

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 10**

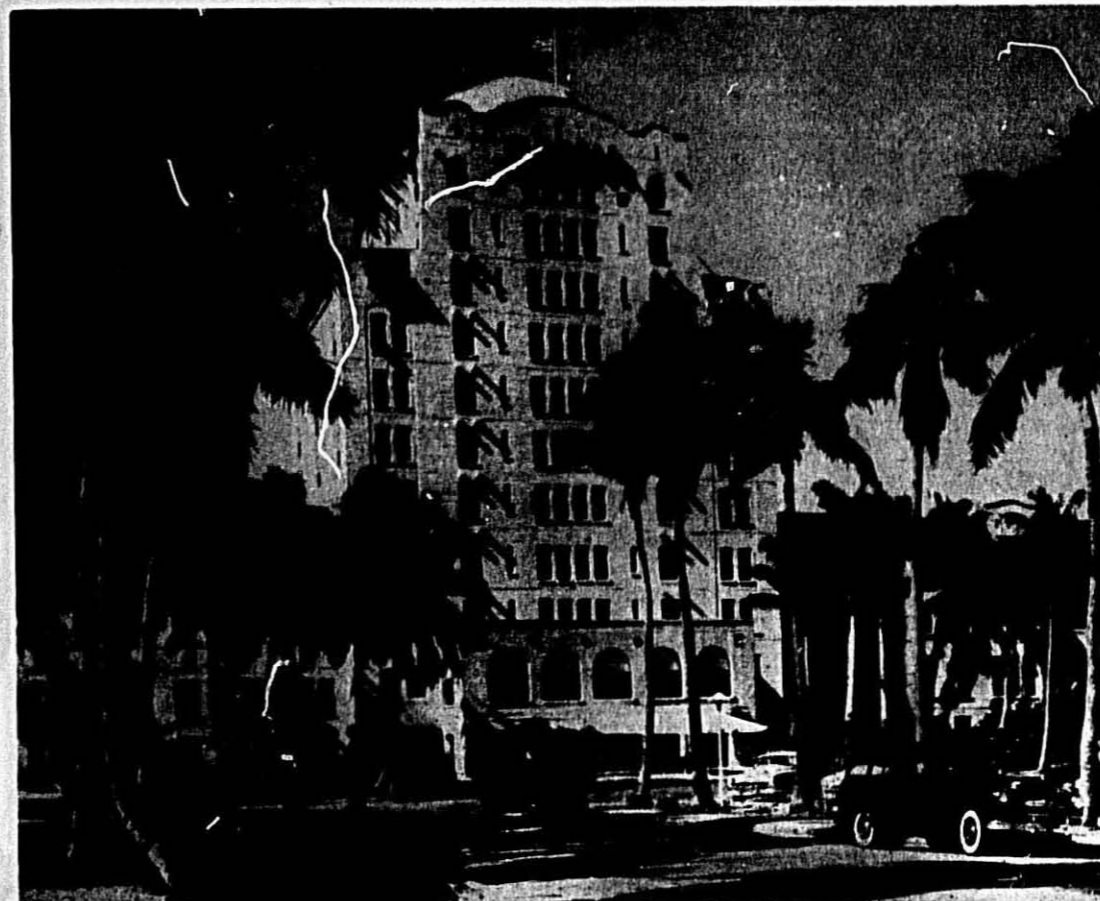
February, 1953

FEBRUARY, 1953

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The Flamingo Hotel, Miami Beach . . .



. . . scene of the 1953 Winter Meeting, January 19-22

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National Macaroni Manufacturers Association
Chicago, Illinois

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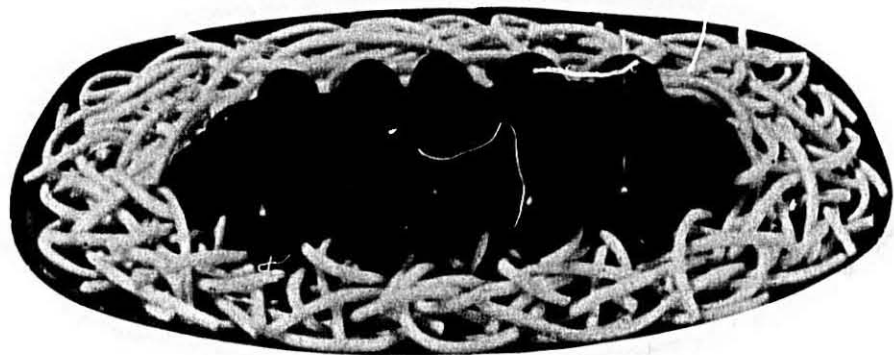
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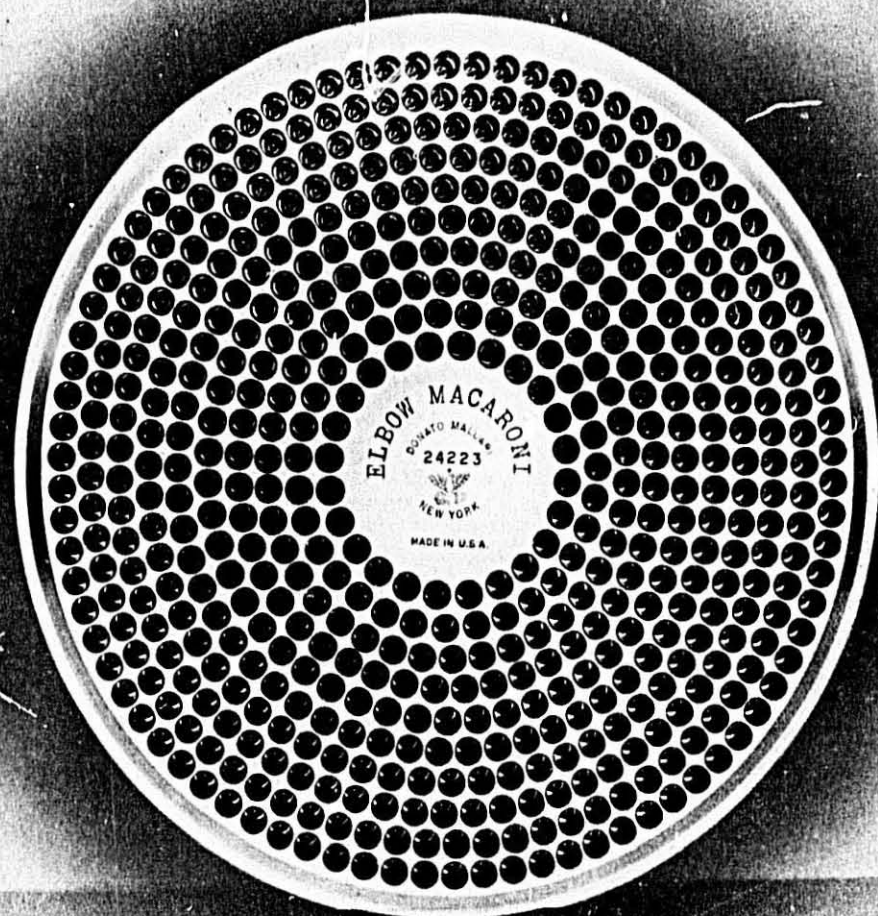
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The MACARONI JOURNAL

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Rumblings At The Winter Meeting

THE macaroni-noodle industry is a vibrant entity judged by the rumblings that were hardly inaudible at the Winter Meeting in Florida last month. There were some signs of restlessness indicating a wider desire to act more determinedly and co-operatively in meeting and overcoming the stiffer competition that seems to be ahead for all processors of macaroni products.

The products promotion work undertaken in the recent past and plans for its continuation through 1953 and future years by the National Macaroni Institute were given unstinted support and approval by those who are leading the bills—a sponsoring group of progressive, far-thinking manufacturers who willingly increased their contributions by 50 per cent to insure expansion of the necessary co-operative activity for the benefit of all in the business.

More and more manufacturers are realizing the value of the program instituted several years ago by the National Macaroni Manufacturers Association to improve the public relations between the growers of good durum wheat, the semolina millers and the processors of that grain into one of the best wheat foods—macaroni, spaghetti, egg noodles and other popular shapes.

The small 1952 durum crop, though of high quality, has convinced most everyone in the macaroni-noodle industry that the public relations program is one of the best things that ever befell the industry, one that merits not only a continuation, but also a reasonable expansion, to the end that more and better durum be produced in our own country to supply the growing semolina needs of our expanding industry.

For some unknown reason and despite the fine promotion work undertaken by the National Macaroni Institute to date, indications are that consumption of macaroni foods failed to keep step in 1952 with the rate of increase set in preceding years; the first decline since 1947, according to industry executives who are making a study of the consumption trend. The situation has been accepted as a challenge as generally expressed at the conference. On the other hand, there was an increased pro-

duction of approximately 10,000,000 pounds last year of all types and shapes of macaroni products, the industry's total output exceeding 1,000,000,000 pounds in 1952 on a conservative estimate. Where did this increase go, if the American per capita consumption was lower? Many attribute it to heavier exports, which will only be confirmed by later government figures.

The Chicago Quartermaster Depot reports purchases of macaroni products of nearly thirteen and a half million pounds last year. In addition, substantial quantities were obtained for the armed forces at local camps through negotiated bids. No report has yet been made of purchases by government agencies for foreign aid and similar Samaritan purposes, all of which may be the answer to the disposal of last year's over-production.

The perplexing question that stumped the experts at the convention remains unanswered. As everybody knows, the promotional work being done by the National Macaroni Institute is not intended to benefit any particular group, not even those directly financing the institute's activities. It is an unselfish action, one that benefits every manufacturer in the business of supplying good macaroni products to American consumers. Why, then, queried many, should there still be a number of abstainers in the list of the supporters of this all-industry promotion?

It was brought out at the meeting that all the durum millers and most of the leading machinery and supply firms have voluntarily supported the products promotion work of the institute by purchasing share certificates.

Why, then, it was generally asked, do not those manufacturers who are not supporting the industry promotion program directly for other good reasons, also buy share certificates?

The rumblings heard were such that they served to spur rather than to retard the co-operative action that the big majority in the trade feel is so beneficial and necessary and which should prepare them for the strong competition ahead by other foods—a situation that should be particularly noticeable in the years ahead.

Presidential Message

by Thomas A. Cuneo
President, NMMA

Winter Meeting, National Macaroni Manufacturers Association,
Miami Beach, January 20, 1953



Thomas A. Cuneo
President, NMMA

AS we meet here today, a new era is dawning in the United States of America.

A new President is being inaugurated today.

A new administration is taking over the reins of government. For the first time in 20 years, we have Republican leadership in the executive and legislative branches of the national government.

We, among other businessmen of the United States, greet this new era with confidence. Most of us, I venture to say, breathed a sigh of relief when General Eisenhower was elected to the presidency last November 6 and, at the same time, spearheaded Republican victories in congressional races which assured his party control of both houses of Congress.

Most of us were openly critical of the old administration—critical of the way it handled controls, restrictions and labor relations, among other regulations which affected the operation of a business.

None of us, however, is naïve enough to believe all of our grievances, against what we may consider unnecessary government interference in business, will be corrected overnight.

Perhaps the best we can hope for immediately is a clearer understanding of the problems of businessmen in Washington—or to put it another way, an attitude in Washington toward business which will be fair and square, and not influenced first, last and always by political expediency.

We must encourage Washington in that attitude. It is up to us—the macaroni industry—to pledge our resources, our knowledge, and our cooperation to the end that the administration of President Dwight D. Eisenhower will work toward re-establishing our economy on a sound basis.

In fact, it is not amiss for us, as representatives of the great macaroni industry, to dispatch—right now—a message to the new president, assuring him of the co-operation which we stand ready to accord his administration.

So, in effect, all we have as we embark upon this era of confidence are hopes that business will get a better break in Washington.

But we can't run our business on

hopes—so let's get down to the facts of our business life.

There lies ahead of us a year of hard work—of increased sales promotion, of stronger salesmanship, of getting to know more about ourselves and those who buy from us.

We, as an industry, have made great strides during the last few years, but we are confronted with new problems always. What our current problems are, and how we can turn them into opportunities, will be discussed in detail during our meetings here.

I am anxious to attend the business sessions of this conference and I know I'll learn a lot by doing so. All of us will, I'm sure.

In the meantime, however, we might pause a few moments here to do a little crystal gazing to determine, as best we can, what 1953 holds for business, generally.

We know there have been many prophets of doom who are predicting a business recession in the year ahead. I, personally, hold no such view, and I don't think you do.

Businessmen, generally, are confident. In fact, they are optimistic. Prognosticators on the business scene, men who make their living foretelling what's to come, are just as confident.

We're all hopeful; we're all optimistic; we're all optimistic.

But we're not smug and complacent.

We in our industry must face the fact that the per capita consumption of macaroni dropped off slightly during 1952—the first decline in macaroni consumption since 1947. However, total production of macaroni products in 1952 amounted to one billion, fifty-six million pounds—or about a ten million pound increase over 1951.

On the face of it, we have two jobs ahead of us in 1953. We must hold our production gains, even topping our 1952 output, and, more important, we must put that per capita consumption curve back where it belongs.

We have the means at our disposal to achieve these goals.

One thing working in our favor is the demand of the armed forces for macaroni products. The armed services, through centralized purchases, bought 13,000,000 pounds of macaroni products in 1952. A study of master

menus, issued in Washington for feeding armed service personnel from Korea to western Berlin, shows that spaghetti and meat balls, macaroni au gratin and noodle dishes are served regularly and frequently in the mess halls.

We regard this as good, of course. Not only because we can sell 13,000,000 pounds of our products to the military and naval forces, but also because these men and women in the armed services will return home with a bigger appetite for our products—in the long run, stimulating the civilian demand.

But, in addition, we must bend our every effort to the job of making the American nation more and more aware of the unequalled versatility of macaroni products. A tremendous job of publicizing the versatility of our food products has been done by the Sills organization, but we, the manufacturers, must do our part as well.

We must have harder selling campaigns.

The individual salesman must do a better job.

Our advertising selling copy must be better.

And—very important—the retailer must be sold on the plus profits available to him if he pushes our products. He must be convinced that attractive displays of our products will not only sell spaghetti, macaroni and noodles, but they will create a greater demand for companion foods, as well.

We must drive home to the macaroni buyer and the retailer that macaroni is the most companionable of all foods—that it combines with other foods as no other single food product does.

We all know it. Let's tell the world about it.

When the independent grocer and the manager of the supermarket are made to realize that macaroni will move a dozen other food items off the

(Continued on Page 36)

Winter Meeting in Florida a Big Success

Attendance was good and interest was keen at the 1953 Winter Meeting of the National Macaroni Manufacturers Association, January 19-22, Miami Beach, Florida. Plans were laid for a progressive year of united and co-operative action.

MIAMI BEACH, FLA., was the scene of the first business conference of the organized macaroni-spaghetti-egg-noodle industry in 1953 under the auspices of the National Macaroni Manufacturers Association, and it was freely predicted that if the pace set at this conference and the interest shown there continues throughout the year, not only the members of the National Association, the supporters of the National Macaroni Institute, but also the entire industry is in for a profitable year, and the housewives of the nation are assured of a plentiful supply of even better, more nutritious macaroni products.

Several scores of the nation's leading firms sent one or more representatives to the winter meeting, and the allies, as usual, entered enthusiastically in the action taken at the meeting and pledged fullest co-operation in the program of business improvement unanimously approved.

The theme of the 1953 winter meeting was "Magic Keys to Better Business." It was featured at the three morning meetings, which were held in the Key Club of the hotel that has become the macaroni-noodle makers' winter haven for the last five years and which will be the scene of the 1954 winter meeting by unanimous vote of the board of directors.

Thomas A. Cuneo, president of the National Macaroni Manufacturers Association, presided over the general sessions and introduced the army method of procedure in keeping with his experiences as a captain in the first World War and a colonel in World War II. Meetings started on time and closed at the hours indicated. Speakers were decorously held within their allotted time, and discussion was never permitted to get out of hand.

The convention proper was preceded by a January 19 meeting of the board of directors that lasted throughout most of the day. Financial reports of the National Association secretary-treasurer and National Macaroni Institute manager, Robert M. Green, and of the MACARONI JOURNAL's managing editor, M. J. Donna, were studied and approved as per audits for 1952, submitted by Wolf & Co., C.P.A.

The several budgets for 1953 were studied and, with little change, were approved. The budget for the National

Association was set at \$19,432.30; that of the National Institute, \$79,573.06, and that of the JOURNAL, \$20,190.

The directors heard the reports of James J. Winston, director of research; C. W. Wolfe, chairman of the NMI activities, and C. L. Norris, chairman of the durum growers, public relations. It was voted to increase the activities of the latter, in view of the none-too-favorable durum situation that faces the industry this crop year.

Plans were laid for the annual convention of the industry at the Broadmoor Hotel, Colorado Springs, Colo., June 22-25, 1953. It was unanimously voted to return to Miami Beach for the 1954 winter meeting, and to make arrangements for the 1954 general convention at Shawnee-on-the-Delaware in June.

Late in the afternoon of January 19, the directors and the executives of the durum mills met to study the present and future durum situation. It was agreed that the durum situation for the 1952-53 crop year was a rather tight one, with the general thinking that there would be enough good durum to meet the industry's needs if a good crop was assured next fall. All the millers agreed that there seems to be no need at present to go to granular to stretch the present crop, at least from present indications and reports.

