minn. |
| Ravarino & Freschi, Inc. | St. Louis, Mo. |
| Roma Macaroni Factory. | San Francisco, Calif. |
| Ronco Foods. | Memphis, Tenn. |
| Ronzoni Macaroni Co. | Long Island City, N. Y. |
| Roth Noodle Co. | Pittsburgh, Pa. |
| A. Russo & Co., Inc. | Chicago, Ill. |
| St. Louis Macaroni Mfg. Co. | St. Louis, Mo. |
| San Diego Macaroni Co. | San Diego, Calif. |
| Schmidt Noodle Co. | Detroit, Mich. |
| Skinner Mfg. Co. | Omaha, Neb. |
| Superior Macaroni Co. | Los Angeles, Calif. |
| Tharinger Macaroni Co. | Milwaukee, Wis. |
| U. S. Macaroni Mfg. Co., Inc. | Spokane, Wash. |
| V. Viviano & Bros. Macaroni Mfg. Co. | St. Louis, Mo. |
| Weiss Noodle Co. | Cleveland, Ohio |
| Robert William Foods, Inc. | Los Angeles, Calif. |
| A. Zerega's Sons, Inc. | Brooklyn, N. Y. |

the **ONLY** salesman on duty...



your **Milprint** package!



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PACKAGING MATERIALS

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Sales Offices in Principal Cities

Macaroni shelves are crammed with packages . . . yours has to be a real standout to attract and sell today's self-service shopper! That's why macaroni and spaghetti manufacturers naturally turn to Milprint packages — for that extra sparkle, that bonus punch, that self-selling display that turns casual glances into solid sales.

What are your package requirements? Varied materials for packaging different products? New, higher-appeal designs? The "right" printing process to assure a successful result? Milprint provides them all—in greater variety and better quality than any other source. Call your Milprint man first!

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

Visiting Italy

Mrs. Nicholas Traficanti of Tucson, Ariz., whose husband was formerly in the noodle business in Chicago (Traficanti Brothers) but is now a water baron in Tucson, and her sister, Mrs. Joseph Gatto of the Imperial Hardware Co., Chicago, are touring Italy, though spending most of their time with their father in Sicily.

Heads Buitoni's Chemistry Research

Miss Joan E. Thimm, previously instructor in chemistry at Adelphi College, Garden City, L. I., has been named head of the food chemistry research department of the Buitoni Products Co., according to an an-



Miss Thimm

nouncement made by Giovanni Buitoni, head of the company.

In her new capacity, Miss Thimm will study chemical problems as related to the food industry. Currently, she is working on a study of the low-sodium content of macaroni for the Buitoni concern.

Her work will be developed in cooperation with the Buitoni plants in Italy and France, Mr. Buitoni reports.

40th Safety Congress

The 40th National Safety Congress and Exposition will be held October 20-24, Chicago. Sessions on industrial safety scheduled for Conrad Hilton, Congress, Morrison and Sheraton hotels; traffic safety sessions at Congress hotel; commercial vehicle, transit and farm safety sessions at La Salle hotel; school safety sessions at Morrison hotel, and home safety sessions at Conrad Hilton hotel. For further information write R. L. Forney, general secretary, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Helen—"I hear your husband is a big gun at the defense plant."
Esmerelda—"He sure is . . . he's been fired six times."

PMMI Convention

The program committee for the 20th annual meeting of the Packaging Machinery Manufacturers Institute, to be held September 11-14 at The Homestead, Hot Springs, Va., will consist of Charles L. Barr, chairman, F. B. Redington Co.; John P. Corley, Miller Wrapping and Sealing Machine Co.; H. Lyle Greene, Peters Machinery Co.; and G. Radcliffe Stevens, Elgin Manufacturing Co. Mrs. Helen Stevens will be in charge of the ladies' entertainment committee.

According to the chairman, there will be three business sessions for discussion of current industry problems, with speakers of national prominence, to be later announced. The annual business meeting of the institute is scheduled for Thursday morning, September 11. The 20th annual banquet will be held on Saturday evening, September 13.

Shellmar Appointment

Shellmar Products Corp. has appointed W. R. Eichelberger to the post of general sales manager of its flexible

packaging division, with headquarters in Mount Vernon, Ohio. He is a former member of the firm of Robert Heller & Associates, Cleveland. In his new duties, he will report to Robert L. Lee, vice president in charge of sales of Shellmar's flexible packaging division.

Shellmar has also announced appointment of Edward C. Crowley to the position of manager of Shellmar de Mexico, S. A. L. K. Hanson, who has been combining the duties of manager of the Mexican company with the management of Shellmar's foreign operations and export organizations, will now devote his entire time to the latter responsibilities.

Crowley, a long-time resident of Latin-America, has previously been connected in executive capacities with the General Motors overseas organization.

Twenty-four per cent of all drivers involved in fatal automobile accidents in the U. S. last year were between the ages of 18 and 24.

The July 1, 1952, Durum Picture

July and August Weather Will Determine Harvest

In an official letter to the National Macaroni Manufacturers Association P. M. Tetersen, head of the durum millers group, expressed deep concern about the durum wheat supply situation for the coming crop year. The government crop prediction of durum on July 1 was less than 21,000,000 bushels. Official figures on the carry-over as of July 1 are not yet available, but a survey indicates that a likely figure would be 15,000,000 bushels. This is arrived at in the following manner:

| | |
|---|---------------------------|
| On hand 1/1/52..... | 39,132,000 bushels |
| Grind, 6 months..... | 12,500,000 |
| Seed | 3,800,000 |
| Export, 6 months..... | 6,121,000 |
| Other Uses, 6 months..... | 1,500,000 |
| TOTAL | 23,921,000 |
| On hand 6/30/52..... | 15,211,000 |
| Crop estimate, government..... | 20,978,000 |
| Supply for crop year starting 7/1/52..... | 36,189,000 |
| Estimated usage of durum wheat between 7/1/52 and 9/1/53: | |
| Mill grind, 14 mos. @ 2,000,000 per mo..... | 28,000,000 |
| Seed requirements spring 1953..... | 4,000,000 |
| Feed, cereal and other uses..... | 4,000,000 |
| Export or in position for export as of 7/1/52..... | 1,000,000 |
| TOTAL | 37,000,000 bushels |

"The seriousness of the durum wheat supply situation is apparent from the above figures, indicating that there is not enough durum available to meet durum milling requirements

