

**THE
MACARONI
JOURNAL**

**Volume 37
No. 6**

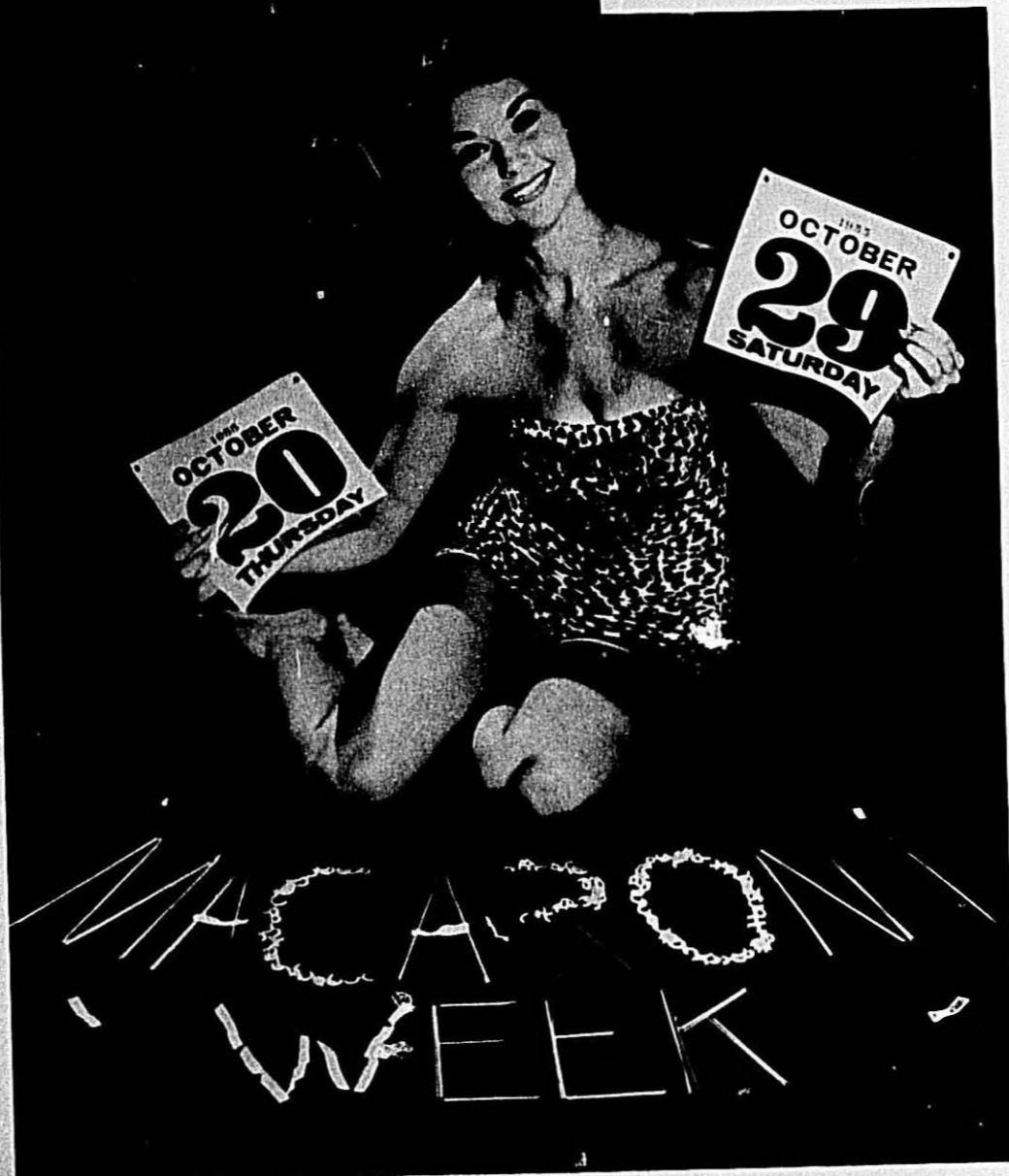
October, 1955

Macaroni Journal

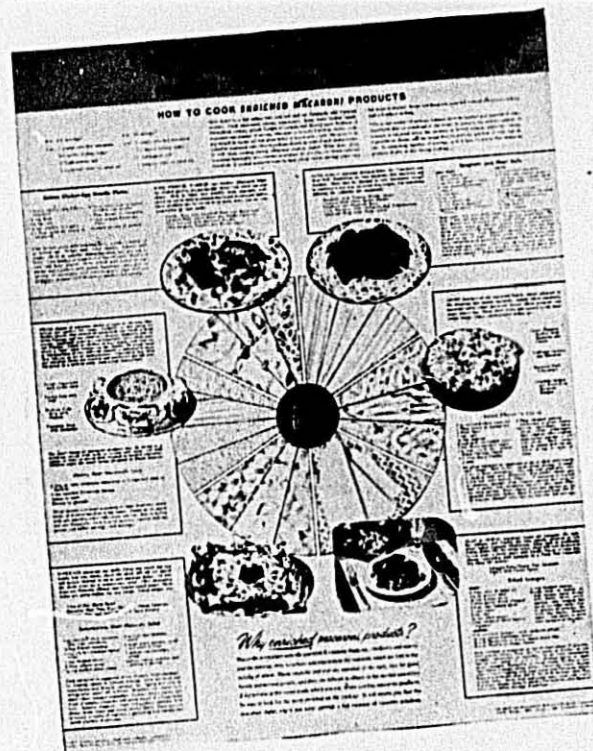
OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



OCTOBER, 1955



**We offer a NEW OPPORTUNITY
to the macaroni industry
TO BUILD SALES VOLUME**



The 'Roche' Enriched Macaroni Products Brochure and Versatility Chart, which we produced in a limited distribution for the Vitamin Division of Hoffmann-La Roche, Inc., are now being prepared in four different forms for printing at mass-production prices.

By placing your order now for one or more of these new editions, imprinted with your name, product pictures and selling message, you will be able to use the valuable material in the Brochure and Chart to build your own sales volume with your wholesale and retail trade — and with consumers.

Here are some suggestions for using the 'Roche' Brochure and Versatility Chart in your own selling campaign. Send a series of mailings to top food buyers and executives. Cover your own customers and prospects. Go after the buyers for hospitals, hotels, cafeterias, restaurants. Let doctors, dietitians and home economists know about the excellent food values of your products. Circulate your story to newspaper food editors, radio and TV women's commentators, women's clubs, P.T.A. groups. And don't forget Mrs. Home-maker herself! Use the Versatility Chart as a premium or "give-away" in connection with your advertising. Display it in your retail outlets. Use it as a mailer. Have your advertising agency sug-

gest ways in which to add the impact of this material to your advertising and publicity campaigns.

If you have not as yet received your copy of our descriptive folder illustrating the four plans together with prices, we shall see that you receive one immediately. Send your request today or ask your Rossotti salesman.



Plan A

A Deluxe Mailing for Deluxe business. Consists of Brochure (8½ x 11) in 2-colors, and Versatility Chart (18 x 24) in 4-colors. Chart is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan B

This is the Popular Edition. Brochure is reduced in size to 5½ x 8, with carefully selected text matter from the large brochure edited in a non-technical style. 4-color Chart remains same size and is folded and tipped in on last page of brochure. Your advertising copy is imprinted in 2-colors on back cover of brochure.

Plan C

This plan consists of the Versatility Chart with the back of Chart imprinted in 2-colors using the same consumer copy as in the smaller edition of the Brochure. Chart will be folded to 4 x 9 which will fit a regular business letter envelope. There is space for imprinting your advertising copy in 2-colors on two 4 x 9 panels.

Plan D

This plan is for the manufacturer who wants to use the 4-color Versatility Chart to promote the sale of his enriched products. Your advertising copy is imprinted in 1-color, in the 3 inch light blue bar across the bottom of the chart. There is no printing on back of chart.