First Day's Session

The 1953 meeting was opened promptly at 9:30 a.m., January 20, by President Thomas A. Cuneo, who welcomed the delegates and congratulated the many who were brave enough to bring along their ladies, and invited the latter to enter fully into the spirit of the convention and its many social functions. He followed with his message to the association and the industry.

He was followed by presentation of "The Magic Key," a film prepared by the Chamber of Commerce of the United States of America to develop better public understanding of the part advertising plays in our economy, and to show how advertising helps make jobs and steps up production.

The need of more research on the macaroni market to guide the sales efforts of macaroni executives was discussed by John H. Betjemann of A. C. Neilsen Co., Chicago. With the aid

of informative charts, he reported on a special survey his firm had made on the macaroni market and indicated how the proper use of the information thus gained could be used advantageously.

The first morning's program was brought to a close by a panel discussion of the subject, "Selling at Par," with past president C. W. Wolfe as moderator. On the panel were such representatives of the industry as Lloyd E. Skinner of the Skinner Mfg. Co., Omaha, Nebr.; Horace P. Gioia of A. Gioia & Sons, Rochester, N. Y., and Albert Ravarino of Ravarino & Freschi, St. Louis. Invaluable sales facts were brought out and selling practices, good and otherwise, discussed. This ended the session on "Advertising and Selling."

Second Day's Session

"Production and Packaging" was the subject for the second day of the meeting. It, too, was held in the Key Club of the Flamingo Hotel, with President Cuneo presiding. Panel discussions featured most of the program of the day, opening with one on "What Goes in the Package." Past President C. L. Norris of the Creamette Co., Minneapolis, was the moderator, aided by J. Harry Diamond of Gooch Food Products Co., Lincoln, Neb.; Harry I. Bailey of General Mills, Inc., Minneapolis, and Charles D. Wilbur of Armour and Co., Chicago.

Something new was introduced by Robert M. Green, NMMA secretary, in the way of "20 Questions for the Experts." Questions from the audience were invited to stump the experts on such subjects as press operations, drying problems, noodle manufacture, die maintenance and similar production matters.

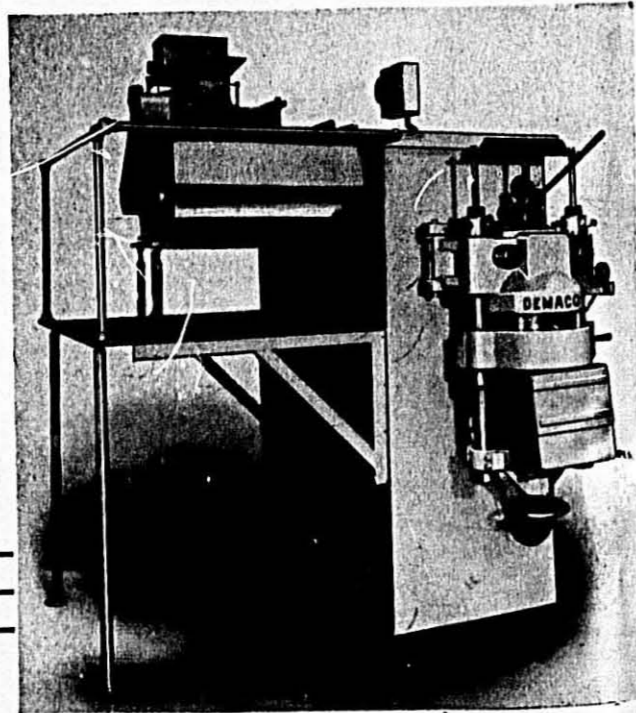
To aid the moderation were chosen such experts as Joseph Santi of M. & G. Braibanti & Co., Milano, Italy; Conrad Ambrette of Ambrette Machinery Corp., Brooklyn, N. Y.; John Amato of Clermont Machine Corp., Brooklyn, N. Y.; Nat Bontempi of De Francisci Machine Corp., Brooklyn, N. Y.; Glenn G. Hoskins of the Glenn G. Hoskins Co., Libertyville, Ill.; Donato Maldari of D. Maldari & Sons, New York City, and others. Though the experts were sometimes embarrassed by the questions propounded, they were never really stumped.

Charles C. Rossotti, vice president of Rossotti Lithograph Corp., North Bergen, N. J., presented a paper on "Advertising and Point-of-Sale Value on Your Packaging," making some timely suggestions for general improvement in planning and use of messages on the faces of cartons for information and guidance of the

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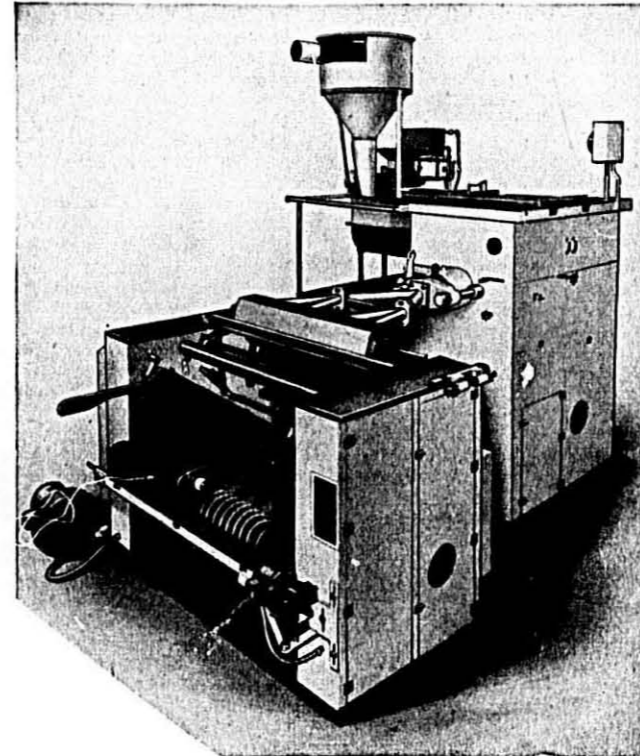
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housewives who purchase the products.

He was followed by Roy E. Hanson of Milprint, Inc., Milwaukee, in an able and interesting discussion of the question, "Is Your Salesman on the Job All the Time?"

Association past president C. Frederick Mueller of the C. F. Mueller Co., Jersey City, was moderator of still another panel which handled the very important subject of "Probing Into Profits," assisted by a panel of members from firms with wide experiences in the matter, including Jerome Tujague, National Food Products, New Orleans, La.; Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.; Peter F. Vagnino, American Beauty Macaroni Co., Kansas City, Mo., and by several manufacturers who volunteered their opinions from the floor. This brought to a close the business program of the second day.

Third Day's Session

Still in its search of the "Magic Key to Better Business," the third and final business session on January 22 discussed the special subject of "Co-operative Co-operation," with President Cuneo handling the orders of the day in his now noted army technique.

The opening presentation was an interesting film by the National Dairy Council on "Weight Reduction Through Diet," with Margaret A. Ohlson, Ph.D., member of the research staff of Michigan State College, as narrator. It was pointed out that macaroni products might be used in most weight control diets.

Association Director Virgil C. Hathaway of Quaker Oats Co., Chicago, who last winter called the macaroni manufacturers' attention to the fact that the puffed wheat processors are direct competitors for the quality durum wheat, discussed the subject of "Nutritional Research on Durum and Macaroni Products."

Then followed a dynamic report by Theodore R. Sills of Sills, Inc., publicity counsellors for the National Macaroni Institute that has been doing a fine job of products promotion for the last few years. He discussed the work done during the last half of 1952, and then, using charts and displays, pointed out the plans for the future to win the support of the home economists the school lunch program promoters and the good will of the consumer. There are to be special features in keeping with the macaroni-for-Lent idea, spaghetti and egg noodles in spring and summer salads and other seasonal recipes, and then of the National Macaroni Week program in October, in which supporters of the NMI are urged to adopt more determinedly and enthusiastically because of the receptive frame of mind into which the consumer has been brought in the progressive, step-by-step program through the year.

Assistance from grocers—independ-

ents, chain and supermarkets—is to be sought through emphasis on profits to be gained through "A Related Item Promotion," discussed by James P. Shenfield, advertising manager of Franco-American Spaghetti Sauce, Campbell Soup Co., of Camden and Chicago. "Macaroni, Spaghetti, Egg Noodles and other shapes of macaroni products are never served alone. The sellers to the consumers not only earn a very liberal percentage profit on those basic foods, but added profits when they also sell any of the many accompanying foods that go to the making of tasty, appetizing and satisfying dishes, even the most simple ones."

The business session of the convention was brought to a close by Robert M. Green, NMMA secretary, in a report on the macaroni industry's trade association activities in the recent past and plans for their continuation in the future.

"The 1953 winter meeting is ended," declared President Thomas A. Cuneo in his machine-gun fashion, as he banged his gavel to bring to a close a conference from which everyone in attendance gained many good ideas, not only from the discussions but also from contacts and personal interviews with the successful men in the industry who constituted 1953's first business conference.

ADVERTISING AND POINT-OF-SALE VALUE OF YOUR PACKAGING

by Charles C. Rossotti

Executive Vice President

Rossotti Lithograph Corp.

North Bergen, N. J.

Each year it becomes increasingly difficult to come before you with something new and interesting in regard to your packaging.

However, with the revolution that is taking place in retail food merchandising has come many new approaches to packaging. Perhaps some of you may already be familiar with some of the points I shall mention, and if so, I hope you will bear with me.

Not so long ago, most manufacturers of food products distributed their products through wholesale food distributors or wholesale or jobbing grocers. The manufacturer's salesman did a thorough selling job to his wholesale distributors. They, through their salesmen, did a good selling job on the retail grocery merchants. The retail grocery man did a good selling job on Mrs. Jones when she asked him for his advice on food products she wished to buy.

For approximately 70 per cent of food products retailed today, that procedure is now obsolete. The man who buys your macaroni products never comes in contact with Mrs. Jones—he

orders so many cases distributed to his stores, the merchandise is placed in self-service counters, and from that point the products are on their own.

Under these conditions, the product must sell itself. And its sales ability at the point of sale is in direct proportion to the sales appeal of the container or package.

That the package has to play a more dynamic role on the self-service shelf has been fairly well accepted. But what has not been realized by many of us is the true and real value of the package or container at the point of sale. My purpose here is to give you an outline of facts—important facts—which will establish the true value of your packages, as they exist on grocers' and customers' shelves.

First of all, and I think we will all agree about this—the success of your business rests on sales to the consumer. To have sales ability, your product must have three elements in fair balance—quality, price and design. I know you are very well aware of quality and selling prices. You have, undoubtedly, given these two factors the proper attention they deserve. However, the third element, the design and construction of your product's container, a design which will allow it to function properly and sell itself to the consumers, has been neglected because until now, no definite methods to put a value on it have been established. Manufacturers and processors of food products have been so completely surrounded by habit formation—that it has been well nigh impossible for them to stand back and view their own packages in true perspective, to evaluate and appreciate their worth and their business success.

Let us start with one of the major causes of restricting package development:

When a manufacturer buys a package, it is common accounting practice to charge it to material costs. This charge is added to the selling price of the product. This has led inevitably to a comparative standstill in correct development and use of your very valuable packages.

An entirely different concept would exist if the cost of packaging were charged to advertising or sales promotion, which, as you know, is budgeted out of present or anticipated profits. If packaging were charged to advertising, and looked upon as the healthiest and best form of advertising or brand promotion, many of the answers regarding the value of your packages would already have been clearly outlined and understood.

I am not at all surprised that this subject has not been thoroughly investigated before. One of the logical groups to undertake the evaluation of your packages is the advertising agency, with its thorough understanding of

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Trust Policy Poses Problem for National Trade Groups

By C. Norman Stabler, New York Herald Tribune

There are some 1,600 national trade associations in the United States and in each one the members must be wondering just how far they can go to gain the benefits that accrue from co-operative effort without running afoul of the anti-trust division of the Department of Justice.

In contrast with the practice in most European countries, our national policy is opposed to cartels and to any act by individual companies or associations that restrict competition or in any way enable a small group to set prices, limit production and exert a control over an industry. It is firmly established in our thinking that competitive business is good business, and that industry itself, as well as the buying public, benefits when rivalry is given free play.

Possibility of Conflict

On the one hand we have this national policy, and an active anti-trust division, which is quick to enforce the law against combinations in restraint of trade. On the other we have virtually every business, industry and profession in the country organized in trade associations, the central theme and purpose of which is co-operative effort.

Obviously, they are formed with the highest of ideals; it is axiomatic that they could not be formed for the purpose of violating the law of the land. Generally they seek to raise the standards of their particular line of endeavor, to secure uniformity of product, to distribute information, to centralize the gathering of data pertinent to the business, to provide informed opinion in the event of new legislation and to improve the social relationships of individuals in their respective fields.

That is all legal and distinctly in the public welfare. The associations are an inherent part of our democratic system. Many of the better-known ones date back to the years immediately following the Civil War, and a few are about as old as the country.

The Chamber of Commerce of the State of New York, for instance, was formed in 1768 and the New York Stock Exchange, national in scope, was organized originally as a co-operative effort of brokers, in 1792.

There is always the possibility of a conflict, however. We see that in the fact that, when the anti-trust division brings action against any group of companies or individuals it feels are breaking the law, it frequently names

as a party to the action the trade association concerned. How far can the co-operation within an industry go before the enforcement agency acts to halt the co-operation?

The simple answer is that it can go as far as it likes, provided it stops short of violating the anti-trust laws. Actually, however, it can't be that simple, because there is always a question of whether a law has been broken. That's why we have so many lawyers and courts, why executives spend so much time and effort preparing their defenses, why some companies "take a plea" and settle, even though they feel they are innocent, and why some Europeans, accustomed to cartels, wonder just what goes on here.

Number of Cases Small

There is no way of estimating the total cost to industry and trade associations of contesting these actions. To many businessmen, it appears that the anti-trust division is too active and is guilty of bringing cases which interfere with the legitimate work of their organizations.

Actually, however, when we consider the full count of such associations, the number that gets into trouble with the law is relatively small. The Department of Commerce, in 1949, issued the thirteenth of a series of handbooks on trade associations.

Its figures, revised upward in some cases because of the three intervening years, give an idea of the breadth of the association movement. It notes that all types of non-profit, voluntarily joined, co-operative associations—including those for employers, employees, farmers, consumers and professionals—have reached high levels of membership and financial support.

Including locals and branch chapters, there are today 12,000 regional, state and local trade associations. There are 4,000 chambers of commerce, 70,000 labor unions, well over 100,000 women's organizations, 15,000 civic service groups and 10,000 luncheon clubs. There are 1,600 national trade associations and an additional 300 national associations either consisting of businessmen organized for special purposes or having a large proportion of businessmen as members.

The 1,600 national trade associations have a paid staff of approximately 16,000 persons and a gross membership of more than 1,000,000 business firms.

Benefits of Co-operation

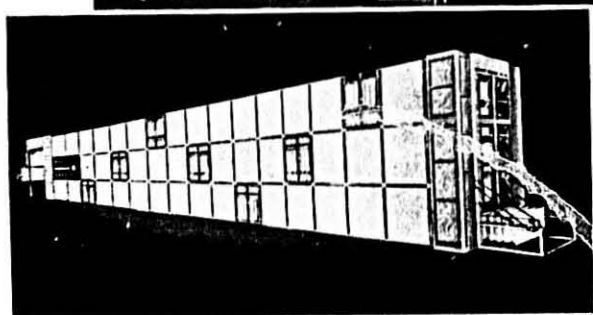
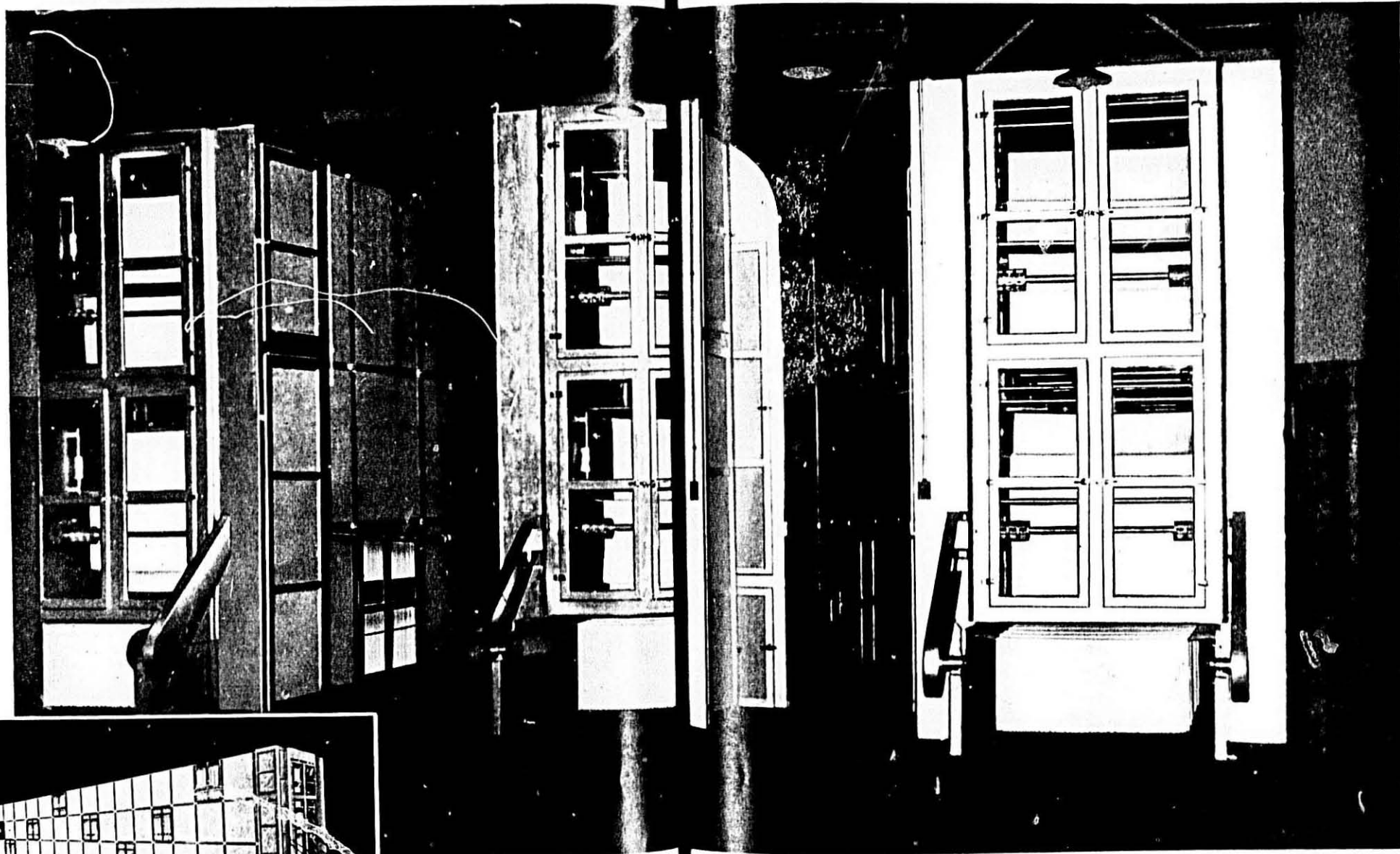
The majority of the trade associations have annual receipts of less than \$40,000, but this figure is not a good measure of their effective action, because most of them carry on programs of considerable scope through active committees or members.