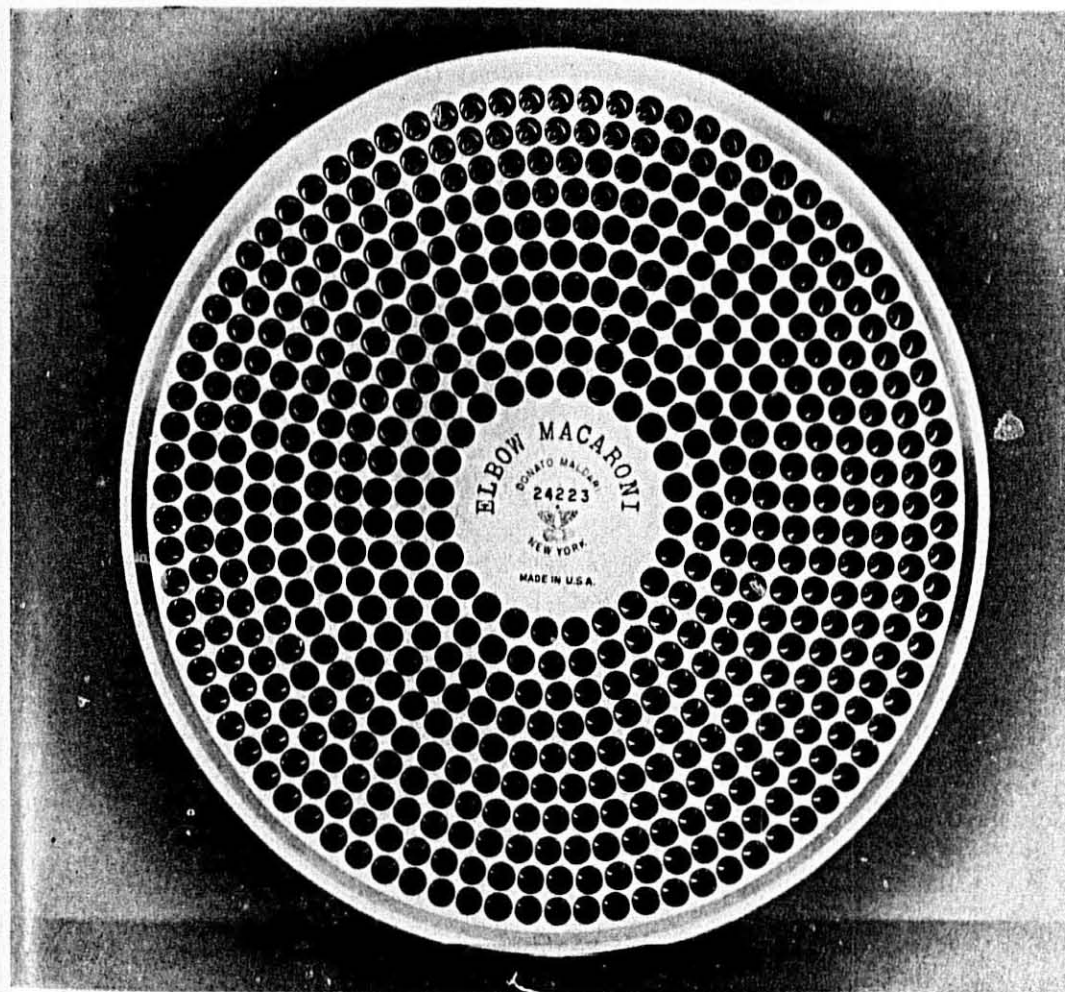
based on usage during the past few years."

"These figures show a carryover on July 1, 1953, of 3,000,000 bushels which, from past experience, is less than an absolute minimum usually carried on farms at that time and unavailable for milling use. The durum mills urged, therefore, that the macaroni industry give serious consideration to ways and means of stretching the durum wheat crop to the fullest possible extent."

It is pointed out that, while Canada will apparently have a good durum crop, the technical and political considerations will make it virtually impossible to import any of this grain.

The present quota is 795,000 bushels per year for all Canadian wheat, and even if it was all durum, it would not help the domestic supply situation materially.

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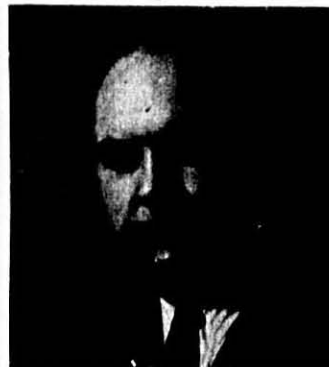
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Here's a Quick Look at:



James T. Williams

In a factory at 428 N. First street, the elbows of macaroni roll out by the ton and the spaghetti unravels by the mile. The public's appetite for these products continues to increase in America and production at the Creamette Co. keeps pace.

Presiding happily over this flourishing firm, which distributes its products more widely than any other such establishment in the country, is young (39) James Thomas Williams.

Williams bears the same name as his father, whom he succeeded as president when the senior Williams died a little over a year ago. Williams senior originated Creamettes, the first thin-walled, quick-cooking elbow macaroni. The firm now markets a myriad of macaroni and spaghetti products under three labels.

Williams has been lending a hand with the business since he was 14, when he began working Saturdays and after school (Basilica, De La Salle, St. Thomas, University of Minnesota).

During the war, Williams served 15 lonely months as a sergeant at a weather station northwest of Churchill, Canada. There were only six men in the detachment.

One of their few amusements was hunting (ptarmigan, caribou) and in this young Williams was following distinguished precedent. His father was one of the area's best-known sportsmen, famed not only for his skill in hunting but also for the scale on which he pursued the hobby.

Williams does not get much chance nowadays to follow in his father's footsteps. In addition to the business, there are chores incident to a large family. He and his wife Dolores have five children. They now rent a house on Goodrich avenue, St. Paul, but are looking for a larger home.

From The Minneapolis Star, July 31, 1952.

Macaroni Question Box

How can macaroni made from durum semolina flour be made to retain its starch? Comments and suggestions

from millers and manufacturers are invited.

Question: We manufacture macaroni products using a granular semolina flour (made from amber durum wheat) and we periodically experience trouble due to the fact that the semolina does not retain its starch. Will you please indicate, if possible, what should be done or what ingredients should be added to the mix so that the semolina flour may retain its starch? We are particularly interested in remedial measures to be taken during the processing of the macaroni.