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnello Ave., North Bergen, New Jersey

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

Rossotti
SERVING THE INDUSTRY SINCE 1898

SALES OFFICES: New York • Rochester • Boston • Philadelphia • Chicago • Orlando • Houston • Los Angeles • Fresno • Seattle



**Amber by name . . . always the
same Amber color . . . always
uniform in quality.**

Amber Milling's vast storage facilities will continue to receive thousands upon thousands of bushels of top Durum and Hard Wheats from which America's finest macaroni products will be made. Buy Amber from Amber and be sure.

AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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

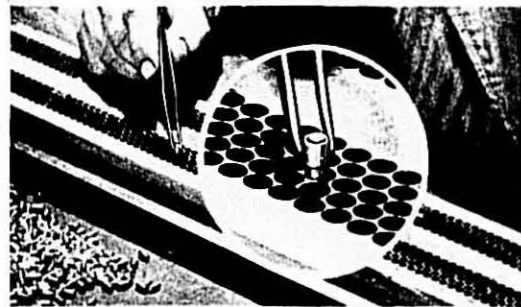
INSURE THE PERFECT COLOR
 IN YOUR PRODUCT
 WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS
 . . . prove the unequalled performance

LET ME PROVE TO YOU
 . . . that I can produce the qualities in your products



- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

GUIDO TANZI

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The
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JOURNAL

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Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising in editorial material to Robert M. Green, Editor.

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Cover Photo

A date to be remembered. It's the October 20 to 29th observance of National Macaroni Week. Winsome Joanie Ross took time to spell it out with elbow macaroni, spaghetti and egg noodles for consumers everywhere. The Week, dedicated to merchandising macaroni products, will be supported by a coast-to-coast publicity push in all media. Joanie urges all grocers to contact their macaroni suppliers for further information on this sales drive.

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FAIR TRADE PRACTICES

By Glenn G. Hoskins



GLENN G. HOSKINS

This article has been written at the request of the editor. It will be followed in a later issue by a further treatment of the trade practice rules as they are in effect today and how they can be enforced.

REGULATION of trade practices has been, is, and will be of major importance to the Macaroni Industry. Over the past forty years there have been many attempts to write Fair Trade Practice rules into law. It may seem to some that no progress has been made, but to us who have observed the development of the Macaroni Industry since World War I there is convincing evidence that our Industry has gone a long way toward observance of Fair Trade Practices even though the written rules are sometimes ignored.

Rules are of no value unless they are observed. Rules that are not accepted as reasonable and sound by those to whom they apply cannot be enforced in a society where individual initiative determines the success or failure of the affected enterprises. The Ten Commandments have been on the books for a long time. Over the centuries thousands of laws have been written to theoretically insure their observance. Dictators, democracies, kings and congresses have said — "Do this or else", yet what man or group of men can say "I always obey".

Nevertheless the structure of our modern society is soundly based and has grown strong on the foundation of the Commandments and business has its rules and has grown great because men can work together and

progress where the rules of conduct are well understood, economically sound and generally observed.

Many trade practices have become so much a part of our business activities that we do not think of them as rules, yet basically these unwritten rules form the very foundation of commerce.

On July 15, 1920, an editorial in the *Macaroni Journal* said, "Indications point to early abolishment of some of the worst trade abuses that competition and greed-in-business has in the recent past fostered in the Macaroni Industry. From the signs it appears that this will be accomplished through cooperation and legitimate understanding, but if not it will be compelled through government intervention." Again in the *Macaroni Journal* September, 1955, "Now, therefore, the National Macaroni Manufacturers Association in convention assembled, after having heard and unanimously approved the report of its Standards Committee, Resolves:

1. That it is to the best interests of this industry that the labeling and/or advertising as hereinabove described be promptly discontinued, and
2. That the Association and individual manufacturers take all necessary steps to effect the discontinuance, termination and cessation of such labeling and advertisements."