It is small wonder that, occasionally, in pursuit of their duties and in the furtherance of co-operation for the public welfare, there are at times practices which catch the eagle eye of the Department of Justice.



Seen at the Duchess of Windsor Ball held January 5 at the Waldorf-Astoria hotel, New York, was Claire Doolittle Luce, shown here with Giovanni Buitoni, whose firm, Buitoni Foods, Inc., was one of the sponsors of the ball. Mr. and Mrs. Henry Luce were guests of Mr. and Mrs. Buitoni.

Clermont DRYERS - Distinguished Beyond All Others



Front view of units taken at new plant of the Renzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

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

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

ers, that macaroni and pasta manufacturers have reserved for them when they say "Clermont". And this new year of 1950 is to see Clermont's meas-

ure strengthened in every particular. In 1950 Clermont added to its distinguished line of complete automatic long dryers consisting of three units,

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

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

Clermont Machine Company

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

Try This Test for Your Tax I.Q.

Come the Ides of March—comes also federal income tax time. Do you know your federal taxes—what they can do to you—what you can do to them? Try this three-minute tax quiz. (Editor's note: three minutes if you're an expert.) It is based on material furnished by the American Institute of Accountants, the national professional society of certified public accountants.

- Your son worked for you in the business last summer, and you paid him a total of \$591. He also won \$10 in an advertising slogan contest. You can—
 - Take a full \$600 dependency exemption for him.
 - Take a half exemption.
 - Take no exemption.
- While on vacation with your wife last summer, you entertained several men you do business with. Is this—
 - Deductible as a business expense?
 - Not deductible, since you were vacationing?
 - Deductible only if you and your wife file a joint return?
- You made a non-business loan of \$2,000 to a friend last March, and he promptly disappeared, leaving absolutely no trace. You can probably—
 - Deduct the full amount as a bad debt on your 1952 return.
 - Deduct only half of it.
 - Take no deduction at all.
- You earned more than \$3,600 in your business. The social security tax is—
 - Not levied on your own income.
 - \$81, paid with your income tax return.
 - \$54, paid to the Social Security Board.
 - \$54, paid with your income tax return.
- Which of the following contributions is not deductible?
 - Your local Community Chest.
 - The American Legion.
 - A political party.
 - The YMCA.
- You failed to take all your allowable deductions on your 1950 return. You can—
 - No longer file a claim for a refund.
 - File a refund claim as late as 1954.
 - Stop worrying, since you will get a refund automatically.
- Your wife works for you in your business. She—
 - Is required to pay social security.
 - Is not subject to social security.
 - Can choose whether she does

or does not want social security coverage.

- In December, you spent \$1,000 for built-in bookshelves and wall-to-wall carpeting for your office, on which your lease has three years to run. You can—
 - Deduct the \$1,000 on your 1952 return.
 - Amortize the cost over the next three years.
 - Depreciate it over the life of the furnishings.
- There are a few leaks in the shingle roof of your office building, so you construct a new tile roof. Taxwise, the cost is—
 - Deductible as a repair.
 - Deductible in the current year as an improvement.
 - Depreciable—a portion deductible each year of its useful life.
- In determining your taxable income, which of the following taxes you pay is not allowed as a deduction?
 - Real estate tax.
 - State income tax.
 - State inheritance tax.
 - Motor vehicle license fee.

ANSWERS TO YOUR TAX I.Q.

- c. Your son's prize here would be considered taxable income. That raises his total income to \$601, and he cannot qualify as a dependent if he has income of \$600 or more.
- a. The amounts spent should be deductible as business expenses, if you kept a careful record which lists them in detail, and shows clearly that the entertainment was with a predominating business motive and not merely reciprocal, or incident to the vacation.
- b. A non-business bad debt is a capital loss. And you can take only \$1,000 a year in capital losses—unless you can apply them against capital gains. You are allowed to carry over unused losses for five years; better get expert advice.
- b. Assuming your income is classified as self-employment income (see tax instructions) and is not from engaging in an exempt profession, a tax of 2 1/4% on the first \$3,600 is due with your income tax return—so you owe \$81.
- c. You cannot deduct contributions to an organization which spends a substantial part of its time on lobbying or political propaganda.
- b. In this case, you can file a claim for refund within three years from the date your return was due.
- b. If your wife works for you, you are not supposed to pay

social security taxes on her salary, nor is she supposed to make her contributions.

- b. On leased property, you normally spread the cost of improvements over the life of the lease.
- c. The roof is an improvement, not deductible currently like ordinary repairs. Its cost is deductible as depreciation spread over its estimated useful life.
- c. Inheritance taxes are not deductible. The others listed are deductible.

Betty Crocker Glamorizes Macaroni

General Mills continues to glamorize the use of macaroni products through Betty Crocker's radio program, "Time for Betty Crocker," which features various mealtime menus over 250 ABC radio stations.

During the important macaroni and noodle consumption months of January and February, General Mills, Inc., sponsors of this famed home economist, scheduled "Time for Betty Crocker" broadcasts which included the following suggested menus:

Monday, January 19—Menu includes "Buttered Noodles with Poppy Seeds."

Tuesday February 3—"Tips on Cooking Noodles."

Thursday, February 5—Young Hostess Menu featuring Cold Sliced Chicken and Ham, "Hot Macaroni & Cheese," Celery Sticks, Olives, Cranberry Sauce, etc.

Thursday, February 12—"Macaroni A la Creme" for informal Sunday night supper.

Sample Excerpt from Betty Crocker's Script:

"Now the main dish for this informal Sunday night supper is Macaroni a la Creme, which won a prize in one of our recipe contests several years ago. Here's the recipe we give in my picture cookbook along with many other supper dishes. (Gives Recipe.) With this Macaroni a la Creme, a tossed salad and Lincoln's Favorite Cake for dessert, I can't think of a better way to end a family Sunday together."

While no promotional tie-in pieces were provided by General Mills for these broadcasts, the promotional work for increased consumption of macaroni and noodle products, which has been a feature of General Mills' co-operation with the macaroni industry for more than 25 years, is continuing. Additional broadcasts featuring macaroni and noodles are being planned according to H. I. Bailey, manager of the durum division of General Mills, Inc.

February, 1953

THE MACARONI JOURNAL

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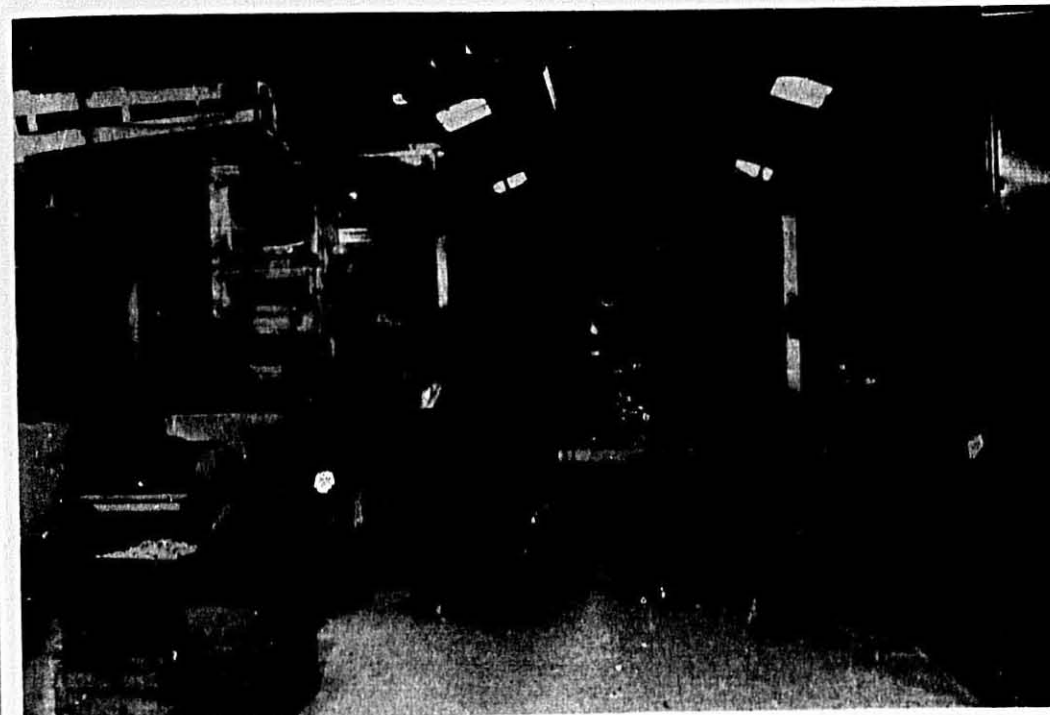
Braibanti. c.

SOC. A.R.L.

Cable: Braibanti—Milano
Bentley's Code Used

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.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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., 16 East 42nd Street, New York 17, N. Y.

Western Zone: Ferrish Steel Products Inc., 1206 S. Maple Avenue, Los Angeles 15, Calif.

25x | □

32x | □

25x | □

ADVERTISING—

(Continued from Page 10)

the value of advertising and advertising space costs. The agencies have little interest in developing this subject, because there is no business in it for them. They would much rather sell a manufacturer a page in *Life* magazine that costs some \$22,000, from which they get their regular commission, than to talk to him about values and revisions of his packaging.

Striking an average, the four top magazines specializing in food advertising have a circulation of four million copies each. Research has shown that only seven per cent of magazine readers see, read or note any particular advertisement. This brings the actual readership down to 280,000 readers. However, of that seven per cent audience, three out of every four readers are not the heads of families who do the family shopping, and, as you are interested only in the food buyer, then just one quarter or 70,000 out of the 4,000,000 claimed readers are potential customers who go into the stores, see your product and buy it. It still leaves your package the paramount force as an advertising medium to create a sale.

Unquestionably, magazine advertising can get your product into the store, and a correctly designed advertising package can sell itself out of the store. Before I develop this comparison further, I would like to explain that I have been making this comparison between a four-color box and four-color advertisements, because the figures we have are based upon the advertising advantages of full color. It has been established by very reliable sources that coupon returns and potential selling power of four colors is 53 per cent more effective than black and white or two-color advertising.

Your great effort should be to create an interest in your product for the 100,000,000 customers buying in self-service stores weekly, where your package is the only medium you can use to do this job for you at the point of sale. It is the only method you have of reaching a 100 per cent buying audience. Your package as an advertisement *lasts*; it is constantly being replaced on the grocer's shelf and it stays in the home until it is completely used and it can go through that cycle of existence time and time again. In most stores, more than one of your packages have front shelf space; by comparison, a page in a magazine is always just in one place and seen and read only once.

If you spent the considerable sums of money in developing your containers and packages that it costs you for point-of-purchase and advertising

space, I think you will realize that you would give your packages a great deal more thought. You would build into your packages the elements that make them sell. When you plan an advertising campaign, each advertisement is part of a complete story designed for accomplishing the final objective. Do you plan your package with a step-by-step continuity to get the results you desire, or do you have a tendency to look upon your package as a completed item with no further work for it to do . . . everything nice and complete? You have a plan for maintaining or increasing your sales, your business—and your packages should be the hub around which every business activity should be built and planned.

Complete recognition of your package should be a primary objective; the days of suggestion selling are becoming fewer and fewer. Your package must do its own job at the point of sale. You will have to build around it and into it, qualities of instant recognition, appetite appeal, and the ability to tell its story quickly. Begin by planning to put into your packages everything that will make them a terrific shelf salesman. Make this your primary consideration, relegating material costs to a secondary position. By all means establish a budget, but allocate part of the cost to where it belongs—to advertising, sales promotion or sales research. Do this and you will be on the road to allowing your packages to do their rightful job of helping to increase your sales . . . something no other medium, method or plan can accomplish at as low a cost.

REPORT OF THE DIRECTOR OF RESEARCH

James J. Winston, NMMA
Research Director

I would like to review briefly the activities of my office for the last six months and give you the highlights of what are most important to the industry at large.

The law enforcement policy of the industry on egg solids compliance has been continued. Samples have been sent from manufacturers located in different parts of the country and it is gratifying to note that, with the exception of one instance, all the products examined complied with the Federal Standards. The brand of noodles that was in violation has violated the standards in the past and has been reported on previous occasions to the FDA. This manufacturer is located in the Chicago area. A letter was therefore sent to the chief of the Chicago station, giving him the required information and stressing the fact that our records show this firm to be a flagrant violator of the standards. A response was received from the Chicago office stating that samples will be collected from

Des Moines, Ia.; Indianapolis, Ind.; and Washington, D. C., to check on this manufacturer, to be followed by a factory inspection. The Food and Drug Administration, therefore, has promised full co-operation.

In the eastern area, a sample of colored flour containing added Carotene was being circularized to our trade. This matter was immediately reported to the New York office of the FDA. A few days later, I received a call from the president of this flour company, promising to withdraw his advertisement from the macaroni-noodle industry.

In August, 1952, a letter was sent to each member of the industry giving the results of our study of imported macaroni products for compliance with the sanitary requirements of the FDA. This investigation was made as a result of the increased amounts of imported products which are entering the eastern states and competing with domestic brands. The results showed that seven brands of the twelve entering this country were contaminated with a high degree of insect larvae (worms) and that some of the products were wrapped in deceptive yellow wrappers (cellophane). The results of this study, together with the names of the brands and importers, were reported to the chief of the FDA import office, with the request that all contaminated macaroni-noodle products be excluded from entry, since they are in violation of our regulations. A letter was received from the FDA acknowledging our study and stating that more extensive coverage will be given to imported macaroni products and that the brands reported to them will be investigated.

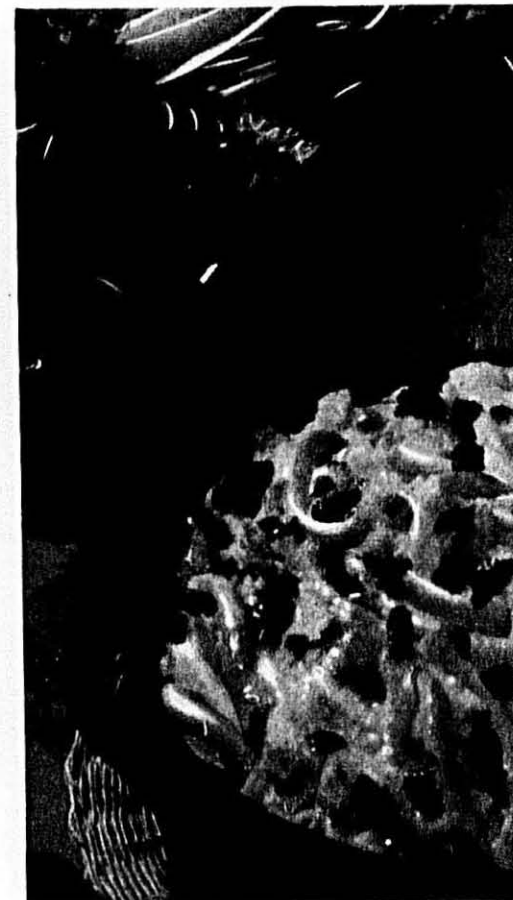
As a result of the resolutions passed at the convention at Montreal in June, 1952, the standards committee was authorized by President Tom Cuneo to present its findings regarding the status of the so-called "high protein macaroni" to the Food and Drug Administration in Washington. In September, a letter was received from Assistant Commissioner John L. Harvey of the FDA, completely endorsing the findings of the standards committee. The ruling was that manufacture of high protein macaroni is a definite act of misbranding under the Federal Food, Drug and Cosmetic Act. A copy of this letter was sent to every member of our industry. (I shall have more to say about the high protein macaroni status in further discussions.)