Any comments on the most suitable procedure for the manufacture of macaroni, using semolina flour, will also be welcome.

Doing Fine Distributor Job

Charles Presto, former manager of the Roma Macaroni Manufacturing Co., Chicago, is reported doing an excellent job in distributing Prince Mac-



Mr. Presto

aroni Manufacturing Co. products in the windy city. A modern one-story building has replaced the old factory that was destroyed by fire some months ago, and Mr. Presto is using the new plant as his headquarters.

Cellophane in Ample Supply

During the past few months, there have been conflicting stories in the trade press about the supply of Cellophane. Some of them imply that Cellophane is, or soon will be in short supply. These reports have been discouraging to manufacturers interested in using Cellophane on their products.

To clarify the supply situation, the National Production Authority issued a publicity release July 8 on a meeting with the Cellophane manufacturers industry advisory committee. It reads in part:

"Cellophane production is now more than adequate to meet present demands

and no immediate Cellophane shortage can be foreseen, the Cellophane manufacturers industry advisory committee emphasized today at its meeting with officials of the National Production Authority, Department of Commerce.

"Committee members criticized NPA's listing of Cellophane as a scarce material in its revision of Designation 1, issued June 5, 1952, and contended that it has discouraged the use of Cellophane and created the impression of a shortage. Although Cellophane was inadvertently included on the list of scarce materials, NPA officials assured the committee that steps are now being taken to have it removed.

"There is no backlog of orders, industry is operating below capacity and new production facilities are being added, the Cellophane manufacturers said. Volume of business is generally below that of 1951 and the seasonal peak demand that usually develops in October is not expected to tax present production facilities, members said."

Industry members attending the meeting included John W. Little, American Viscose Corp., Philadelphia; George W. Low, Jr., American Viscose Corp., Fredericksburg, Va.; J. E. Dean, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.; M. L. Herzog, Ecusta Paper Corp., Pisgah Forest, N. C.; R. R. Hopper, Ecusta Paper Corp., New York City.

Comments and Suggestions

"It would seem from the inquiry from the manufacturer that, during the cooking process, there is a substantial loss of the starch. This may be due to different factors, such as:

- 1—Poor protein quality of the semolina flour.
- 2—Large amount of bran present.
- 3—Poor manufacturing process.
- 4—Low protein quality.

"Suggest sending sample of raw material to a commercial laboratory for analysis and specific consultation." . . . James J. Winston, NMMA director of research.

"Joshuas" to Match Books Advertisers

Marking the 60th anniversary of the use of book match as an advertising medium, a competition and awards for "distinguished use of book match advertising," has been announced by the Match Industry Information Bureau.

Awards will be presented to advertisers in each of 41 classifications of industry. Top award in each category will be a "Joshua," a three-dimensional bronze plaque shaped like a match book.

The Joshuas, planned as an annual award, are named for Joshua Pusey,

Philadelphia patent attorney who invented match books. They will be presented on September 26, anniversary date of the patent.

Design of the match book advertising will be the basis of the awards competition, a spokesman for the Match Industry Information Bureau explained. Costliness of the match books, quantity ordered, and distribution methods will not be factors in the judging.

Honorable mention scrolls will be presented to runner-up entries.

All commercial advertising match books distributed between July 1, 1951, and July 1, 1952, will be eligible for entry. Advertisers who used more than one design will be permitted to enter each design.

Technical Dietitian

Serafina Traficanti, eldest daughter of Mr. and Mrs. Frank Traficanti, Chicago, is now a member of the dietary staff of the V.A. Hospital at Newington, Conn., near Hartford. She majored in dietetics at Mundoline College, Mundoline, Ill., and interned at Hines, Vaughn and Michael Reese hospitals in Chicago. Her chief duties are planning the diets of veterans in the government hospital.

There's no need to change anything in this world but people's hearts.

BLACK STEM RUST

(Continued from Page 24)

conditions for rust development and spread.

Southeastern South Dakota and southern Minnesota have had sufficient moisture throughout the season to assure good crops, barring other mishaps. While the condition of oats in these areas is good, the sands are only fair. Corn, soybeans, flax, barley, forage and pastures are very good in these areas which have had sufficient moisture since spring seeding.

The stage of the wheat in South Dakota varied from jointing to early dough. Harvesting will start in some fields three weeks earlier than in other fields nearby. I do not see how there can be an orderly marketing of grain from south to north in the spring wheat area this year.

Leaf rust is heavy and killing the leaves in some fields throughout southeastern South Dakota and Minnesota. Heavy leaf rust occurs now only in those areas that have not suffered from drought. Loose smut is heavy again in many fields of Mida and present in some other varieties of wheat, barley and oats. Greenbugs could be found in many fields, although they caused little damage. Grasshoppers are

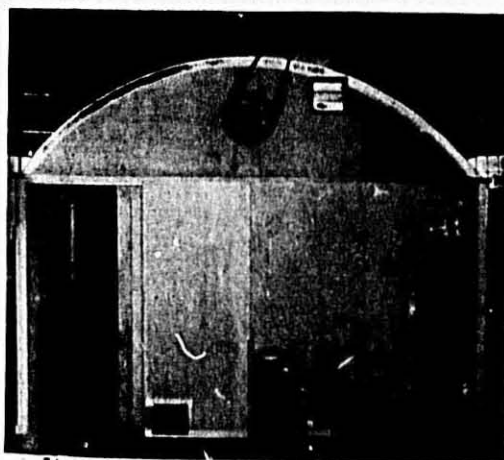
present but were found to be doing little damage at present except in a few areas in central South Dakota. Cutworms were observed, but severe damage from them was rather local.

NMMA JOINS PROTEST

(Continued from Page 26)

new formula of rates for macaroni and noodles (generically classified in the canned goods lists) in which a mileage scale will be the governing factor. Short haul traffic (up to 300 miles) will have the substantial carload reductions. Long haul traffic will have rates at slightly less than the present level. These new rates will include the 15% increase. The less carload rates will not be reduced.

The motor carriers will publish a new freight classification, adopting many of the rail principles. The less truckload ratings, under the new scale, will be the same as rail (producing an approximate 20% increase) however, to retain the truckload traffic, the truckman will publish competitive commodity rates from and to principal cities where the freight moves in volume. These new rates will be substantially lower than rail rates, but will



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and many others

have a higher minimum weight than those presently in effect.
This report has considered the country as a whole. In some sections greater increases will exist, in others, reductions have resulted, due to the re-vamping of the rate scales.