There had been efforts to establish fair trade rules prior to 1920 but the first record of concerted industry action pertains to the hearing before the Federal Trade Commission on July 25, 1920. Commenting upon this the *Macaroni Journal* says, "After a lengthy and interesting discussion of some of the trade abuses it was unanimously voted that those in attendance go on record as absolutely in favor of the following:

1. Against subsidizing of jobber's salesmen.
2. Against slack filled packages.
3. Against giving of premiums.
4. In favor of standard weight in packages, the minimum to be 8 ozs.

No agreement could be reached on the matter of the free deal and of quantity price to buyers and no action was taken thereon."

A group of the leading package manufacturers had banded themselves together under the Armstrong

Bureau of Related Industries of Chicago and as a result of the evidence submitted by them at the hearing in July, 1920, the Federal Trade Commission wrote a letter "To the Members of the Packers Macaroni Industry". Five alleged unfair trade practices were discussed in the letter.

1. Slack filled packages.
2. Subsidizing jobber's salesmen.
3. Minimum weight packages.
4. False and misleading labels.
5. Premiums to the trade.

Seventy-one letters were sent out and 39 replies were received. Of the 39, 32 expressed an unqualified opinion that current trade practices in the five categories listed above were objectionable and not in the best interest of the industry. There is no record and nothing in my personal memory that indicates that this letter had any immediate effect on industry practices.

Each year at the Convention and at sectional meetings between conventions, millions of words were said with considerable emphasis, damning and condemning "what the other fellow was doing" so that there was constant agitation to "pass laws" that would stop the bad practices of the industry. Between 1920 and 1933 there were several organizations or associations formed to enforce better trade practices but all of them seemingly failed, yet gradually many of the bad practices were dropped, at least by the more important members of the Industry.

Then came the "National Emergency" with the Agricultural Adjustment Administration and the National Recovery Administration. As president of the National Association I was given the task in June, 1933 of getting a Code of Fair Competition for the Industry and in November, 1933 took a leave of absence from my company to spend full time working with B. R. Jacobs and M. J. Donna to get approval of a code for the Macaroni Industry. The story of the battle to get a separate code for our Industry is written in the pages of the *Macaroni Journal* for those who wish to read it. The many, many manufacturers who hopefully spent their time, money, and energy to organize the industry and get the code will never forget it. It was one of the most outstanding examples of industry cooperation that has ever been experienced.

The granting of a separate code to the Macaroni Industry placed it for the first time in the position of being recognized by government and others as an important and separate division of the grocery industry. The code became effective January 29, 1934. It is worth while to summarize what the code contained and then compare the regulations with current practices.

HOURS AND WAGES. No person under sixteen years of age shall work or be permitted to work in the Macaroni Industry. Time and one-third shall be paid for over forty hours a week; Minimum pay for executive, supervisory, technical, administrative employees and outside salesmen — \$35.00 per week.

Minimum clerical wage — \$16.00 per week except office boy — \$14.00 per week.

Mixers, headmen, pressmen and dough break operators \$.55 per hour. Other male employees \$.45 per hour. Female employees \$.35 per hour.

There was considerable trouble getting enforcement of even these minimum wage and hour provisions. The imposition of these minimums on the industry uncovered the fact that wages in some sections were running as low as \$.12 per hour. However, this part of the code was strongly supported by the government and organized labor developed the power to see that the minimums were not only enforced but were rapidly raised. In the year 1955 there probably is no regulation of the wage and hour section of the macaroni code that is now being violated.

UNFAIR METHODS OF COMPETITION. With the years of struggle, strife, hope and little progress behind us it seemed that the code would be the answer to the Industry's desire for establishing and enforcing the fair trade rules that the Industry felt should be enforced. We were able to get many of the things in the code that the Industry felt should be a part of the regulations. It seems to me that it is worth while to comment briefly on the separate rules.