In the early part of October, a bulletin was sent to the industry again emphasizing the importance of an effective sanitation program. A manufacturer should make certain that he is following good commercial practice which should consist of the following:

1. Plant inspections by a competent

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.



sanitation consultant.

2. Periodic microscopic analysis of both raw materials and finished goods. This will constitute a sanitation index, and the findings will indicate plant conditions.

3. Regular exterminator service.

Recently, in the New York area, a manufacturer had the foresight to have a car of flour analyzed for purity before using it. The chemist's report indicated that this flour contained many rodent hairs and therefore was unfit for manufacturing use. This entire car of flour was returned to the mill at the mill's expense and replaced by a different car. Use of this contaminated flour would have placed the manufacturer in a vulnerable position, had the finished goods been analyzed by the FDA in interstate commerce.

On October 24, a letter was received from the FDA as a result of the meeting of the standards committee with Deputy Commissioner George P. Larrick. This was a confirmation of the legality of manufacture of the variety forms of macaroni and noodle products. In this letter, a copy of which was sent to the trade, the FDA completely removed the doubt regarding variety forms which had been expressed by several states in the past. In addition, Mr. Larrick added that each of the specialty products should be further classified with the generic name, "Macaroni Product" or "Egg Noodle Product," as the case may be. Therefore, all new cartons and bags should be properly labeled in order to comply fully with the labeling requirements under the Federal Standards. Copies of the FDA letter were also sent to the various states that had questioned the right to manufacture variety forms of macaroni and noodle products.

The question of chemical methods for analysis of noodles for egg solids was brought to the general attention of the trade. At this point, my bulletin No. 154 explained the two official procedures used and approved by the Food and Drug Administration and approved and made official in the book, *Methods of the Association of Official Agricultural Chemists*. These two methods consist of the Lipoid P205 and the Cholesterol determinations. Both procedures will yield a close check when done by an experienced chemist. The Lipoid P205, the older procedure, has been official since 1926 and takes about 1½ days for completion. The Cholesterol determination has been official since the early 1940's and is a more involved and time-consuming test, taking about 2½-3 days for completion. The U. S. Quartermaster Corps insists on the Lipoid P205 tests on all contracts, while the FDA does not confine itself to one procedure but will often make use of the two tests.

Since it was felt by some manufac-

turers that the FDA was considering only the Cholesterol test as official, President Tom Cuneo asked me to go to Washington to get an official ruling on this matter. A letter was received from Deputy Commissioner Larrick on October 31, 1952, and a copy of this, together with bulletin No. 156, was sent to members of the industry. It is to be noted that the FDA endorses the two procedures, since they are both official and, in certain cases, it may be advisable to use both tests where there may be a question of the required amount of egg solids. A modification of the Lipoid P205-1 has also been adopted as official, due to improvements in technique and better recovery of the egg solids. Our laboratory was the only commercial one to participate in this study of the Lipoid P205, which covered a period of two years. In our laboratory, the Lipoid P205-1 is being used for all routine analysis and the Cholesterol test for checking the Lipoid P205 when the occasion requires it. Our laboratory will be glad to analyze noodles using the Cholesterol procedure when requested by a manufacturer.

In this year's study, the results of which will be published during the course of the year in the *Journal of the Association of Official Agricultural Chemists*, nine collaborators participated. The FDA added 5.70% egg yolk solids to the sample under study. The results of the different analysts varied from a minimum of 5.3% to a maximum of 6.6%, with an average of 5.8%. Our laboratory reported 5.6%. The analysis was done in duplicate and it is to be noted that there was an average variation of 0.2% egg yolk solids between duplicates. In 1944, a study was made comparing the results obtained using the Cholesterol and Lipoid P205 tests. This was published in the *Journal of the AOAC*, and the results in egg solids between the two procedures varied on the average from 0.2 to 0.3%. This is considered a good agreement, particularly since two completely different procedures were used and the egg solids are estimated indirectly by determining certain constants which may vary from egg to egg. In all cases where the FDA suspects low egg solids, it is strongly advisable to have data using both tests, since one procedure would serve as a check on the other.

Recently, under bulletin No. 158, reprints on sanitation were again sent to the trade at the request of a number of manufacturers. As you know, according to the recent U. S. Supreme Court decision—the Cardiff case—the court held that a manufacturer was not legally required to permit any agent of the FDA to enter his plant for the purpose of making an inspection. Undoubtedly, the FDA will ask the new Congress to amend the Food,

Drug and Cosmetic Act, making inspections mandatory when an inspector visits a plant. Manufacturing plants must be maintained in a sanitary condition for compliance with federal, state and local regulations. In addition, as mentioned earlier, microscopic examinations of your raw materials and corresponding finished products should be a must on a regular periodic basis. This will serve as a sanitation index and will indicate whether any foreign matter has been picked up during the processing. A file on microscopic analysis will protect a manufacturer on interstate shipments and also insure processing a clean, wholesome product. Several weeks ago, a copy of *Definitions and Standards for Food*, published by the Food and Drug Administration, was sent to members of our association. Included in this booklet are the "Standards of Identity for Macaroni and Egg Noodle Products." Each member should read the regulations carefully to make sure that he is complying with the requirements, both as to composition and labeling. Additional copies are available and will be sent to those requesting them.

A RELATED ITEM PROMOTION

By James P. Shenfield, Advertising Manager Franco-American Spaghetti Sauce Division, Campbell Soup Co., Camden, N. J.

I want to start out with a commercial!

"Thick with tender beef—taste this real Italian-style Franco-American Spaghetti Sauce!

"Ready in 4 minutes!

"Costs only about half as much as homemade!

"This ready-to-serve spaghetti sauce would do the finest Italian Kitchen proud! Thick with lean, juicy beef, expertly blended with sun-ripened tomatoes, spices and a whisper of garlic for real Italian-style flavor.

"Saves money, too! This new Franco-American Spaghetti Sauce with Meat gives you delicious Italian-style spaghetti for only about 11¢ a serving."

I just wanted to get that off my chest. Naturally, we have the best product on the market. But I wanted to put you at ease before I get into the subject of what good prepared sauces can mean to your business and how you can put them to work for you.

Usage and Attitudes Towards Homemade Spaghetti and Macaroni

First, let me tell you a little bit about some of the things we've found out from consumer surveys about usage and attitudes towards spaghetti and macaroni.

We've found that about eight out of every 10 homes across the country use



You'll make extra dollars in the production of Macaroni Products every time with Comet No. 1 Semolina.

Year after year Comet No. 1 Semolina is judged the standard of quality and uniformity in the Macaroni Industry.

You can rely on Comet No. 1 Semolina to give you the best results and increase your consumer acceptance when you use this consistently high quality product.

Make Comet No. 1 Semolina a *MUST* on your next order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

homemade spaghetti at some time or other.

Apparently, relatively more families serve homemade spaghetti in the middle Atlantic and Pacific sections of the country than in others.

What's more, homemade spaghetti usage tends to peak in the larger cities. And remember, it's in those heavily-populated urban areas where people are generally leaning more and more towards what you might call "convenience" items, like cake mixes, instant coffees, canned meats, and the like.

We've found little difference in the extent of use of homemade spaghetti by income classes. The percentage of families using it is pretty much the same right up and down the income ladder.

One thing that surprised me, personally, was the relative importance of side dish servings as against main dish servings. One of our surveys showed that fully 17 per cent of the homes serving homemade spaghetti used it as a side dish.

But the fact remains that main dish servings account for roughly two-thirds of homemade spaghetti tonnage.

It follows, then, that the tendency in most homes is to serve homemade spaghetti as the main feature of a heavier meal. As far as we can find, it is served most frequently with meat, salads and vegetables, in that order.

It's probably no news to most of us that homemade spaghetti, served as a main dish, is almost always combined with a sauce that has tomato base and contains meat. More than half the people we interviewed remarked that they also use green peppers, onions and so forth in their sauce.

The thing that interested us, however, was the discovery that 80 per cent of the spaghetti sauce homemakers make themselves is made with meat.

Is it any wonder why we're in the spaghetti sauce with meat business?

In fact—and this may surprise you—almost half of the homemade spaghetti served as a side dish is served with a meat sauce.

What People Dislike About Homemade Spaghetti and Macaroni

I have given you a brief glimpse of some of our research findings, which now leads me up to the topic of what people don't like about homemade spaghetti and macaroni.

We got into that in a broad national survey, too, and the people we asked the question, "What do you dislike about homemade spaghetti (or macaroni)?" were people who serve homemade only, both homemade and canned, and some who serve canned only.

The major dislike mentioned was the inconvenience of preparing—not the spaghetti or macaroni itself—but the sauce.

Two thirds of the negative comments revolved around the "inconvenience" of the dish.

The only other comment that showed

up to any real degree at all was diet—14 per cent felt homemade spaghetti is a bad thing to include in their normal diet—probably because they thought it is too heavy or too starchy.

The rest of the negatives were scattered reasons or the respondents answered "don't know."

But again and again, the major opposition to serving homemade spaghetti was the time-consuming preparation of the sauce.

Opens the Door for Prepared Sauces

The setting is obvious. In homemade spaghetti and macaroni, we have two dishes that are tremendously popular, but whose increased popularity in the face of keen competition from convenient food products must depend to a large extent on how well we can overcome the disadvantage of the inconvenience of preparing the sauce.

And just as obvious is the fact that prepared spaghetti sauces offer the really important key to overcoming this objection.

When I say prepared sauces I mean really good, well-priced sauces. I'm prejudiced on that point. But I made a promise and I won't say any more about it until after you've had lunch!

In any event, homemade spaghetti made with prepared sauce is ready in about 10 to 15 minutes as against hours for homemade sauce.

What's more, the cost of homemade spaghetti with prepared sauce is as little as half as much as the homemade.

We've carefully checked recipes from several leading cookbooks. Betty Crocker, for instance, has a recipe at 34½¢ per eight ounce cup; *Good Housekeeping* at 41¾¢; *Better Homes and Gardens* at 47¼¢; *Joy of Cooking* at 40¢—all against our product at 16¢ to 20¢ per cup.

We've found out ourselves what this can mean to spaghetti.

In markets where we tested Franco-American Spaghetti Sauce with Meat, we found that a great many of the so-called marginal users of homemade spaghetti—people who served it only occasionally—were getting on the bandwagon and serving the dish more regularly when they found out they could get a good sauce in a can.

Let's Draw a Few Parallels

As macaroni manufacturers, you don't just want to substitute servings of homemade spaghetti with prepared sauce for spaghetti with homemade sauce. You want to see an increase in consumption of the base product.

That's a job prepared spaghetti sauces can help you do, as I just pointed out in the case of our tests.

To draw a parallel, there are more people baking more cakes now than ever before, with the advent of cake mixes.

Now a lot of women are baking cakes who never baked before. And there are many who are baking more often than ever before.

Or take the case of instant coffee. Despite the growing strength of this item, sales of regular coffee continue to grow healthily.

People who didn't drink much coffee because their family was too small or their time too limited to go through the routine of fixing regular coffee now can fix a quick fresh cup.

And people who still drink regular coffee when they have time and enough people to warrant preparing it can have a quick, fresh cup at any time of the day.

Prepared Sauces Offer a Similar Opportunity to the Homemade Spaghetti Business

That's what I want to impress upon you today. You may have thought about it. Some of you have taken advantage of it—even to the extent of going into the business on your own.

I hope that the facts I have given you carry home how important prepared sauces can be to you.

Now let's take a look at what you can do . . .

. . . Put Prepared Sauces to Work for You

1. Play up prepared sauces on your packages, right along with complicated and costly sauce recipes. How many of you do it?

Suggest how easy and thrifty a dinner the housewife can make when she uses prepared sauce.

Along this same line, 16 macaroni companies—many of them represented here this week—worked with us to place more than four million inserts in their packages offering housewives a very real promise of a "Quick 'n' Easy" spaghetti dinner—the answer to their objections on the inconvenience of homemade spaghetti.

2. In your advertising and publicity, don't neglect prepared sauces. We subscribe to an advertising copy research service developed by Dr. Gallup in Princeton, N. J., and one thing we have seen time and again in his measurement of the depth of registration of advertising messages is the importance of offering consumer benefit in as specific terms as possible. If inconvenience is a stumbling block in the path of your efforts to building use of macaroni products in general and your brand in particular, then don't overlook the way tying in prepared spaghetti sauces answers the need for copy that offers real consumer benefit.

3. In your store display work tie-in with prepared sauces, under the banner of quick, economical spaghetti dinners. Sell housewives a meal idea.

We have done this almost exclusively in our merchandising work. Case cards and posters read, for instance:

**SPAGHETTI DINNER TONIGHT
New! Italian-Style!
Quick and Thrifty!**

(Then we list both the dry spaghetti selected by the grocer and Franco-



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

American Spaghetti Sauce with Meat
 And we have created shelf talkers or cards that we can use right on the macaroni products shelves and at the sauce location. They sell the meal idea and have a space for imprinting the brand name of the spaghetti to be used.

Our men have been instructed to set up displays with dry spaghetti whenever and wherever possible.

To really illustrate how vital we think spaghetti is to our future, and how much we believe in the soundness of this "Quick 'n' Easy" spaghetti dinner idea, we have actually been testing a special pack with a coupon on the back of the can worth 10c on the housewife's purchase of her favorite brand of dry spaghetti or macaroni. And we're working on more such closely tied-in ideas.

We're still checking the results, but that'll give you an idea of how we look upon this prepared-sauce-and-spaghetti thing. I'll be glad to show any of you who may be interested the material we've prepared.

Now, let me close with this simple recap:

1. People who don't like homemade spaghetti by and large don't like it because it's too inconvenient.
2. Good, economical prepared spaghetti sauces hold the solution to that problem.
3. You're in a position to make this key work for you in your advertising and merchandising. We would like to work with you.

Regrets

Previous business engagements, illness and other reasons were given by a few regular convention attendees for their inability to attend the winter meeting in Florida in January.

Telegram

Chicago, Ill.
 Jan. 20, 1953

To President Thomas A. Cuneo
 Sorrow that conditions beyond my control rob me of the usual pleasure of attending industry conference in Miami Beach now in session. Please convey to all my friends my kindest regards and best wishes for an epoch-making convention.

A. Irving Grass
 Director

Letter

New York
 Jan. 12, 1953

To M. J. Donna, JOURNAL Editor
 Regret very much to inform you that due to the prolonged illness of Mrs. Lazzaro, I am unable to attend the Winter Meeting of the National Macaroni Manufacturers Association. Have been forced to cancel my hotel reservations and to miss my first convention in many years.