Respectfully submitted,
Francis K. Yantz, Chairman

RESOLUTIONS

(Continued from Page 10)

opinion, after a careful study of the evidence, the consumer is laboring under the belief that protein macaroni is not just slightly starch reduced but greatly so. That it contains valuable protein, whereas standard macaroni contains none at all.

While it is not my desire to enlarge upon the technical data revealed to you by Mr. Winston, I should like to point out that protein macaroni contains about 8% less carbohydrates than standard macaroni; that although protein macaroni has anywhere from about 5% to 10% more protein, it is just a plain fact that all macaroni products are usually eaten with seasoning of some kind, or in combination with other foods. It is this combining with meats and meat sauces, oils and vegetables which results in the real benefits of macaroni in the diet. We should not be impressed, therefore, because some experiments with rats wherein plain raw protein macaroni and plain raw standard macaroni showed some improvements in the physical functions of the rats which were fed the former. The fact still remains that human beings, our customers, prefer to eat their macaroni with seasonings, and in combination with other foods, and that eaten in such manner, there is little or no appreciable difference between the one and the other. For this reason, the Food and Drug Administration refused to permit the labeling of macaroni products as "glutenous" or with similar expressions, and you are referred to the language used in paragraph 45 of the Federal Register dated Dec. 23, 1944. For similar reasons, the same government agency refused a standard for protein bread, and the language of paragraph 26 in the Federal Register dated May 15 of this year definitely indicates the government's belief that protein bread makes no real contribution, principally because there is no evidence of a deficiency of protein in the average diet. In like manner, although the discussions had were informal, the gentlemen we interviewed in the New York State Department of Agriculture office at Albany, voiced their opinion to the effect that a protein macaroni product was not indicated because there was a

wealth of protein to be derived from the excellent foods that are available for use in combination with standard macaroni. The conclusion seems evident, therefore, that there is no real need for protein macaroni. It seems just as evident to this committee member that whatever demand there is for such a product, it is based upon a consumer misunderstanding of the benefits to be derived from its use.

The question now raised is: "What effect will the continued presence of this product on the market have on the macaroni industry?" In connection with this issue, we must consider the prices asked for protein macaroni. From my own observations, the cost to the consumer is almost double that of standard macaroni. Without going into the matter of raw material cost, let us confine ourselves to the more important issue of whether or not this new product will be sold at the expense of the old. I am told that over one billion pounds of macaroni products were sold and consumed in the United States in the year 1951. Will the continued presence of a product which costs as much as it does, and which contains so very little, if any benefit to the consumer, add to or subtract from that figure in the current year and in future years? I am convinced that protein macaroni is being sold at the expense of standard macaroni. I believe that it is true that the housewife who buys protein macaroni buys it in place of the standard product she used to buy. And, since the cost to her is double, she doesn't buy as much as she used to. Simple arithmetic will quickly reveal what implications can be expected from a widespread growth of such a practice. Aside from the rela-

tive benefits to be derived from its use, if protein macaroni brought new users of macaroni into the market from an industry standpoint the product might be considered an acceptable adjunct to the standard product. But add together what has been said about those benefits and the realization that protein macaroni will be sold in place of and in lesser quantity than standard macaroni, and the conclusion must be evident that the new product is not only of little benefit to the consumer but a real threat to an industry which has been making beautiful strides production and sales-wise. Let us bear in mind that the only effective way to merchandise and sell protein macaroni is to play up the angles of starch reduction and increased protein. Whether this is done modestly or with abandon, the effect will be to make the consumer more and more starch conscious, with the danger that macaroni in the diet might very well be omitted entirely. Most consumers don't bother to find out how much real starch difference there is between one product and another, or how much real protein difference. They are impressed only with the advertised fact of a difference. In the absence of a standard for protein macaroni products, this could very well lead to a race of protein percentages, with consequent confusion to manufacturers and consumers alike. It could also lead to such a conglomeration of ingredients as to make the product unpalatable. As a matter of fact, we already have several different protein macaroni products on the market, each offering different percentages of protein and each using different ingredients in their respective formulae. As regards ingredients to make pro-

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 | 732,491 | 1,002,384 | 913,197 | 913,777 |
| April | 693,917 | 526,488 | 570,119 | 589,313 |
| May | 845,109 | 774,911 | 574,887 | 549,168 |
| June | 866,612 | 666,774 | 678,792 | 759,610 |
| July | 726,694 | 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 | | 382,617 | 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 to August 1, 1952..... 726,694
July 1 to July 27, 1951..... 811,516

tein macaroni: I am told that good protein macaroni must be made with at least some gluten flour, and that gluten flour is almost impossible to obtain. Whether or not this can be a factor in the widespread manufacture of such a product is something for our millers to tell us. It is mentioned in this report simply because I believe it pertinent to the entire discussion.

Gentlemen, this committee member is definitely of the opinion that protein macaroni should not be made by this industry. We already have standards of identity for soy macaroni and milk macaroni for those who want to make such products. Let us do all we can, both in our individual advertising and with national publicity through the Institute, to acquaint the consumer with the goodness of our products such as they are. Let us tell them that standard macaroni does contain valuable protein, that it is an energy food which is easily digested, good tasting, economical and healthful. Let us try, if we can do it wisely, to dispel unfounded exaggerations as to the fattening qualities of macaroni.

This member joins with his associates in urging the adoption by the directors of the proposal voiced by the chairman of the committee to report on protein macaroni.

Conclusions

It is the unanimous opinion of the

committee that:

1. Protein macaroni violates the Macaroni Standards.
2. It does not promote honesty and fair dealing in the interest of consumers.
3. It is detrimental to the best interests of the macaroni manufacturing industry.

Recommendations

The committee unanimously offers the following recommendations:

1. That the association advise the industry that the marketing of protein macaroni is illegal.
2. That the association, in its name, refer any and all violations of the Macaroni Standards to the proper government authorities for prosecution.
3. That the board of directors prepare and adopt an appropriate resolution which will in substance express its resolve that such violations shall be aggressively prosecuted; that the resolution be submitted for adoption to the members of the industry and that upon such adoption copies of such resolution be forwarded to the Food and Drug Administration and the Federal Trade Commission.