The opening paragraph of Article VII titled Unfair Methods of Competition, said: "The following practices constitute unfair methods of competition and are prohibited."

SECTION 1. False Advertising. An advertisement shall be deemed to be false if it is untrue in any particular.

SECTION 2. Misbranding. A macaroni product shall be deemed to be misbranded if it fails to conform to the following standards and requirements:

- a. If it purports to be or is represented as a macaroni product for which a definition of identity has been prescribed by this code and fails to comply therewith.

- b. If it purports to be or is represented as a macaroni product for which standards of quality have been prescribed by this code, and (1) fails to state on the label its standard of quality, (2) falls below the standard stated on the label.

c.-1. If it fails to bear a label containing (1a) net weight, (1b) name of product, (1c) name and address of manufacturer.

c.-2. If its label fails to bear a true statement of the names of the farinaceous ingredients used in order of predominance by weight.

SECTION 3. Standards.

The standards provided that:

a. Macaroni products made from semolina or durum wheat flour must contain not more than 0.75% ash or be labeled, "This product is below standard but not illegal."

b. Macaroni products made from farina or hard wheat flour other than durum which contain more than 0.48% ash shall be labeled "This product is below standard but not illegal."

c. Gave permission to use up old labels under certain conditions.

d. Macaroni products in the form of noodles shall contain not less than 5.5% egg solids.

e. No macaroni product shall contain any added ingredients except as specified under the standards, provided, however, that no wholesome food ingredient is excluded, if its presence is declared on the label in such manner as may be prescribed by the code authority (such an exception might be the answer to some of our current problems).

f. Macaroni products shall not be packed in colored wrappers or containers which give the product the appearance of containing more yolk solids than are present in the product.

g. No artificial coloring shall be used.

SECTION 4. Pertaining to reporting to the code authority.

SECTION 5. Sales below cost.

"No member of the industry shall sell below a fair and reasonable cost, except that any member may sell below his individual cost to meet the price of a competitor which is not in violation of this code."

SECTION 6. Open prices.

"No member of the industry shall sell any macaroni product to a trade buyer except on the basis of an open price which is strictly adhered to, while effective. The term "open price" as used in this section means a price list which declares all of the member's prevailing prices, allowances, and terms of sale."

Additional regulations of interest were that price lists shall be available to all members of the industry and to all trade buyers in the same competitive manner.

"No member of the industry shall make any direct or indirect price concession to a trade buyer." The term "direct or indirect price concession" means any variation from the member's open price, whether by means of rebate, allowance, payment, free deal, gift, or by any other means whatsoever."

No member of the industry shall offer or make a quantity price unless it is based upon and reasonably measured by a substantial difference in the quantity sold and delivered. No member of the industry shall allow a discount for cash which is not earned.

SECTION 7. Unearned Service Payment.

This section provided for advertising contracts to be separate from any price and to be reasonable for services rendered.

SECTION 8. Prizes and Premiums.

"No member of the industry shall offer any prize or premiums or gift in pursuance of a plan which involves fraud or deception or lottery or which is an indirect price concession."

SECTION 9. Credit for Spoils.

Prohibits giving credit for spoiled bulk macaroni after 30 days from date of shipment. (Note package goods were not included in this).

SECTION 10. Shipping on consignment. Prohibited.