Frank Lazzaro

Convention Registrants, Winter Meeting

MACARONI MANUFACTURERS:

- | | | |
|-----------------------------|---------------------------|--------------------|
| Mr. & Mrs. P. F. Vagnino | American Beauty Mac. Co. | Kansas City, Mo. |
| Mr. Joseph Scarpaci | Bay State Macaroni Co. | Everett, Mass. |
| Mr. Adolph Alla | Bay State Macaroni Co. | Everett, Mass. |
| Mr. Luigi Abbenante | Colonial Fusilli Mfg. Co. | Brooklyn, N. Y. |
| Mr. C. L. Norris | The Creamette Co. | Minneapolis, Minn. |
| Mr. & Mrs. James Williams | The Creamette Co. | Minneapolis, Minn. |
| Mr. Peter J. Viviano | Delmonico Foods | Louisville, Ky. |
| Mr. & Mrs. Joseph Viviano | Delmonico Foods | Louisville, Ky. |
| Mr. & Mrs. Renato Alghini | Piasta Macaroni Co. | Miami, Fla. |
| Mr. & Mrs. R. H. Hammond | Piasta Macaroni Co. | Miami, Fla. |
| Mr. Horace P. Gioia | A. Gioia & Sons | Rochester, N. Y. |
| Father Edward J. Waters | Guest of Mr. Gioia | Rochester, N. Y. |
| Mr. & Mrs. J. H. Diamond | Gooch Food Products | Lincoln, Nebr. |
| Mr. & Mrs. Robert Cowen | A. Goodman & Sons | L. I. City, N. Y. |
| Mr. & Mrs. R. Guerissi | Keystone Macaroni Co. | Lebanon, Pa. |
| Mr. and Mrs. Peter LaRosa | V. LaRosa & Sons | Brooklyn, N. Y. |
| Mr. & Mrs. C. W. Wolfe | Megs Macaroni Co. | Harrisburg, Pa. |
| Mr. & Mrs. Ralph Meckley | Guests of the Wolfes | Harrisburg, Pa. |
| Mr. Walter F. Villaume | Minnesota Macaroni Co. | St. Paul, Minn. |
| Mr. & Mrs. Wm. Freschi | Mound City Macaroni Co. | St. Louis, Mo. |
| Mr. & Mrs. C. F. Mueller | C. F. Mueller Co. | Jersey City, N. J. |
| Mr. and Mrs. J. L. Tyjaque | National Food Products | New Orleans, La. |
| Mr. Dominic Palazzolo | A. Palazzolo & Co. | Cincinnati, Ohio |
| Mr. & Mrs. Jos. Pellegrino | Prince Macaroni Co. | Lowell, Mass. |
| Mr. & Mrs. Alfred Rossi | Procino-Rossi Corp. | Auburn, N. Y. |
| Mr. & Mrs. V. C. Hathaway | Quaker Oats Co. | Chicago, Ill. |
| Mr. & Mrs. Al Ravarino | Ravarino & Freschi | St. Louis, Mo. |
| Mr. & Mrs. Tom A. Cuneo | Ronco Foods | Memphis, Tenn. |
| Mr. & Mrs. Lloyd E. Skinner | Skinner Manufacturing Co. | Omaha, Nebr. |
| Mr. & Mrs. John Viviano | Viviano Bros. Mac. Co. | Detroit, Mich. |
| Mr. & Mrs. George Russell | Guests of the Vivianos | Detroit, Mich. |
| Mr. Gene Scala | Guest of the Vivianos | St. Louis, Mo. |
| Mr. Peter Ross Viviano | V. Viviano Bros. Mfg. Co. | Cleveland, Ohio |
| Mr. & Mrs. Albert Weiss | Weiss Noodle Co. | |

ALLIES:

- | | | |
|-------------------------------|----------------------------------|---------------------|
| Mr. Jules Waber | Amber Milling Div. GTA | St. Paul, Minn. |
| Mr. Paul Peterson | Capital Flour Mills | Minneapolis, Minn. |
| Mr. & Mrs. L. A. Viviano | Capital Flour Mills | Jersey City, N. J. |
| Mr. & Mrs. J. Campanella | S. Campanella & Sons | Jersey City, N. J. |
| Mr. C. M. Johnson | Commander-Larabee | Minneapolis, Minn. |
| Mr. & Mrs. U. DeStefano | Crookston Milling Co. | New York, N. Y. |
| Mr. Harry I. Bailey | General Mills | Minneapolis, Minn. |
| Mr. Arthur Quiggle | H. H. King Flour Mills | Minneapolis, Minn. |
| Mr. & Mrs. F. P. Heffelfinger | F. H. Peavey Co.
(King Midas) | Minneapolis, Minn. |
| Mr. William Steinke | King Midas Flour Mills | Minneapolis, Minn. |
| Mr. Lester S. Swanson | King Midas Flour Mills | New York, N. Y. |
| Mr. & Mrs. David Wilson | King Midas Flour Mills | New York, N. Y. |
| Mr. Evans Thomas | No. Dakota Mill & Elevator | Chicago, Ill. |
| Mr. & Mrs. Harvey Patterson | Pillsbury Mills | Minneapolis, Minn. |
| Mr. Sam Regalbuto | Pillsbury Mills | Philadelphia, Pa. |
| Mr. & Mrs. Frank Fodera | Pillsbury Mills | Brooklyn, N. Y. |
| Mr. Ray Wentzel | Doughboy Industries | New Richmond, Wis. |
| Mr. Conrad Ambrette | Ambrette Machine Corp. | Brooklyn, N. Y. |
| Mr. & Mrs. Louis Ambrette | Ambrette Machine Corp. | Brooklyn, N. Y. |
| Mr. Mario Braibanti | Braibanti Machinery Co. | Milan, Italy |
| Mr. & Mrs. Jos. Santi | Braibanti-Lehara Sales | New York, N. Y. |
| Col. R. W. Hauenstein | Braibanti-Lehara Sales | New York, N. Y. |
| Mr. C. F. Moulton | Braibanti-Lehara Sales | New York, N. Y. |
| Miss Luisa Bergamaschi | Braibanti-Lehara Sales | New York, N. Y. |
| Mr. & Mrs. A. Perrish | Braibanti-Perrish Prod. | Los Angeles, Calif. |
| Mr. & Mrs. Carmine Surico | Clermont Machine Co. | Brooklyn, N. Y. |
| Mr. & Mrs. John Amato | Clermont Machine Co. | Brooklyn, N. Y. |
| Mr. & Mrs. Jos. DeFrancisci | DeFrancisci Machine Corp. | Brooklyn, N. Y. |
| Mr. & Mrs. Nat Bontempi | DeFrancisci Machine Corp. | Brooklyn, N. Y. |
| Mr. & Mrs. Donato Maldari | D. Maldari & Sons | New York, N. Y. |
| Mr. & Mrs. Muscat | Triangle Machinery Co. | Chicago Ill. |
| Mr. Charles D. Wilbur | Armour & Co. | Chicago Ill. |

- | | | |
|-----------------------------|--|--------------------|
| Mr. H. E. Edson | Edson & Pratt | Chicago, Ill. |
| Mr. B. W. Hershberger | Dobeckmun Co. | Atlanta, Ga. |
| Mr. & Mrs. Roy E. Hanson | Milprint, Inc. | Milwaukee, Wis. |
| Mr. Charles Rossotti | Rossotti Litho. Corp. | No. Bergen, N. J. |
| Mr. Tom Sanicola | Rossotti Litho. Corp. | No. Bergen, N. J. |
| Mr. John Tobia | Rossotti Litho. Corp. | No. Bergen, N. J. |
| Mr. & Mrs. Glenn G. Hoskins | G. G. Hoskins Co. | Libertyville, Ill. |
| Mr. & Mrs. Chas. M. Hoskins | G. G. Hoskins Co. | Libertyville, Ill. |
| Mr. & Mrs. G. F. Siemers | Hoffmann-La Roche | Nutley, N. J. |
| Mr. & Mrs. J. H. Betieman | A. C. Nielsen Co. | Chicago, Ill. |
| Mr. Theodore R. Sills | Sills, Inc. | Chicago, Ill. |
| Mr. & Mrs. Benj. R. Jacobs | National Mac. Mfrs. Ass'n | Orlando, Fla. |
| Mr. & Mrs. J. J. Winston | National Mac. Mfrs. Ass'n | New York, N. Y. |
| Mr. M. J. Donna | National Mac. Mfrs. Ass'n | Braidwood, Ill. |
| Mr. & Mrs. Leo King | Guests of Mr. Donna | Chicago, Ill. |
| Mr. & Mrs. Robert M. Green | {National Mac. Mfrs. Ass'n
{National Macaroni Institute | Palatine, Ill. |
| Mr. James P. Shenfield | Campbell Soup Co. | Palatine, Ill. |
| Mr. Cavanaugh | Campbell Soup Co. | Camden, N. J. |
| | | Miami, Fla. |

Telegram of Felicitation to President Dwight D. Eisenhower

A telegram, pledging co-operation of the huge \$250,000,000 macaroni industry in making the Eisenhower administration one of a firmly established economy, was dispatched to the new president Jan. 20, 1953, by the National Macaroni Manufacturers Association.

It came at the suggestion of Thomas Cuneo, Memphis, Tenn., president of the group holding its annual winter meeting in Miami Beach, Fla., that week.

Speaking to his fellow members at the same time Gen. Eisenhower was taking his oath of office in Washington, Cuneo said:

"We, among other businessmen of the United States, greet this new era with confidence. Most of us were openly critical of the old administration—critical of the way it handled controls, restrictions, and labor relations, among other things affecting operation of a business.

"None of us, however, is naive enough to believe all of our grievances against what we may consider unnecessary government interference in business will be corrected over night. "But it is up to us, the macaroni industry, to pledge our resources, our knowledge, and our co-operation to the end that the administration of President Dwight D. Eisenhower will work toward reestablishing our economy on a sound basis."

January 20, 1953

President Dwight D. Eisenhower
 White House
 Washington, D. C.

With other industries of the nation we greet your administration with confidence that it opens the door to a new era of sound domestic economy. To the achievement of that end, we pledge our support, our co-operation and the resourcefulness of our industry. With management, labor and the

general public working hand in hand with your administration, we feel that so sound a national economy may be achieved—based as it will be on mutual dedication to the purpose—that our country need never fear communism or other doctrines that would subvert our American way of life. We greet your administration as the Era of Confidence.

National Macaroni
 Manufacturers Association

Association Probes Into Profits

By C. Frederick Mueller

For the first time in its recent history, the National Macaroni Manufacturers Association ran a profit-seeking panel of its members at its winter meeting in Miami Beach. Panel chairman was past president Fred Mueller, who was well supported by



C. Frederick Mueller
Past President, NMMA

Pete Vagnine, Jerry Tujaque and Joe Pellegrino.
 The subject matter was so well received by the membership that plans

have been made to continue this exploration at future meetings. The plan was and is to discuss in round table form only those subjects of cost which have a significant bearing on the net profits of a macaroni manufacturer.

Among the subjects discussed in this question-and-answer period were the following:

1. What is the part played, or the contribution made, to profits by using improved plant layout and utilizing modern machinery? Give examples.
2. What are the preliminary steps taken before a project of mechanical improvement is launched? Give examples.
3. What are the potential profit possibilities of quality control in the macaroni industry? Define, give examples and explain hopes.
4. How important is purchasing in the profit picture—(a) Raw Materials (b) packaging (c) other supplies (d) contractual work? What are the sound techniques involved? Discuss competitive bidding. Give examples.
5. Can enrichment, considering its cost, make a contribution to volume and profit?

While these questions constituted only a minor part of the questions on which the panel had prepared itself, they launched a program for future discussion which has promise of being most helpful to the members of the Association.

Liquid, Frozen and Dried Egg Production

December, 1952

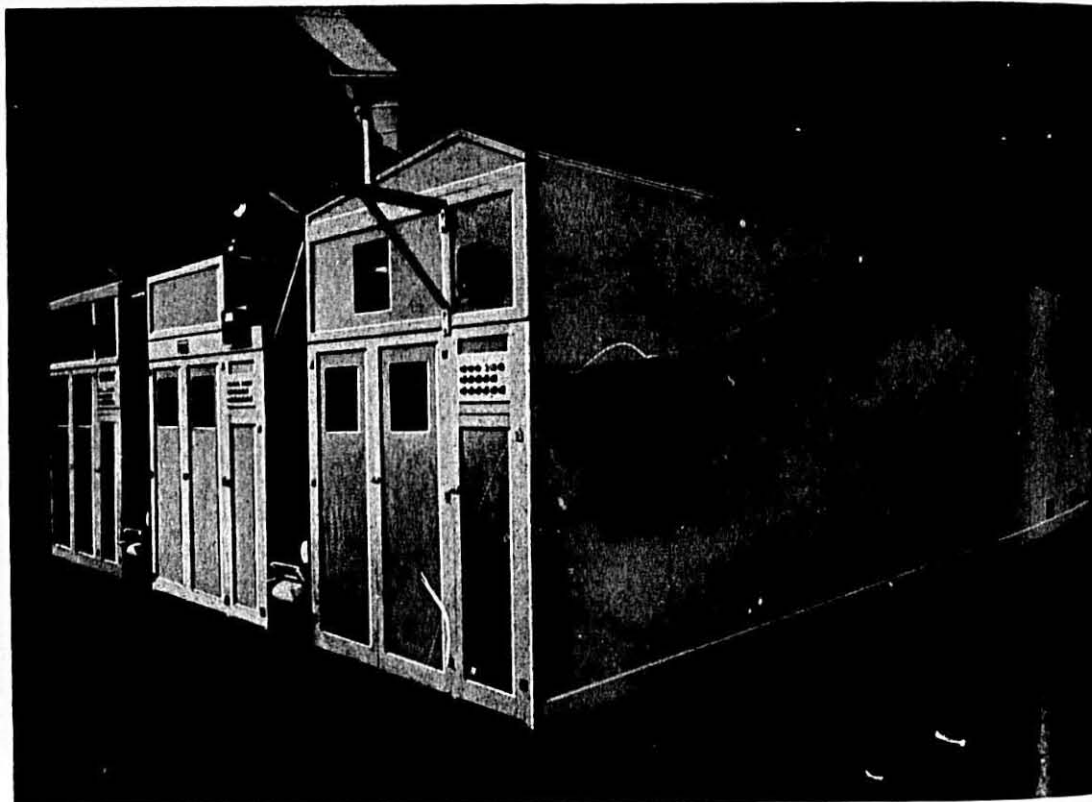
The quantity of liquid egg produced during December 1952 totaled 6,579,000 pounds, compared with 2,341,000 pounds in December, 1951, and the 1946-50 average of 13,151,000 pounds, the Bureau of Agricultural Economics reports. The quantities produced for drying and freezing were larger than a year ago. The quantity produced for immediate consumption was slightly smaller.

Dried egg production during December totaled 685,000 pounds, compared with 429,000 pounds last year and the average of 2,807,000 pounds. Production consisted of 281,000 pounds of dried whole egg, 166,000 pounds of dried albumen and 238,000 pounds of dried yolk. Production during December last year consisted of 312,000 pounds of dried albumen and 117,000 pounds of dried yolk.

The quantity of frozen egg produced during December totaled 4,990,000 pounds, compared with 1,607,000 pounds a year earlier, and the 1946-50 average for the month of 3,693,000 pounds. Frozen egg stocks decreased 22 million pounds during December, compared with a decrease of 28 million pounds a year earlier and the average decrease for the month of 27 million pounds.

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.

Ambrette
MACHINERY CORP.

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

SOLD and Satisfied!

Because Ambrette Long Goods Spreaders are designed to give a minimum in trimmings to be returned and reworked in mixers. This means better Long Goods Quality and higher continuous production Output.

Because Ambrette Spreaders utilize a self-equalizing dough pressure over the dies no artificial means such as choker bushings in tubes and die block are needed. These artificial devices are a detriment to Quality and make cleaning of Spreader difficult.

PROVEN "Electrodynamical" SPREADER

"A Modern Progressive Electrically Co-ordinated System in Keeping with the Technology of Our Times"

SIMPLICITY

Just a few moving parts operating approximately 15 seconds in every minute. Brake motors and limit switches synchronized with every to operate electric timer. This is a solid, simple assembly.

Has no gear box with ratchet, clutches, tension springs, and V-belts which must work continually while spreader is in operation.

MINIMUM WASTE

Approximately
5%

MAINTENANCE

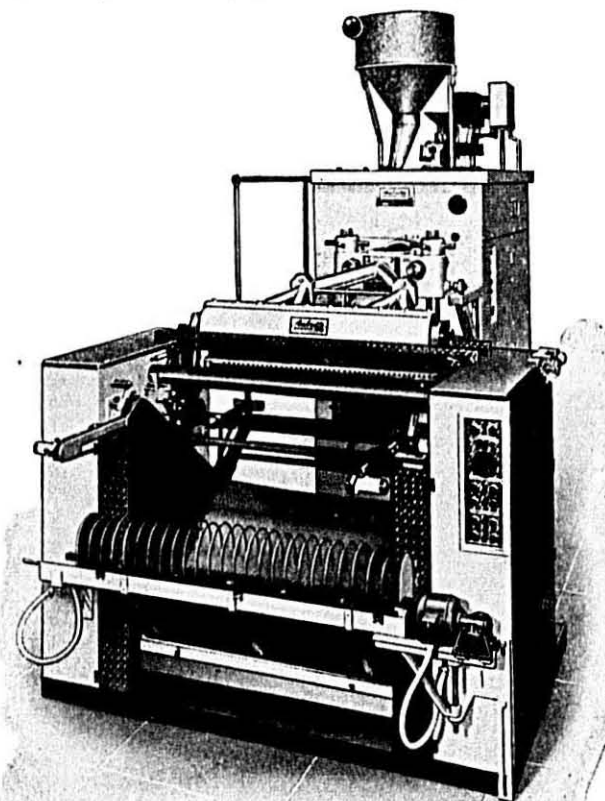
Average over 7 years has proven amazingly low.

This is understandable when you consider that you have only a few moving parts operating for only a short period of time.

Model DAFS—Long Goods Spreader

Model DAFSC—Combination Long and Short Goods

Model DAFSX—Combination Standard Long Goods, Fusilli, Short Goods.



Seen at the Winter Meeting . . .



M. J. Donna, Thomas A. Cuneo, Mrs. Thomas A. Cuneo, H. I. Bailey, Mrs. Jerry Tujague, Charles C. Rossotti, host (standing), Mr. Guatilli, Italian Counsel, Miami, C. L. Norris, Mrs. Benjamin R. Jacobs, Mrs. Gustav Siemens, and Benjamin R. Jacobs.



Thomas A. Cuneo, association president; C. W. Wolfe, association past president; Charles C. Rossotti, host, executive vice president, Rossotti Lithograph Corp.; Benjamin R. Jacobs, association chemist, and M. J. Donna, association secretary.



Mrs. Robert M. Green, Mrs. Peter Vagnino, Peter Vagnino, and Robert M. Green.



Evans Thomas, Mrs. C. F. Mueller, Mrs. Peter LaRosa, Frederick Mueller, Peter LaRosa, John Amato, and Miss Mueller.



R. W. Hershberger, Mrs. Charles Hoskins, Glenn G. Hoskins, Donato Maldari, Joseph Viviano, Mrs. Joseph Viviano, Charles Hoskins, Joseph De Francisci, Mrs. Joseph De Francisci, Mrs. Donato Maldari, Mrs. Glenn G. Hoskins, Mrs. Nat Bontempi, and Nat Bontempi.



At the swimming pool: Mrs. Robt. Cowan, Mrs. C. F. Mueller, Mrs. Peter LaRosa, Mrs. Albert Ravarino, Miss Norma Pennacchio, Mrs. John Amato, Mrs. Albert Weiss, and Charles C. Rossotti.

ENRICHED MACARONI PRODUCTS MOVE FASTER!