Respectfully submitted,
Joseph Giordano, Chairman
James J. Winston
Roger F. Di Pasca
Committee on Standards

Addendum:

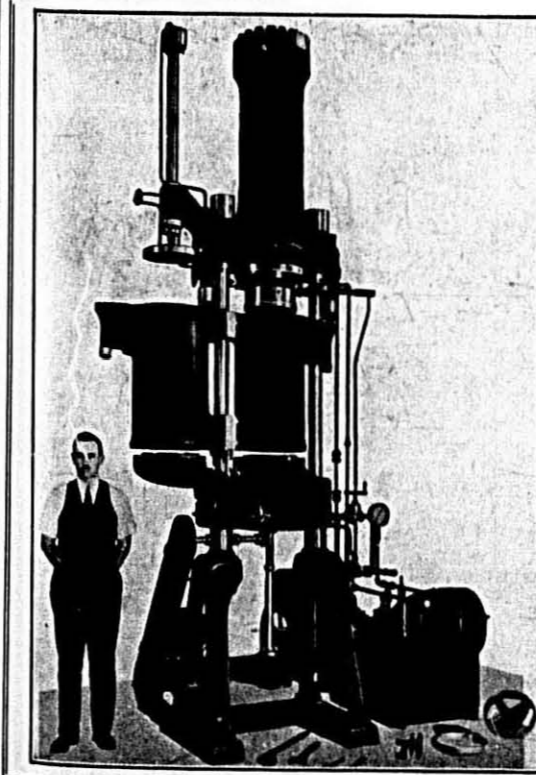
In its deliberation, the committee was aware of the fact that failure to take forthright and objective action could very seriously impair the integrity and prestige of the industry and its food.

It recalled that such a decline in integrity was suffered many years ago when the association was passive while manufacturers adulterated egg noodles by substituting coloring agents for egg yolk. The good reputation and integrity of the industry and its food was regained only after aggressive policing by the industry.

Macaroni and noodle products presently enjoy the highest degree of confidence and popularity. Every step should be taken to prevent the weakening of the position in the market place. The association continues to police egg content. Similarly, it should police for standard compliance.

RESOLUTION

The National Macaroni Manufacturers Association, representing the manufacturers of macaroni and egg noodle products, in convention duly assembled on the 25th, 26th and 27th days of June, 1952, at Montreal, Canada, hereby adopts the following resolution:
Whereas there are certain foods now



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being manufactured and sold to the public under the label of "Protein Macaroni," and "Protein Spaghetti," "High Protein Macaroni" and under other similar labels, and

Whereas such foods so labeled do not conform to the Definitions and Standards of Identity for Macaroni Products and, therefore, have no right to bear the standard name "macaroni," "spaghetti," et cetera, and

Whereas the said foods, both as to their package and container labels and in the manner in which same are advertised and promoted are in violation of existing Trade Practice Rules for the Grocery Industry promulgated by the Federal Trade Commission, and

Whereas it is the conviction of the directors of this association and the membership that the production and sale of such macaroni products is contrary to law; does not promote honesty and fair dealing in the interest of consumers, and is detrimental to the best interests of the industry.

Now, therefore, in order to prevent, eliminate and discourage violations of the Standards of Identity and Trade Practice Rules for the Grocery Industry and in order to safeguard the integrity of the macaroni industry and its food products,

It is Resolved:

1. That the association immediately request the Federal Security Agency,

Food and Drug Administration, to take such action as will prohibit the continuance of the violations above stated.

2. That the association immediately request the Federal Trade Commission to prosecute violators of the Trade Practice Rules for the Grocery Industry (particularly Rule 12 and Rule 13 thereof) promulgated by the Federal Trade Commission on March 18, 1952.

3. That the association shall direct the research director to expeditiously present any and all complaints of violations of the Standards and/or Trade Practice Rules to the proper government agency for prosecution.

4. That a copy of this resolution, signed by the president and secretary of this association, be immediately dispatched to both the Food and Drug Administration, Federal Security Agency and the Federal Trade Commission.

5. That a copy of this resolution be published in the official journal of the association and such bulletins of the National Macaroni Institute as are deemed proper for the complete promulgation of this resolution.

6. That the directors of this association be empowered to take such other and further measures as may be required or deemed necessary to effectuate the decisions herein made and adopted. It is hereby certified that the

above resolution was unanimously adopted at the annual meeting of the National Macaroni Manufacturers Association on the 27th day of June 1952, Montreal, Canada.

Thomas A. Cunco, President
Robert M. Green, Secretary

Railroad Interested in 1952 Durum Crop

From: John W. Haw, Director of Agriculture Development Dept., Northern Pacific Railway Co.

To: Bert F. Groom, Durum Grower and Board Chairman, Greater North Dakota Association.

After my drive Saturday and Sunday, July 12 and 13, I would put the average durum yield at 10 bushels, with a range of from six to 20 bushels. Some fields may go slightly above 20, but not many. Stands are very generally thin. A lot will depend upon whether secondary stools produce. My observation was that there is from 15 to 20 per cent of secondary stool coming on. The best durum I saw was in Cavalier and western Tower counties.

Now then, Bert, every field examined showed a preliminary black stem rust infection and I have grave misgivings about durum wheat which is late—much of it still flowering or kernels beginning to form. I think it is

going to be a very rusty crop before harvest. Both Stakman and Fletcher agree with me.

The above yields are predicated on no material damage from rust. Given favorable rust weather, it would make chicken feed out of late durum fields.

have been squeezed almost to the point where there is nothing left.

This matter of distributor mark-ups on your products is something which manufacturers might carefully look into in order to assure for themselves the continued cooperation of their customers.

At the annual meeting of the Super Market Institute held in Cleveland in May, several speakers told about careful, continuous studies which operators are making to ascertain the dollar profit returns on specific products per square foot of floor space. For example, W. T. Dahl, president of Dahl's Food Store, Des Moines, revealed that their biscuit department produced a profit of \$11.43 per square foot per week. He added "We have much more respect for the biscuit department when it comes so close to the \$12.99 per cigarettes . . . it might be time to analyze more closely these 40 per cent markup items which are taking up many square feet in our stores. Perhaps by remaining in the grocery business, instead of becoming a variety store, we might be able to make more money."

So long as distributors operate under OPS regulations and squeeze margins, here is something for manufacturers to take into consideration when lowering their prices: find out how your change in price affects the distributors' markup.