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B·E·T·S

(The original food enrichment tablets)

FOR THE BATCH METHOD

VEXTRAM

(The original food enrichment tablets)

FOR CONTINUOUS PRESS

Both Enrich Macaroni Products to Conform with Federal Standards of Identity

ACCURATE, ECONOMICAL EASY ENRICHMENT!

Today's dollar-conscious food shopper is mighty cagey about how she spends it. And, more than ever, she's nutrition conscious, too. No wonder that enriched products, in step with the modern food trend, find her much more willing to part with that dollar. For instance, the fastest moving item in grocery stores is enriched bread. Your macaroni products will move off grocers' shelves faster when they meet the buyers demand for enriched foods. Keep pace with enrichment. Give your product this added sales appeal.

Consult Sterwin's technical-trained representatives for product help in starting your enrichment program with B·E·T·S or VEXTRAM.

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

Sterwin Chemicals, Inc.

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

Pioneers in Food Enrichment

Birthday Party at Convention

Learning that Mr. and Mrs. Frank L. Fodera of New York City were observing their seventh wedding anniversary during the winter meeting in Miami Beach last month, a group of friends surprised the popular couple by arranging a reception and dinner in their honor at the Dreambrier Inn, Miami, the evening of January 20. Mr. Fodera, who is the New York representative of Pillsbury, Inc., was made to sing a duet with his wife—"I Love You Truly."

The Social Side

As Florida is the winter playground of the nation, it is but natural that pleasure should dovetail in nicely and easily in that sunny clime.

The Flamingo pool was a popular spot during the out-of-session daylight hours, as were the tennis courts and putting greens. The social program provided by the convention planners included:

The traditional spaghetti buffet supper for the evening of January 20, sponsored by the convention, has been the custom for years. Rossotti Lithograph Corp., North Bergen, N. J. Charles C. Rossotti, vice president of the host firm, was toastmaster during the social hour that followed, heaping dishes of spaghetti and tromboni Rigatti, liberally covered by delicious sauce and with plenty of good wine to wash down the satisfying food.

A delicious luncheon on the open-air terrace of the hotel at noon the second day, sponsored by the Theodore R. Sills Co. of Chicago, featured a new macaroni recipe developed in the kitchen of the firm. It was a macaroni wedge covered with a tuna sauce that made gourmands out of most of the guests.

As a change, the De Francisci Machine Corp., Brooklyn, treated the guests to a sight-seeing cruise on Biscayne Bay from 2:30 to 5:00 p.m. the afternoon of the second day.

A special luncheon on the terrace at noon the third day, immediately after the final adjournment of the convention. It was sponsored by the Campbell Soup Co., and featured the firm's delicious Franco-American sauce that will soon reach the market.

Finally, the National Macaroni Manufacturers Association's dinner party, also on the Flamingo terrace, followed by dancing till midnight.

Thompson-Koch Elects Bohman Vice President

Robert J. Bohman has been elected vice president of the Thompson-Koch Co., advertising agency, effective January 1, 1953.

Mr. Bohman has been associated with the advertising field for 30 years,

the last 25 years of which he has spent with Thompson-Koch. Following three years in the printing and engraving business, he joined the agency in 1927 as an artist and was named assistant art director in 1935. He was appointed art director in 1944, the position he occupied until elected vice president of the firm.

Miss Martha Cuneo Wed to Stass Reed

Announcement has been made by Col. and Mrs. Thomas A. Cuneo of Memphis, Tenn., of the marriage on Dec. 29 of their daughter, Miss Martha Moore Cuneo of New York and Memphis, to Stass Reed of New York and Paris, son of Mrs. Michael Raugiewicz of Paris and the late Prince Georgi Kropotkin of Kiev, who was killed in the Russian revolution of 1918.

The ceremony was performed in the Roman Catholic Church of San Juan Batista in Cayocan, Mexico, by the Rev. Luis Melesio, the pastor.

Mrs. George Schrafft was matron of honor, and Eulalio Sanchez of Mexico City was best man.

Mr. Reed and his bride, who spent several days in Acapulco after their marriage, returned January 8 to New York where they will make their home.

The bride, an alumna of St. Agnes Academy in Memphis and Catholic University, studied also at Finch Junior College in New York. Her father is president of Robilio & Cuneo, manufacturers; Ronco Food Products, Inc., the National Food Distributors Association, and of the National Macaroni Manufacturers Association.

Mr. Reed was graduated from

Lyceum Michelet and the Sorbonne in Paris. The bridegroom was adopted by his stepfather, Michael Raugiewicz, and assumed his name. On becoming a citizen of the United States, he took legally the name of his mother's family.

Eye-Catching Packages Make Sales

"Packages are flashier and more eye-catching," writes Joe Potter of the *Wall Street Journal*. "The trend to self-service stores is causing companies whose trademarks are familiar to every household to take a second look at their labels."

"In the supermarket age, impulse-buying is the rule. All a product has to depend on today is the package, and it must exercise decisive influence at the crucial moment. This means:

- quick identity of product;
- stronger, more legible lettering;
- appetite appeal, and
- packages made to appear bigger.

"Many companies must get away from the ancient idea of repeating the front label on the back side when they might use one side to instruct the buyer of the use of the contents."

Build-up of Nation

Expanding Our Industrial Might, just issued by the Defense Production Administration, is the first comprehensive study devoted entirely to the build-up of the nation's resources and industrial machinery—the basic expansion program essential to our national security.

A copy may be obtained from the Defense Production Administration, Washington 25, D. C., on request.

Glorious Gloria A Convention Guest

Pip of a pioneer . . . gorgeous gran-maw . . . belle of the '20's ('30's, '40's and '50's) . . . clothes designer . . . movie idol . . . TV star leader . . . future author . . . present day actress.

All of these things, and more, spell Gloria Swanson—a surprise guest at one of the social functions at the Flamingo Hotel, Miami Beach, during the winter meeting in January, 1953.

Seated with her are Charles C. Rossotti, vice president of Rossotti Lithograph Corp., North Bergen, N. J., with that "wolf-y" look, and Presi-



dent Thomas A. Cuneo of the National Macaroni Manufacturers Association, giving her that stern army check. As for Gloria, she swayed the diners—nothing unusual.

Quality

During the past few years, the word *quality* has been abused a great deal. It has been used at random to describe practically any type of product regardless of value standards. We sincerely believe *quality* should stand as a measurement of the standard of perfection of a product.

Quality is not just an ordinary word. It's a descriptive word with a very definite meaning. *Quality* should mean a definite standard of worth. At King Midas, *quality* implies an obligation to our customers. *Quality* to us can mean only one thing—milling durum products with such care and skill that macaroni manufacturers will continue to use our products as the Standards for the finest durum products.

We pledge that we will continue to mill our durum products to the **QUALITY STANDARD** that macaroni manufacturers expect from us.

King Midas Flour Mills

MINNEAPOLIS MINNESOTA

Nutritive Values of Macaroni Products Dishes

Dish or Food	Wt. grams	Cal-ories	Pro-tein	Fat	Total Carb.	Fiber	Ash	Ca	P	Fe	Vit. A	Vit. B ₁	Vit. B ₂	Nia-cin	Vit. C	Rel.
Cooked Macaroni or Spaghetti	100	149	5.1	0.6	30.2	0.2	3.5	9	65	0.6	0	.02	.02	0.5	0	1
Enriched Macaroni or Spaghetti Cooked	100	149	5.1	0.6	30.2	0.2	3.5	9	65	1.1	0	.17	.10	1.4	0	1
Macaroni & Cheese baked	100	211	8.1	11.0	19.7	0.1	3.1	191	169	0.5	450	.03	.16	0.4	0	1
Macaroni & Cheese baked	163	280	11.0	267	...	0.7	985	.04	.30	2
Macaroni & Tomato Sauce	176	170	4.4	14	...	0.5	1170	.06	.04	...	22	2
Cooked Noodles	163	100	3.7	6	...	0.3	tr.	.00	2
Sausage Cakes	22	...	3.740	.29	8.9	...	3
Noodle Nests	770	21.7	50	...	3.153	.35	9.6	...	3
Spaghetti-Sausage Plate	1,060	25.4	630	...	3.620	.42	3.1	...	3
Spanish Mac. Casserole	735	30.0	420	...	6.763	.44	6.2	...	3
Spaghetti & Meat Balls	1,009	44.7	58	...	5.623	.41	5.9	...	3
Spaghetti-Italian style	723	15.1	71	...	1.512	.10	1.4	...	3
Macaroni & Fruit Salad	356	7.5	65	...	4.1	305	.83	.26	5.0	2.3	4
Tropical Christmas Bake	655	29.6	116	...	2.6	1500	.22	.27	3.4	27	4
Italian Holiday Peppers	425	19.7	57	...	2.3	530	.11	.14	4.2	1.1	4
Christmastide	66	...	2.5	1930	.16	.11	2.5	27	4
Turkey Croquet	340	15.3	68	...	1.4	665	.09	.22	1.1	14	4
Santa's Seaside Treat	235	17.2
Snowdrift Casserole	310	8.5

Recommended Allowances	Cal-ories	Pro-tein	Calcium	Iron	Vit. A	Vit. B ₁	Vit. B ₂	Nia-cin	Vit. C
Adult male	2,400	70	1,000	12	5,000	1.2	1.8	12	75
Adult woman	2,400	60	1,000	12	5,000	1.2	1.5	12	70

- References: 1. U.S.D.A. Handbook No. 8
 2. Prof. Taylor, Columbia U. "Diet Calculations"
 3. Jacobs-Winston Laboratory Studies
 4. Durum Wheat Notes for December, 1952

Northwest Crop Improvement Association Report

by Henry O. Putnam, Secretary

Your secretary met with the North Dakota Crop Improvement Association November 24 and 25, 1952. The grain sanitation exhibit was shown at this meeting. Your secretary served as chairman of the nominating committee for new board members.

The sanitation exhibit was placed at the Park River (N. D.) Fair on October 29 and 30. Your secretary assisted with the grain judging and discussed grain sanitation with the 4-H and Future Farmers grain judging groups. About 200 took part in this contest. Some 2,000 people or more attended this show.

The sanitation exhibit was shown at the State Durum Show at Langdon, N. D., on November 13 and 14. Your secretary assisted with judging about 350 samples and discussed grain sanitation to about 400 people who attended this meeting and show.

Your secretary also attended the South Dakota Grain Dealers Meeting at Huron, December 1 and 2, and led a round-table discussion on grain sanitation. The grain sanitation exhibit was shown at this meeting, also the films entitled "Rural Rat Control," and "Kill 'em With Gas." The South Dakota Grain Sanitation met the afternoon of December 2 at Huron. About ten people attended this meeting. Plans were made for a more extensive program in South Dakota. John Loggren, extension entomologist, has conducted an active program. However, he needs more help from his state committee. Harold Haecker U. S. Fish and Wild-

life Service, and I met with Harold Urton, state supervisor of agricultural education in South Dakota, at Center-ville on December 3. He requested our help in holding district meetings with his instructors to inform them regarding the grain sanitation problem. I



Mr. Putnam

gave him a copy of the "Rural Rat Control" film for use in South Dakota schools.

The North Dakota Sanitation Committee met December 5 to report on the past year's activities and elect officers for the ensuing year. Thirty members attended this meeting. North Dakota has conducted an active program this past year and should be complimented on the large volume of work done. The rat control film, entitled "Kill 'em With Gas," was shown at this meeting.

The Premier Seed Growers Committee met November 20 and selected the following for recognition January 15 at the annual dinner, held in the Junior Ballroom, Coffman Memorial Union: Wm. Meyer, Blue Earth; Orrin Torgerson, Fosston; Theral Velde, Granite Falls; Edgar Leave, Verndale; Henry Swenson, Chisago City, Minn.

The Durum Committee met at Fargo the morning of December 15 to discuss the durum situation and outline a program to interest the farmers in growing a larger acreage of durum in 1953. A circular is being prepared by this association which follows suggestions made at this meeting.

The Valley City Winter Show Committee met at Fargo the afternoon of December 15 to make plans for the 1953 Winter Show. Your secretary is chairman of the educational committee.

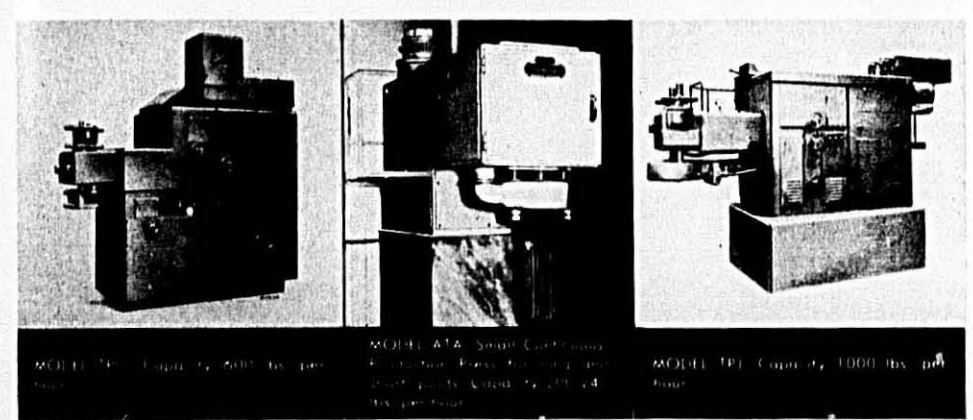
Santo Garofolo Dead

Santo Garofolo, 59, 2200 N. 53rd St., Milwaukee, president of the Milwaukee Macaroni Co., and secretary-treasurer of Garofolo Co., Chicago importers and wholesale grocers, died in St. Joseph Hospital, Milwaukee, January 16, after a long illness.

Funeral services were held Monday, January 19, at St. Sebastian Catholic Church, Milwaukee. Burial was in All Saints Cemetery, Des Plaines, Ill. Past president of the Italian-American Chambers of Commerce of Milwaukee and Chicago, Mr. Garofolo was a Chicagoan for 33 years until 1938, when he made his Milwaukee business connections.

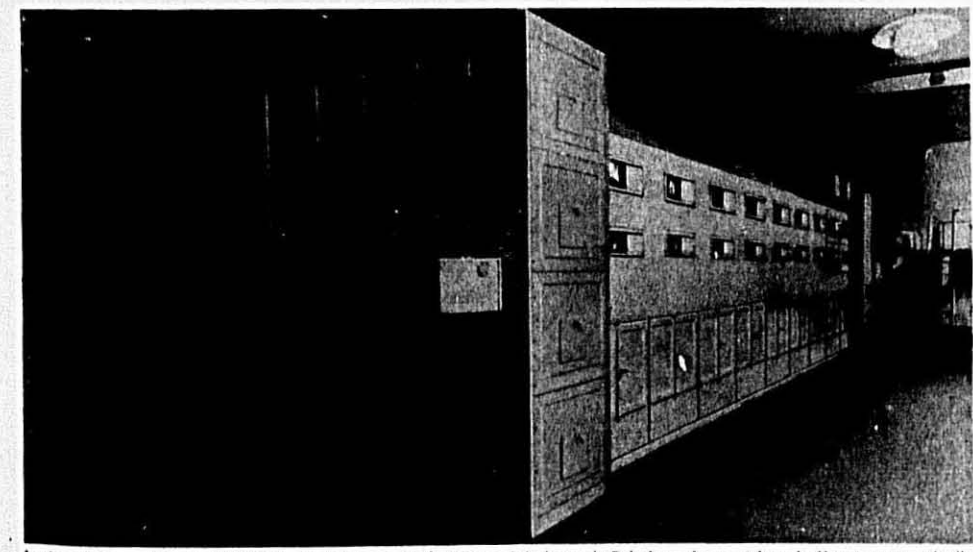
Surviving are his widow, Genevieve;

BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED
 CONTINUOUS PRODUCTION PRESSES



Engineers for Industry Since 1860

LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



Engineers for Industry Since 1860

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.

BUHLER BROTHERS, INC.
 2121 STATE HIGHWAY 4 FORT LEE, NEW JERSEY

two daughters, Mrs. Robert Raaf and Miss Catherine; a son, Dom S.; four grandchildren; his mother, Mrs. Maria Garofolo of Chicago, and two brothers, Joseph R. and Mauro J.
Mr. Garofolo represented his firm as a member of NMMA for 15 years.

Bountiful North Dakota

A beautiful and informative 36-page brochure with several scores of fine illustrations in four colors, prepared by the Greater North Dakota Association, of Grand Forks, is being distributed to the leading macaroni-noodle manufacturers of the country by B. E. Groom, durum farmer and chairman of the board of the sponsoring organi-



Mr. Groom

zation. Macaroni men will be interested in the durum fields pictured in the brochure, knowing that North Dakota produces 90 per cent of the better durum needed for quality macaroni manufacture.

Mr. Groom, who for 25 years has had charge of the grain exhibits at the International Livestock, Grain and Hay Show held annually in Chicago after Thanksgiving day, resigned recently, reasoning that this is a job for a younger man. He says: "I am proud of and happy to send this brochure prepared by the Greater North Dakota Association, which has always been interested in the improvement of its fine durum wheat, among other agriculture products. The brochure tells the story of the accomplishments from the homestead days and conditions to date. In this ever-upward climb, GNDA, with its thousands of loyal members, has been a potent factor."