There are a number of other developments which affect distribution patterns in various ways. Here are a few:

Transportation and Storage Rates: The continued increase in rates of transportation, trucking, warehousing, et cetera, has increased costs so much that manufacturers in a lot of instances have been forced to withdraw from doing business in distant territories or to establish nearby plants from which to service the area. This high cost of transportation, which seems to be continually going up, requires manufacturers to constantly review their operations.

Selling Through Wholesalers vs. Direct Selling: This is a matter which manufacturers are constantly studying. This carries a new interest because (1) of constantly rising distribution costs; and (2) because today there are many wholesalers throughout the United States who have become retailer-minded and have reorganized their operations to the extent where they are supplying retailers with goods at a mark-up as low as three per cent; and moreover are giving grocers helpful assistance to sell more goods.

Grocers Are Going to School: This industry, as I stated before, has become big business and pretty much a scientific operation. Several of the national distributor associations have made arrangements with universities

DISCUSSIONS—

(Continued from Page 21)

with its supervisors, and through them convey information to store managers about those items that are profitable and those that are non-profitable, and then arrange their merchandising accordingly.

Manufacturers Are Interested: This scientific approach to merchandising by distributors is a matter of real interest to manufacturers. Every manufacturer hopes that his customers will display his products, and tie in their store and advertising promotions with the manufacturer's advertising. In view of the grocer's full knowledge of how much dollar profit he makes on every product, and particularly now while he operates under OPS ceilings and squeezed margins, it is understandable why a grocer will give preference to promoting those items which have a satisfactory mark-up. The margins of many of the efficient distributors

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400 Third Avenue
Brooklyn 15, N. Y., U.S.A.

whereby grocers take special courses in grocery merchandising, and many have enrolled.

Changing Consumer Buying Habits: Self-service markets have changed the habits of buying groceries by the American homemakers. Now they go to the super markets regularly to buy large orders of groceries, and tote them home. There seems to be no reluctance on their part to take home big bundles. Refrigeration in the stores and in the homes have also changed consumer buying habits. Now housewives load up their ice boxes and deep-freeze units with perishable and semi-perishable products and always have an adequate supply of a great varieties of foods handily available.

Eating Habits: This improved refrigeration and availability of ready-to-serve and quickly prepared foods have changed the eating habits and naturally the buying habits of many people. Convenient foods have a very popular consumer acceptance.

"Qualifications and Responsibilities of Present-Day Management"

The major changes which are constantly occurring have added greatly to the responsibilities and required qualifications of present-day management. Instead of ownership management, today most concerns, notably the larger ones, are operated by professional management, whose responsibilities embrace many more factors than confronted the management of another day. Today's management must seriously concern itself with: financing budgets; stockholders and their relation to management; the whole field of human relations including employees, customers, suppliers and all the publics we serve; developing executive personnel to prepare them to take over management; new technologies of mass production and availability of raw materials; changing distribution patterns; the whole field of relationship with government; taxes; inflation; international problems; wars and threats of wars.

All of these, added together, are part and parcel of our big job to maintain freedom of enterprise versus the so-called welfare state. We live in a highly dynamic economy, and today's management must keep pace with the constantly changing patterns.

Management no longer operates on a hit-and-miss basis or on hunches. Instead, its operations are guided by research, science, and experience. We all know the pitfalls that await management when it tries to play by ear instead of playing the music as it is written by research for our great economic instrument of modern business.

Manufacturers - Management leans heavily on research for new uses, better production methods, better packaging methods, better marketing methods, personnel training programs, et cetera.

Distributor-Management leans heavily on research to select locations and types of stores for efficient operation; how best to display the merchandise, what products to stock, the best kind of refrigeration, shelving, display cases, et cetera.

Farmer-Management depends on research for its selection of seed, fertilizer, disinfectant, the kind of crops to grow; improvements in breeding, feeding, and management of dairy herds; compliance with regulatory laws governing sanitation of premises and the health of animals and people employed, all of which is required before your company and the dairymen can start doing business together.

Yes, the food industry has become a highly scientific business.

It is important to note that the cost of many operating items of business today are fixed beyond the control of the manufacturer . . . the prices he pays farmers, labor costs, taxes, transportation, et cetera. There is very little the management can do to reduce these dollar expenses. Therefore, it depends heavily on research and other ingenious methods of effecting savings and promoting efficiencies, in order to obtain greater production at lower costs, in order to be in the best competitive position to do business. This situation clearly emphasizes the necessity for everyone connected with a business to do his best job; it points out particularly the great interdependency which exists between salesmen in the field and the men and women who make the goods in the factory.

Management should take a new look at its executive personnel to make sure it has people in the organization capable of assuming responsibility when the present management retires. What are you doing about this in your company?

Having taken a good look at the responsibilities of today's management . . . let's now take a quick look at what has been accomplished.

Management has certainly done a commendable job developing mass production and mass distribution of grocery products.

It has provided the public with a wide variety and adequate quantities of high quality food and grocery products, and at reasonable prices. It has developed a multitude of new products and new uses for products. It met the requirements of the military needs during the last war and it is doing so during the present emergency.

It has done an outstanding job in the field of research, production, marketing and distribution.

It has done a magnificent job in furnishing productive employment. The food business—directly and indirectly—employs about 30 per cent of the total labor force in the country.

Its advertising expenditures have not only helped created a mass market

and reduce unit costs, but have supported our public press and communications system, the freedom and financial solvency of which are so basic to the American way.

What's Ahead

Pattern of Distribution: One thing is certain, the pattern of distribution will continue to change and management must be keenly alert to these changes.

Competition will be very severe. We must run like blazes to stay where we are. American housewives are the keenest shoppers in the world and the convenient transportation via the family automobile and otherwise enables them to shop in grocery stores over a wide area. Alert grocers know this and appreciate the fact that they must offer consumers top service, a wide assortment of food and grocery products and the popular brands, and be competitive in their prices. Competition likewise will be very keen between manufacturers.

New products will fight for a position on the shelf, and for the consumer dollar.

Non-food items in large numbers will find their way into grocery stores. Advertised brands will continue their growth, particularly those brands which are supported by strong advertising and merchandising, and which carry a potential reasonable dollar profit opportunity for distributors.

The grocery bill will grow bigger and bigger because of increased population and because the people generally are eating better. The per capita consumption is growing. In 1939 it was 1,525 pounds. Last year it was 1,600 pounds.