A golden head of durum wheat is one of the several products pictured on the front cover of the brochure, with a colorful wheat field on page 3. On page 6 is a chart showing durum wheat production, with statement that North Dakota ranks "first in the nation" in durum production. On page 7 is a wheat field scene in color,

filling half a page. "North Dakota farmers are the pioneers of modern-day mass production farming methods. No wonder the state leads the nation in the production of hard spring wheat, durum wheat, barley and flax and ranks high as a producer of other agriculture crops."

On page 8 is shown some of the many wheat foods made from the quality grains shown in the state—bread, macaroni et cetera. "Literally hundreds of quality products are produced from grain grown in North Dakota. Millers, food processors and many other manufacturers prefer the hard, more favorable North Dakota grain. Their preference is based on quality—the quality preferred and demanded by the consumer."

The colorful brochure does full credit to a state in which the macaroni industry is showing increasing interest. Langdon, N. D., located in the northeastern part of the state about 50 miles south of the Canadian border, is indicated as the "durum center." Copies of the brochure may be obtained from the Greater North Dakota Association, Grand Forks, N. D.

J. A. C. March to Head Carton Sales for Milprint, Inc.

Appointment of John A. C. March as manager of the carton sales division of Milprint, Inc., has been announced by Bert Hefter, vice president and sales manager of the Milwaukee printing and packaging concern.

Mr. March will direct sales of cartons and folding boxes produced by



Mr. March

Milprint. The major portion of his time will be spent in the firm's Chicago office. His appointment is in

line with Milprint awareness of a general trend toward new and finer carton designs. A broad new field is now opening for lithographed cartons making use of full color.

For the last seven years, Mr. March has been associated with the folding box industry. A native of Chicago, he is married and has four children.

J. J. Cevasco, 89

James J. Cevasco, 89, of 31 Chestnut St., Brooklyn, retired vice president of Cevasco, Cavagnaro & Ambretti, Inc., died December 28, 1952, at Lutheran Hospital. He had been a resident of Brooklyn since shortly before the turn of the century.

The funeral was held January 1, 1953, from the Donnelly and Purcell Funeral Home, 207 Euclid Ave. A solemn requiem mass was offered at 10 a.m. in the Blessed Sacrament R. C. Church, Euclid Ave. and Fulton St. Burial was in St. John's Cemetery.

Mr. Cevasco, whose wife, Pauline, died a number of years ago, is survived by a daughter, Olga P. Cevasco, a teacher at Public School 58, Ozone Park; two granddaughters, Mother Consiglia of the Mission Sisters of the Sacred Heart, and Paula Ann Kendall; two grandsons, Edward J. and James Cevasco, and two great-grandchildren. He was the father also of the late Edward and James Cevasco.

Sterwin Chemicals Forms New Company in Canada

Sterwin Chemicals Inc., a subsidiary of Sterling Drug Inc., has announced organization of a new company in Canada, known as Sterwin Chemicals of Canada Ltd., in order to serve "more efficiently and economically" the concern's expanding business in the Dominion, according to P. Val Kolb, president. Headquarters for the new organization have been established in Windsor, Ont., at 1019 Elliott St. W., the home of Sterling Drug Mfg. Ltd.

Mr. Kolb attributed Sterwin's increased business in Canada largely to the inauguration of a nationwide food enrichment program. Under Canada's recently revised food and drug regulations, millers are now authorized to enrich flour, and bakers to convert it into enriched bread.

To provide maximum efficiency in its service to customers, in addition to the Windsor plant, Sterwin products will be stocked at warehouse depots located at Fort Erie, Winnipeg, and Montreal.

A pioneer in food enrichment programs, especially in flour and bread fortification, Sterwin was the first U. S. concern to develop, produce and sell commercially a flour enrichment mixture containing vitamins and iron in a starch-base carrier.

Your Milprint package

THE SALESMAN WHO CAPTURES THE CROWD . . .

When you're up against stiff competition, you need the salesman who can attract a crowd and sell 'em your product. And that's exactly what a Milprint package does! The colorful, eye-catching Milprint design draws self-service shoppers to your brand. Then the clear Milprint precision-printing sings out your sales message, clinching the sale.

More and more macaroni and spaghetti manufacturers are sending out Milprint packages to do their selling jobs. Milprint offers you experienced design service plus selection from the most extensive source of packaging materials and printing processes anywhere. Call your Milprint man first!

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

Milprint INC.
PACKAGING MATERIALS LITHOGRAPHY & PRINTING

GENERAL OFFICES, MILWAUKEE, WIS.
SALES OFFICES IN PRINCIPAL CITIES

Durum Stocks on Hand January 1

Total

25,296,000 Bushels



Stocks of durum wheat on hand in the United States on January 1, 1953 amounted to only 25,296,000 bushels, smallest for that date since 1946, states the U. S. Department of Agriculture in a semi-annual durum report. These limited stocks indicate that supplies may be close to exhaustion before the 1953 crop comes to market, if mill grindings continue at around the levels of recent years, and allowing for only limited amounts to be exported or used for feed. It will also be necessary to deduct seed requirements from current stocks.

The January 1 stocks were held in the following positions: on farms, 12,000,000 bushels; in country elevators, 4,000,000 bushels; commercial stocks at terminals, 2,957,000 bushels, and merchant mill stocks of 6,339,000 bushels.

The 1952-53 season started out with a supply of 39,677,000 bushels (carry-over on July 1 1952, of 17,710,000 bushels plus the 1952 crop of 21,967,000 bushels). During the first six months of the season, mill grindings took 12,672,000 bushels, exports amounted to 1,507,000 bushels, while 202,000 bushels were listed as used for feed, cereal manufacture, and other uses—a total disappearance during July-December, 1952 of 14,381,000 bushels. The quantity mentioned as used for feed, et cetera, is entirely a residual figure to balance the supply and distribution table. Statistical errors of estimates likely account for the discrepancies in the quantity listed under this bracket.

Production of durum wheat in 1952 was the smallest since the drought period of the mid-thirties. The estimated 21,363,000 bushels (three states) is far short of the 34,762,000 bushel crop of 1951 and the average of 37,950,000 bushels, and is less than half as large as either the 1947 or 1948 crops. The short crop is the result of reduced acreage and poor yields. The 2,153,000 acres harvested is 14 per cent less than in 1951, and the smallest acreage since 1945. The yield, estimated at 9.9 bushels compares with 13.8 bushels per acre in 1951 and is the lowest since 1936. Extremely dry weather early in the season limited seedling operations and retarded growth and development of the crop. Drought conditions were not relieved until general rains were received over most of the durum producing area the last few days of June and early July. Black stem rust, strain 15B, reduced production on the late seeded acreage of durums. In South Dakota, where the crop was hardest hit, the yield was 6.5

bushels per acre, compared with a 15.5 bushel yield a year ago. The 1952 durum crop, though small, furnished the best milling quality available in years. Most of the crop was

classified as Hard Amber or Amber Durum and graded No. 2 or better. The following tabulation shows U. S. production and distribution of durum products.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

	Production		Exports	
	Durum Wheat Ground Bushels	Semolina & Flour 100 # Bags	Macaroni, etc. Pounds	Durum Flour and Semolina Pounds
Average, 1941-42				
1950-51				
July-December	11,762,905	5,095,785	14,826,150	8,071,960
January-June	11,008,756	4,796,310	28,886,030	15,115,890
Total	22,771,661	9,892,095	43,712,180	23,187,850
1945-46				
July-December	12,663,562	5,486,660	7,760,088	4,282,975
January-June	9,578,574	4,365,878	25,856,026	11,876,829
Total	22,242,136	9,852,538	33,616,114	16,159,804
1946-47				
July-December	11,428,936	5,163,498	46,252,127	2,950
January-June	9,936,202	4,426,121	33,802,997	31,688,505
Total	21,365,138	9,589,619	80,055,124	31,691,455
1947-48				
July-December	13,996,975	6,138,627	41,314,594	5,017,268
January-June	14,181,830	6,354,943	198,424,780	19,706,136
Total	28,178,805	12,493,570	239,739,374	24,723,404
1948-49				
July-December	11,452,355	5,012,265	25,307,236	2,321,216
January-June	10,231,603	4,457,925	14,753,128	1,113,139
Total	21,683,958	9,470,190	40,060,364	3,434,355
1949-50				
July-December	11,662,778	5,074,859	8,446,382	2,774,541
January-June	9,967,224	4,371,220	2,703,283	2,816,609
Total	21,630,002	9,446,079	11,149,665	5,591,150
1950-51				
July-December	11,961,459	5,201,407	6,122,824	2,971,334
January-June	11,375,181	4,917,096	2,365,233	1,979,840
Total	23,336,640	10,118,503	8,488,057	4,951,174
1951-52				
July-December	13,000,983	5,565,247	2,384,785	2,291,052
January-June	12,531,677	5,292,630	2,913,467	4,247,763
Total	25,532,660	10,857,877	5,298,252	6,538,815
1952-53			1/	1/
July-December	12,672,106	5,345,541	2,620,178	1,689,025
1/ July through November				

TV Gagsters Spark Lasagne Production

The Mission Macaroni Co., Seattle, Wash., is opening up the lasagne market in the northwest, reports a recent issue of *Advertising Age*, Chicago, commenting thereon as follows: "Mission got busy on the idea earlier this year when lasagne, a broad flat macaroni product, caught the fancy of several radio and TV comedians and was then featured in an article in *Good Housekeeping*. Mission discovered that the product was not manufactured anywhere in the Far West.

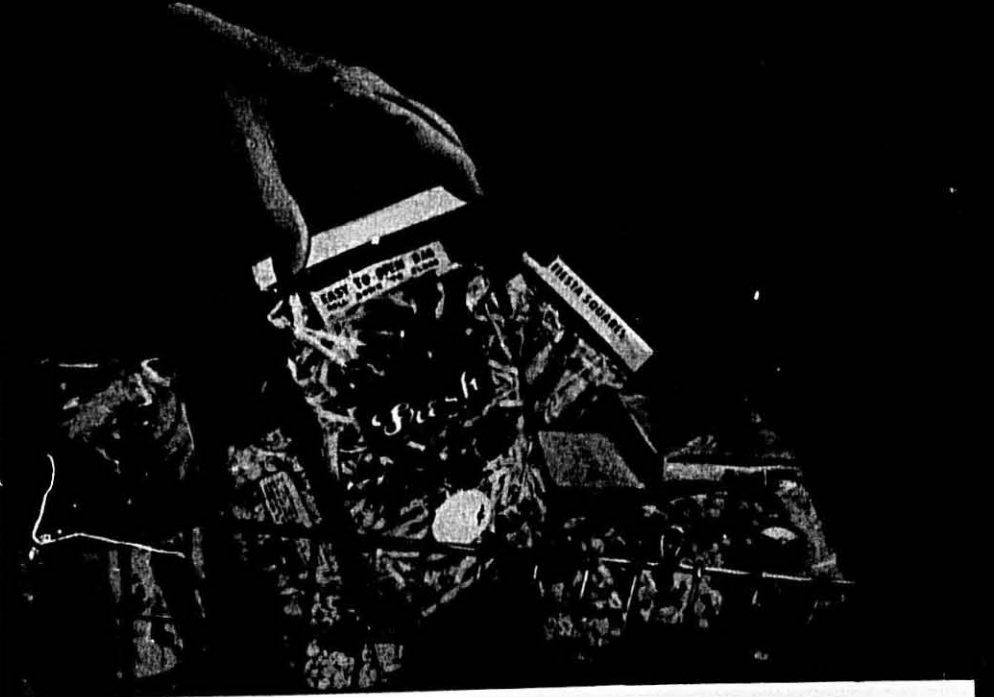
"The company is now running ads in 23 daily newspapers in Washington, Oregon, Idaho and Montana for its lasagne and has spots going on KING-TV, Seattle, and KPTV, Portland. KHQ-TV, Spokane, will be added to the TV schedule as soon as it begins operation, reportedly Dec. 25. "Radio spots are being used in Butte, Honolulu and Spokane. "Taskett Advertising Agency handles the Mission account."

Epileph
"Ma loved Pa. Pa loved wimmen.
Ma caught Pa with two in swimmin'.
Here lies Pa."

Cellophane helps sell the 67% that's bought by store decisions

Now that more than two-thirds of all noodle and macaroni purchases are decided on at the point of sale, your biggest sales opportunity is in appealing to the undecided shopper. And there's no better way to catch her eye and give her a menu idea than to show her the noodles and macaroni themselves . . . visible in crystal-clear Du Pont Cellophane.

If you're not already taking advantage of Cellophane to cash in on unplanned macaroni purchases, let us show you how transparent packaging can help. For information on bags and printed materials get in touch with your converter of Du Pont film. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.



Only Du Pont gives you all these packaging aids:

1. **WIDE VARIETY OF PACKAGING FILMS** scientifically tailored to meet the needs of varied products and packages.
2. **TECHNICAL assistance** to help you plan the most practical and efficient construction of your package.
3. **MERCHANDISING help** through continuing nationwide surveys of buying habits, to keep your package up to date.
4. **NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

DU PONT PACKAGING FILMS

CELLOPHANE
POLYETHYLENE • ACETATE



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Meet Mrs. Average Shopper

The better you know her... the better you can sell her

She marries younger than ever before.

She is about 39 years old. She has a family of four. She lives in a small apartment or small house.

She might be among the annual 1,700,000 new brides unfamiliar with many products.

She is accustomed to a higher standard of living than her forebears.

She is particularly conscious of sanitation, cleanliness, nutrition.

She may be one of 9,000,000 homemakers who hold down full-time jobs.

She shops in a supermarket 3 to 4 times a week and spends \$20.

She is eager to please her family's tastes and to provide them nutritional, inexpensive meals.

She has a husband and children who are having more to say all the time about what they eat.

She has a husband who shops for her occasionally and tends to spend more than she does.

She seldom uses a shopping list—she shops with her eyes.

She makes up her mind in the store about two out of every three purchases.

Daily life offers few diversions for the homemaker so she looks for objects of interest in the framework of her day to day activity.

Food stores can make her shopping exciting with: Store decorations paced with the seasons... or tied in with special promotions...

Displays that suggest related items or a meal idea... Displays of bright, attractive packages.

Her decisions to buy are shaped by two major influences:

1. Pre-store—advertising, including radio, television, newspapers, magazines, her neighbor's opinion, her past personal experience.

2. In-store—the merchandising ingenuity of the store management and the manufacturer of packaged products as expressed in interest-getting displays and self-selling packages.

There are 36,000,000 "Mrs. Average Shopper" spending \$30,000,000,000 a year in food stores from coast to coast. Know her well... She is the boss.

(From "Packaging & People"—E. I. Du Pont de Nemours & Co.)

Carbon Monoxide Gas

What is carbon monoxide gas? Carbon monoxide gas may be formed by burning almost any kind of fuel without enough oxygen. A very small percentage of carbon monoxide gas in the air will cause headache, then unconsciousness, then death. The blood has a great affinity for carbon monoxide and absorbs it from the lungs instead of the oxygen which is needed

to sustain life.

An automobile engine running in an ordinary small garage with doors and windows closed will produce enough carbon monoxide gas to kill you in a few moments.

Carbon monoxide gas is odorless, colorless, and very deadly. You cannot feel it, see it, smell it, or taste it.

LaRosa Bonus

V. LaRosa & Sons, Inc., paid all employees except commission salesmen one week's salary as an annual bonus. Peter LaRosa, treasurer, has announced. This will be the 39th consecutive annual bonus that the macaroni products firm has paid.

Consumer Study—Macaroni

One hundred and thirty-five homemakers were presented two samples of elbow macaroni by a national food foundation to test their reactions.

Sample 1 was a "regular" semolina elbow macaroni. Sample 2 was a "thin-walled" elbow macaroni.

Table with 4 columns: Specifications, Sample 1, Sample 2. Rows include Outside diameter, Inside diameter, Wall thickness, Length, Bulking Index, Per cent of Package Fill, Per cent of Ash as is, Per cent of Protein as is.

Questionnaires asked for comparison of appearances in the package, after a 9-minute cooking period, after a 12-minute cooking period.

In the package, Sample 2 was preferred for a brighter, more vitreous appearance. Color was a minor factor in choice. Shape seemed more important to this group.

Table with 4 columns: Appearance in Package, Color, Shape, Preference. Rows include No Preference, For Sample 1, For Sample 2. Includes color preference and shape preference details.

Table with 4 columns: General Appearance, Color, Shape, Preference. Rows include No Preference, For Sample 1, For Sample 2. Includes eating qualities and shape critique.

Table with 4 columns: Eating Qualities, Preference. Rows include No Preference, For Sample 1, For Sample 2.

Table with 4 columns: Sample 1, Sample 2. Rows include Tough, Firm tender, Tender, Flabby tender.

Table with 4 columns: General Appearance, Color, Shape, Preference. Rows include No Preference, For Sample 1, For Sample 2.

Table with 4 columns: Eating Qualities, Preference. Rows include No Preference, For Sample 1, For Sample 2.

Table with 4 columns: Sample 1, Sample 2. Rows include Tough, Firm tender, Tender, Flabby tender.

The consumer was not very discriminating in determining which sample was in better condition for further cooking:

Table with 3 columns: For Use in Salads, Cooking (As Mac. & Cheese), Preference. Rows include No Preference, For Sample 1, For Sample 2.

The consumers questioned were not too cooking-time conscious: 49.5% preferred 9-minute type; 48.5% preferred 12-minute type; 2% had no preference, and some said "12 minutes is insufficient time to cook any macaroni."

Questions on Macaroni Usage

Table with 2 columns: Question, Percentage. Rows include Do you use macaroni or spaghetti for salads?, What are your favorite types for salads?, Name the three macaroni or spaghetti dishes you fix most frequently.

Table with 2 columns: Question, Percentage. Rows include Do you use macaroni or spaghetti for salads?, What are your favorite types for salads?, Name the three macaroni or spaghetti dishes you fix most frequently.

Table with 2 columns: Dishes, Percentage. Rows include Macaroni and cheese, Macaroni salad, Spaghetti and meat balls, Italian spaghetti, Spaghetti with meat sauce, Macaroni with tomato sauce, Chili Mac, Others.

Table with 2 columns: Dishes, Percentage. Rows include Name one macaroni or spaghetti recipe you would most like to have: Macaroni salad, Spaghetti and meat balls, Macaroni-meat casserole, Italian spaghetti, Macaroni and cheese, Macaroni salad with fish, Chili Mac, Others.



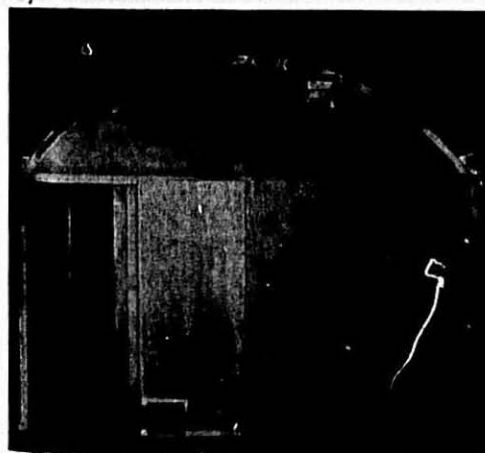
"I'm sorry, Sir! You'll have to check the sling shot tool!"

Noodle Company's Drivers Use Theirs

You might say five South Siders have used the old noodle while chauffeur-ing noodles 346,250 miles without a chargeable traffic accident.

The five are drivers for the I. J. Grass Noodle Co. of Chicago. They have received safe driving awards and inscribed gold pins from A. Irving Grass, company president, and Lawrence R. Gower, manager of the firm from which the company's trucks are leased.

The winners and their individual safety records are William Snooks of 5616 Wood, 11 years and 82,500 miles; Alvin Grass, sales manager, of 9111



Exterior View—Lazzaro Drying Room

for ECONOMICAL SPEED DRYING

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343 Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

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

S. Ladin, 10 years and 175,000 miles; Joe Foran of 6800, Aberdeen, four years and 60,000 miles; William Nutley of 905 W. 76th, three years and 18,750 miles; and Leo Gorski of 4842 Damen, one year and 10,000 miles.

British Like "Macaroni Magic"

The popularity of *Macaroni Magic*, a recipe book prepared by Glenn G. Hoskins, of Glenn G. Hoskins Co., Libertyville, Ill., for his clients that include most of the important macaroni-manufacturing firms of the United States and Canada, recognizes no boundary lines of countries, as indicated by a letter from England, requesting copies of the informative and beautifully illustrated booklet. The letter is from I. Green's Beattall Food Products, Ltd., of Slough, Bucks, England, to the editor of the *Macaroni Journal*, who was formerly the chief executive of the National Macaroni Institute.

The request was forwarded to Robert M. Green, present manager of the NMI, with a copy to the Glenn G. Hoskins Co. Excerpts from the letter are:

"I have recently had the pleasure of studying the book, *Macaroni Magic*. I wonder if you would be kind enough to let me have a dozen copies. I find

this booklet very interesting, as we have nothing like it in England, where macaroni products are not as well appreciated as a food as we would like them to be.

"I had the pleasure of meeting Mr. Benjamin Jacobs, research director of the National Macaroni Manufacturers Association, when he was in our country a few years ago; we had very full discussions on marketing and pro-

duction of macaroni products. Would you be kind enough, Mr. Doner, to pass to him my kindest regards, and accept my good wishes for yourself and the National Macaroni Institute, for I understand they have done very good work in interesting the public of America in macaroni products.

Yours faithfully,
A. P. O. Rogers, Production Director
J. Green's Beattall Food Products, Ltd.

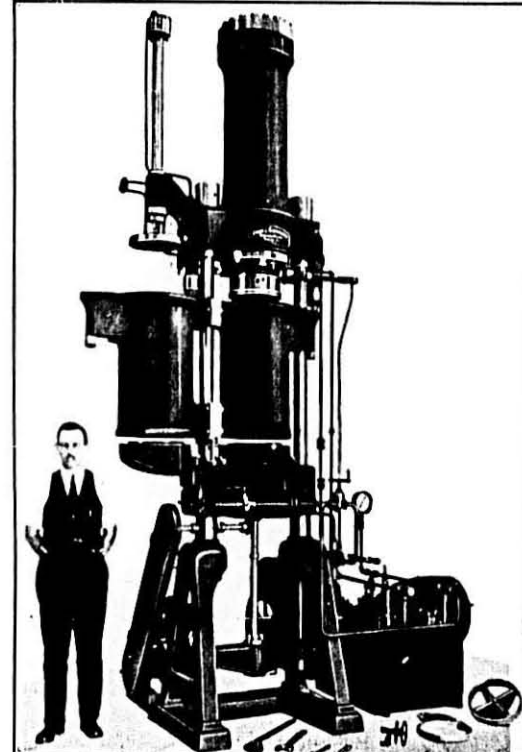
Durum Products Milling Facts

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			
	1953	1952	1951	1950
January	880,847	1,087,057	870,532	691,000
February		864,909	901,751	829,878
March		732,491	1,002,384	913,197
April		693,917	526,488	570,119
May		845,109	774,911	574,887
June		866,612	666,774	678,792
July		726,694	561,915	654,857
August		748,864	915,988	1,181,294
September		938,266	827,485	802,647
October		1,151,103	1,197,496	776,259
November		873,325	882,617	709,865
December		873,509	827,986	944,099

Crop Year Production

Includes Semolina milled for and sold to United States Government
July 1, 1952, to January 2, 1953.....6,192,698
July 1, 1951, to Feb. 1, 1952.....6,193,210



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

Economical - Political - Industrial

National Industries Service—Robert Nelson Taylor, President & Editor

History Repeats

There is a familiar ring to the current agitation in Congress that our government must insist on doing the navigation work in the International Rapids section of the St. Lawrence river, instead of letting Canada do it, in order that we will have a voice in this essential part of the long converted St. Lawrence waterway.

Thirty years ago, the same argument was being made that we must pay part of the construction costs of Canada's new Welland Canal, which is just west of the International Rapids section and links Lakes Ontario and Erie. Vessels passing through the Rapids section must then go through the Welland Canal in order to get into the Great Lakes.

Newspaper features of January 12, relating events of 30 years ago, record that Representative Chalmers of Toledo introduced a bill providing that the U. S. and Canada alike share in the costs of the new canal. The movement got nowhere. Canada built the new canal and has owned and operated it ever since—just as she had

built, owned and operated the original canal for some 70 years before, without having caused any inconvenience to American vessels.

There has been a Welland Canal for 160 years. Traffic over it has been preponderantly Canadian. Tolls were removed in 1903 in order to attract traffic. Now it is proposed to charge tolls in the International Rapids section, whether the Canadian or the U. S. government does the work. The whole thing seems rather mixed up.

Another essential part of the proposed waterway would be the Soo locks connecting Lakes Huron and Superior. The U. S. government owns and operates four of the five locks there, the fifth one owned by Canada is obsolete. Canadian vessels bringing grain down from Port Arthur and Fort William, Ont., to the Canadian end of Lake Ontario, use the U. S. locks freely. No charges of any kind are made.

In the matter of the St. Lawrence rowdewow (manufactured solely in the U. S.), history is plainly repeating herself and some of our solons are giving us double talk.

We Like It Fine

The French, we read, are shocked at Secretary of State John Foster Dulles' first speech to the American people . . . the speech in which he calmly outlined the progressive encirclement of the free world by the Reds who already outnumber us seven to one . . . and in the same matter-of-fact tones observed that if NATO came unstuck, we'd have to change our European policy. It was "brutal," it was a "threat," said the French press. But next day the French cabinet submitted to the Parliament the European Army treaty and the German Peace Contract which had been gathering dust for eight months.

Actually, we think Mr. Dulles' speech was written for Americans, to explain to them the world situation and the foreign policy of the Eisenhower Administration. And we think they liked it. The fact that it moved the French off dead-center, was merely an incidental piece of luck, and perhaps a valuable discovery of what it takes.

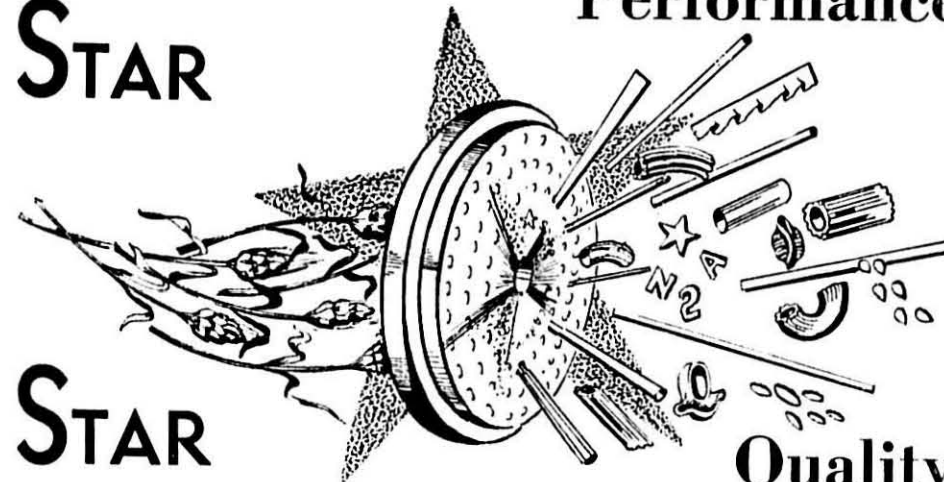
America, we think, is more than ready to applaud a Secretary of State who can say: ". . . I want to make it

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abundantly clear . . . that I consider that it is my job to work for the people of the United States. I am part of your government; it's you that have hired me and pay me and you're entitled to have me do the best that I can for you. And that is going to be the spirit of the State Department and of our ambassadors. You needn't be afraid that we are working against you and for others."

And we can stick out our chests again, and throw our hats in the air for a leader who says: ". . . I believe that our foreign policies should be open so that you can know what they are, and they should be sufficiently simple so that you can understand them and judge them, and they should be sufficiently decent and moral so that they will fit into your idea of what you think is right."

Behind Books and Petticoats

Selective Service Director Lewis B. Hershey says he's going to ask President Eisenhower for an executive order cutting draft deferments of college students and fathers.

He wants to end deferments of men who become fathers in college and then, after graduation seek further deferment because of their dependents. He would also limit deferment of freshmen to those in the upper quarter of their class, rather than the upper half, and who score 75 (instead of the

present 70) on the Selective Service Qualification Test.

Since we must have a draft, the General should go even further. Fatherhood, per se, is a shameful dodge, and scholarship deferment entirely undemocratic. Neither should provide immunity.

PRESIDENT'S MESSAGE

(Continued from Page 6)

shelf with it, these retailers will become our master macaroni salesmen.

Another of our concern, as you all know, is production of durum wheat. Production of durum has declined during the last five years, and this has happened in the face of a rising demand for macaroni products.

The durum farmer, we know, had tough luck last year. In the early part of the year he was confronted with a drought. Later, he was harried by a rust-blight.

Many of these farmers are now beginning to wonder if it wouldn't be better to turn their acreage to some other crop.

We must not let that happen. In fact, we have taken steps to avoid it. Our association, striving to assure a plentiful supply of durum year after year, has been working closely with the North Dakota Agricultural College, the extension service and other

farm groups who are interested in durum production.

Experiments are being made to increase the production of durum per acre. Programs are under way to sell farmers that durum is a profitable crop over the years and that they should increase durum acreage.

All this is knit into the over-all program which we must carry on if the macaroni industry is to continue to prosper as it has in the last several years.

The farmer and the macaroni producers must work as a team, dedicated to the proposition that their problems are mutual and that the prosperity of one depends on the prosperity of the other.

In my remarks today, I have covered a few points which I know are the immediate concern of all of us. Everything that I have touched upon, as well as other subjects, will be discussed in more detail during our sessions here.

In conclusion, I'd like to recall that we as an industry have been going forward for years. We must continue to go forward.

The road to greater prosperity lies open before us. We shall start down that road with courage, with confidence, with optimism.

But we shall not be smug; we shall not be complacent.

We accept the challenge of 1953 and will meet it with hard work.

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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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.

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British Labor Relations, A Contrast

If American unions really believe the Taft-Hartley Act is a harsh law, they might profitably compare the policies under that law with those of England.

The following labor dispute, reported by the *London Economist*, illustrates the differences.

An English printers' union, in honoring a general strike some years ago, broke an agreement with Thomson and Co. Thereupon the firm decided to employ only men who did not belong to a union. The position was made clear to all those working for or hired by the company.

The printers' union, in recent years, has been signing up members among Thomson's employees. Early in 1952 and again in March, men suspected of being union members were dismissed. Each took his grievance to the union. All of Thomson's workers that belonged to the union then struck and the union began a national campaign against the company. The company has brought suit against the union and the case is now pending.

Meanwhile, the Ministry of Labour had a fact-finding body investigate the dispute between the company and the discharged workers, apart from the litigation. The body recognized that

the conflicting principles involved the claim of a man to be free to join a union, as against the claim of an employer to be free to employ non-union men only; it recognized that also involved was the claim of a union that it may break an agreement when participating in a general strike as against the interest of management to have contracts kept. As to these conflicts, the fact-finding body said that both sides were within their rights.

The employer, under the union-hated Taft-Hartley law, would have been charged with an unfair labor practice of discriminating against union employees. In England, however, even while the Labor government controlled the country, employers continued to have a right to fight back. It is interesting to note that British labor has rejected a Taft-Hartley-type or even a Wagner-type labor law.

Beer Can Openers to Be Standardized

With standardization apparently the order of the day, the Can Manufacturers Institute and the U. S. Brewers Foundation are collaborating on a set of standards and specifications for a "perfect" beer can opener. A seal of approval will be given openers that meet requirements covering "mate-

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FOR SALE: 24 new long goods trucks 54" by 34", 48 sticks per truck. \$20 each F.O.B. Plant. Write Box 110, Macaroni Journal, P.O. Drawer No. 1, Braidwood, Ill.

Wanted: Continuous preliminary shot cut dryer also a shaker for short cut macaroni. State size, condition and price. Salvatore Fava, Trinacria Macaroni Works, 400 No. Paca St., Baltimore 1, Md.

Materials, finish, gauge, size of opening, sharpness of point and opening pressure."



"Certainly I'm a taxpayer! That's how I got in this condition!"

✓ CHECK AND FILE THIS IMPORTANT INFORMATION FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

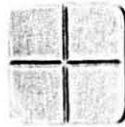
For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 15%
Iron 32.5%
Niacin 4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 10.5%
Iron 16.2%
Niacin 3.4 milligrams

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Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds... have finer, more buoyant particles... and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

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ENRICHMENT DATA

HERE'S HOW A BABY SPAGHETTI PLANT HELPS YOU MAKE A BETTER PRODUCT



ANOTHER PERFECT TEST RUN. Here, R. C. Benson, Durum Department, checks extrusion from the hydraulic press, a part of the miniature spaghetti plant in operation at Pillsbury's fully-equipped Products Control Laboratory. Capacity of the plant is 20 pounds per hour.

Pillsbury Scale Model, 1/10 the Usual Size, Tests Semolina Under Actual Plant Conditions

Imagine a real spaghetti plant, just one-tenth the usual size!

That's the unique and effective device used by Pillsbury to guarantee you success in the manufacture of macaroni products.

The tiny plant actually produces standard product sizes. And so perfect is the miniature that it duplicates exactly normal production processes.

Samples of each semolina mill run are taken, and then run through the small plant, emerging as test batches of spaghetti or macaroni of different types. Each test batch produced is tested for color, checking and specks, wall strength and, most important, cooking and eating qualities.

With this exclusive and foolproof "plant-testing," you are assured of trouble-free production in your own plant when you use Pillsbury's Durum Wheat Products.

Model Plant 'Okays' Each Step to Insure Top Product



MIXING is done in this scaled-down mixer. The mixer is a standard four-arm, slow-speed type.

KNEADING is a separate operation in the small plant so that dough performance can be checked.

DRYING of each batch takes place in this moisture and temperature-controlled cabinet.



WELL-KNOWN CONSULTANT to the macaroni industry is R. C. Benson (above), a 35-year Pillsbury veteran and currently head of Pillsbury's Durum Department. Pillsbury was one of the first American durum millers.

You, as a macaroni products manufacturer, want the answer to one question: "How can I be sure of making a product I'll be proud to put my label on?" Pillsbury answers that question with Pillsbury's semolina and durum flours.

You can be sure of peak performance *beforehand* because of Pillsbury's unique "plant-testing" with the miniature spaghetti plant. Next time you buy semolina, buy Pillsbury's . . . "plant-tested" for top performance.

Pillsbury
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SEMOLINA AND DURUM FLOURS