Labels and packages will be constantly improved to be more attractive to the people and provide more descriptive and useful information.

Self-service will continue to grow and gradually fresh meats, fruits and vegetables and perishable items will move more and more into self-service.

The outlook for volume business is good, but the outlook for profits is not.

The margin of profit on dollars sales for the grocery manufacturer and distributor is at an all time low. In 1939, food and grocery manufacturers averaged a net profit of 4.6 cents per dollar of sales. In 1951, it was less than 2.5 cents. The distributor's net profit has similarly declined. In 1951, large food retailers averaged less than 1 cent per dollar of sales. This means that total net average profit of manufacturer and retailer is only a little more than 3 cents on each dollar purchase of groceries at the store. While this situation is certainly not favorable to investors, no other major industry can claim such a small profit out of the consumer's dollar.

With back-breaking taxes, restrictions, controls, and constantly rising operating costs, management faces one

of its greatest challenges. That challenge is to develop new and better patterns of distribution, to work hard for the preservation of our freedoms of doing businesses; and to demand of our representatives in government that an economy program be put into effect immediately, thereby reducing the burdensome tax local which has already reached the level of confiscation.

It is high time for the government to let go of price controls so that business can recover the flexibility of operations so necessary for good management and vigorous competition. Our present situation of adequate supplies and reasonable prices justifies such decontrols.

While an excellent job has been done in providing great varieties of food and grocery products to the American people at reasonable prices and in beautiful stores, etc., all of this apparently is not enough for we still find ourselves falsely charged with profiteering, with being a monopoly, with insufficient concern for public health, and we are constantly threatened with further restrictions of our freedoms, government controls, grade labeling, et cetera.

While great progress has certainly been made in recent years in the field of public information and education, it is quite clear that lots more needs to be done.

The encouraging part is that the American people are in a more receptive mood now than ever for information about business, and we must satisfy this newly stimulated appetite of a free people for information. And, there is every reason why we should do it. We should do it because we have a very good story to tell. It will impress the public and win friendships. It will counteract the false and misleading information which is continually circulating about industry.

Better understandings create better relationships. Better relationships create a better climate in which to live and do business.

We have everything to gain. Leading concerns like yours and organization-like GMA must continue to do an intelligent job of explaining to the people the facts about the life line of America: the line of essential processes that move the crops from farm to table.

SELLING YOURSELF AND YOUR SERVICES

By Brian Sando, Publisher & Sales Counsel, Orange, Calif.

"Selling Your Goods and Yourself" was the subject of an address by Brian Sando, sales counsellor of Orange, Calif., pointing out that the best way to insure your business will be good tomorrow is to go all out and do a bang-up good job today.

According to Mr. Sando, "everybody is a salesman. You are constantly forming impressions, either for good or for bad, on other people. Your words and your actions are the ammunition that you shoot to others every day that you live—and now is the time to look over your supply of ammunition and make sure it is right for the job you want to do.

"You can win a job or a customer, a promotion or a friend, more easily and more surely if you follow the principles of sound salesmanship and good human relations in your business and everyday contacts. Too many people today are worrying about flying saucers and World War III, about high taxes and the atomic age, when the best thing to do is to face the realities as they unfold each day—and do promptly and without idle talk the things that would put us on top tomorrow."

Instead of a negative or "What's the use?" attitude, Sando recommended an active interest in the problems and interests of the other fellow. Look at your business from the standpoint of the outsider, and then give him what he wants in the way of a quality product, attractively presented, and fairly priced—always plus something extra in the way of service or attention.

Additional highlights of Mr. Sando's talk included these:

"Courtesy and consideration have flown out the window in too many businesses. Everybody resents shabby treatment. Make your prospects and customers feel that they are important, that their business is desirable, and that you'll go a long way to keep them happy and satisfied. When you can't make a sale make a friend; some day he may buy or help you with others.

"Some folks seem to have the idea that one of these days the uncertainties with Russia, politics and high taxes

will end and then everything suddenly will become rosy again. Overnight they expect a sudden return to 'the good old days.' Don't kid yourself—the millennium won't suddenly pop out like a rainbow. Today's restrictions and impediments to business will give ground slowly—some of them may never disappear. Therefore each of us must realize that expanded opportunities and profits will come mainly through our own efforts—by working harder or by selling more intelligently."

To dramatize his address, Mr. Sando flourished a six-shooter at intervals, enumerating his six principles for helping you and your business to rise above the average. They include: Know what you are talking about before you talk. Think of the other person's interests, their likes and dislikes, rather than your own. Make others feel important and appreciated. Talk straight to the point; be brief and don't bore and tire others with long-winded generalities. Be pleasant and helpful instead of a sour-puss. Be enthusiastic and energetic—action wins.

CORRECTION

There was an error in reporting the names of the 1952 officers, on item in middle column, page 19 of the July issue. The name of Maurice L. Ryan was given as a vice president instead of Guido P. Merlino, who took his place.

The vice presidents for the new term are:

Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y., First Vice President.

Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr., Second Vice President.

Guido P. Merlino, Mission Macaroni Co., Seattle, Wash., Third Vice President.

Awarded Italian Star



Four prominent Italo - Americans were decorated with the Italian Star of Solidarity from the Italian Republic by Consul-General Giovanni Formichella, center, during ceremonies in his office. Recipients included, left to right: Biagio Faresse, Medford; Joseph Pellegrino, Andover, president of Prince Macaroni Co. in Lowell; the consul-general; Ferdinando Corsetti, Arlington, and Assistant Attorney-General Frank Ramacorti, Arlington. Awards were

made for contributions to the reconstruction of Italy in the economic field as well as in the moral and political one.

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

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

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

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Vol. XXXIV August, 1952 No. 4

National Macaroni Manufacturers Association

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CLASSIFIED

FOR SALE—Brand new 14 1/2" diameter Mexican Elbow Die for stationary press. Cost \$225.00; sacrificing for \$125.00. F.O.B. present location. Box 108, Macaroni Journal, Braidwood, Ill.

FOR SALE—35 Macaroni Dies. Hamilton Machine Shop, 7829 Hamilton Ave., Pittsburgh 21, Pa.

Down the road lived an Oriole who had quite a reputation as a philosopher. Every day his perch was surrounded by a flock of birds eagerly listening to his words of wisdom about how the world should be run for the good of all. Farmer Wren listened to this philosophizing now and then. He was troubled about his lack of understanding, and so he got himself a lot of books on philosophy and read them through from cover to cover. Soon he could chatter as pontifically as the Oriole, and being a bird with strong convictions, he was certain that his philosophy was the right one.

Unlike Socrates, he did not say, "As for me, all I know is that I know nothing."

Among the tree-tops, when the birds gathered to listen to the debates on the wisdom of Aristotle versus the judgment of Plato, Farmer Wren talked long and loud about his discovery of what is true and the practice of that which is good. He did not realize he was traveling a route of many roads leading from nowhere to nothing, a route far different from the one he traveled when he plowed the furrows straight and deep on his thriving farm. Once a practical bird, he was now theorizing in circles and it wasn't long before he quit farming. Like the bureaucrat in government, he tried to synchronize his theoretical dreams with

the practical business of life and his mind went to seed. Soon his acreage was full of weeds and neglected.

Old Wren died broke, still chattering about his philosophy to any and all who would listen, and they buried him in a pauper's grave.

It ain't the things you don't know what gets you into trouble; it's the things you know for sure what ain't so. (Old Negro Saying)

Very wisely yours,

Ollie The Owl

Seeks Assessor Job

Nicholas Traficanti, junior member of Traficanti Brothers, Chicago, now disbanded, and a resident of Tucson, Ariz., where he has become a water baron, is a candidate for county assessor on the Republican ticket. His many friends wish him success in his new ambition.

KEEPING FAITH WITH NATURE



AT HARVEST TIME, Nature's freight of health-giving grains moves toward the mills. Rich as wheat is in vitamins and other valuable nutrients, it cannot supply its greatest possible benefits after it has been milled to the high quality semolina which you require. Today, however, through enrichment of semolina, the most important nutrients removed in milling are restored. Because of enrichment's great value to health, this advance is recognized in the Federal Standards of Identity for alimentary pastes, which provide for enriched macaroni and enriched noodle products. Macaroni and noodle makers who enrich their products should be proud that they Keep Faith With Nature.

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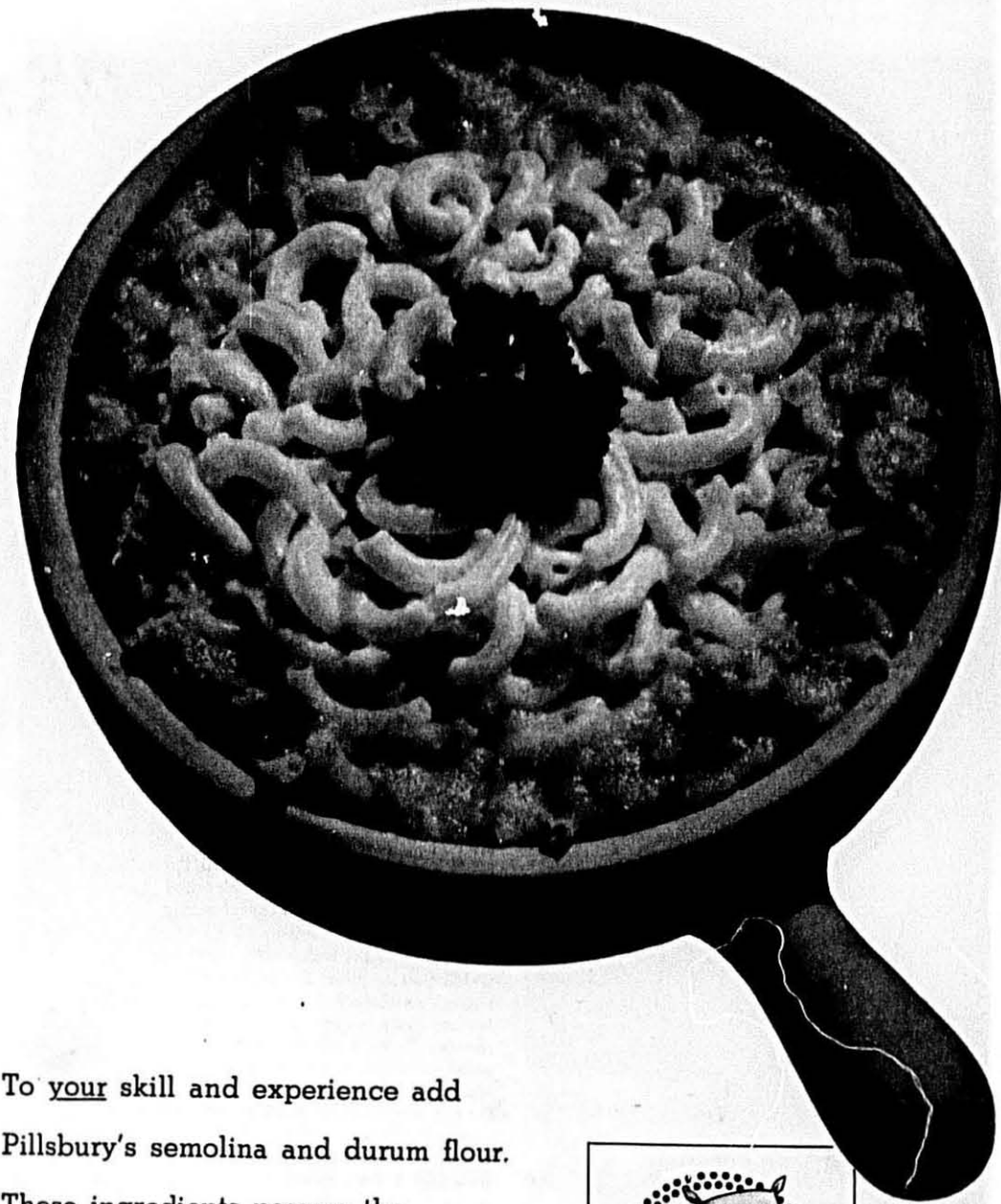
Vitamins for Enrichment

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Ollie the Owl

There was an old bird here some years ago, Ben Wren, by name. He had worked hard all his life running a farm. The furrows he plowed were as straight as his thinking. A practical bird, he bought good seed, cultivated the ground well, and with the aid of the right farm implements used the right way, plus the sun, rain and Mother Earth, he'd always end up the year with a good crop. He knew how to farm and that was all he did know. He applied this know-how to growing things and succeeded so well that he had the biggest nest-egg in Birdland.



To your skill and experience add
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