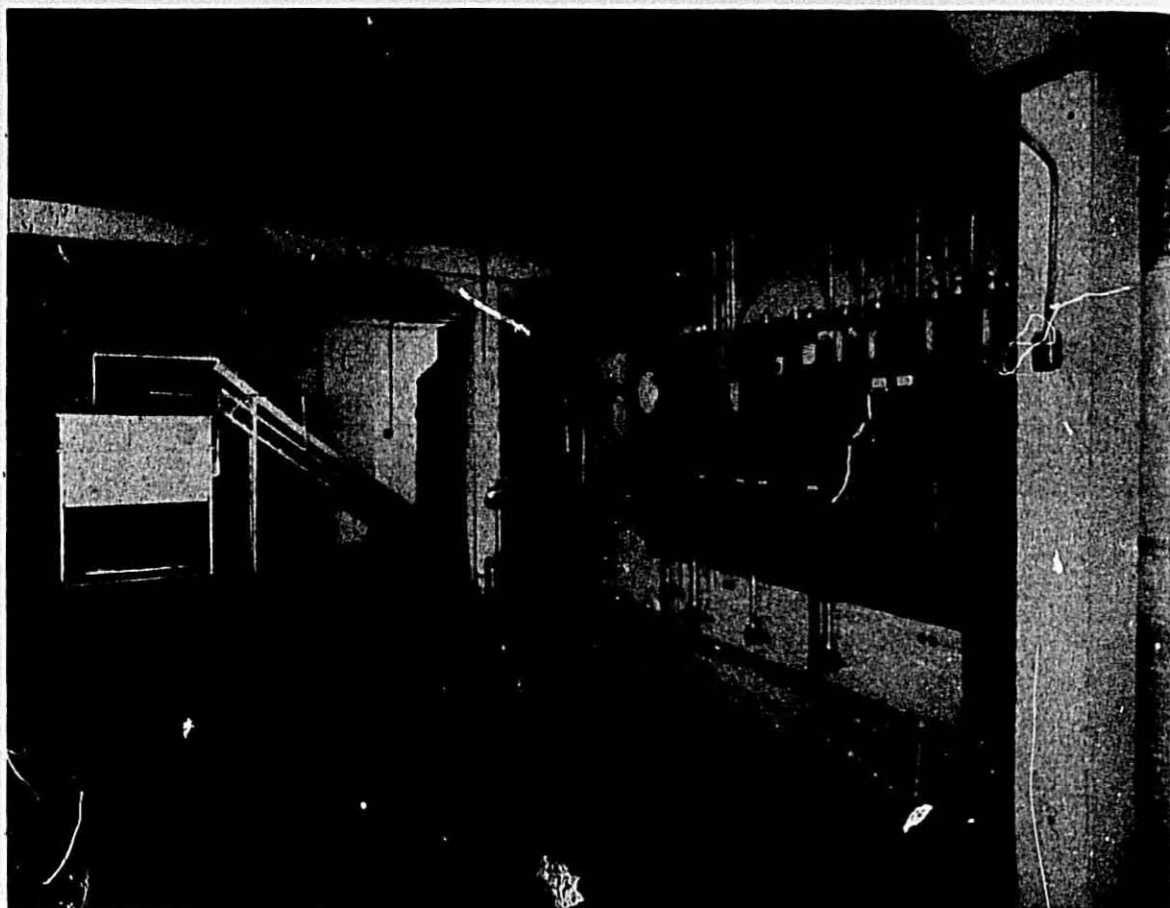
There were several other sections covering unfair substitution, commercial bribery, interference with competitor's business, imitation of trade marks, unsanitary conditions and violence, intimidation or unlawful coercion.

The code was accepted with great enthusiasm. The industry was well organized with a principal Code Authority of eleven members and 12 regional Code Authorities each of five or six members. As Chairman of the Code Authority I was assigned the job of enforcing the code. The cooperation from a great majority of the industry was excellent. However, there were members of the industry that flagrantly violated important sections and although we had been pledged the support of the Federal Trade Commission, Federal Bureau of Investigation and other government agencies, we soon found that enforcement had to come from within the industry. We, therefore, worked up a "Certificate of Compliance" which contained "liquidated damages" for violation of certain sections of the code and this was signed by practically all members of the industry in April, 1935 just before the Supreme Court declared the National Recovery Act unconstitutional so that there was no chance to test its effectiveness.

Some members of the industry feel that the code was a detriment to the industry but it is generally believed

(Continued on page 40)

"One Shift" Automatic Short Cut Drying



Repeating type finish dryer showing electronic control panel board, taken at plant of U. S. Macaroni Co., Spokane, Wash.

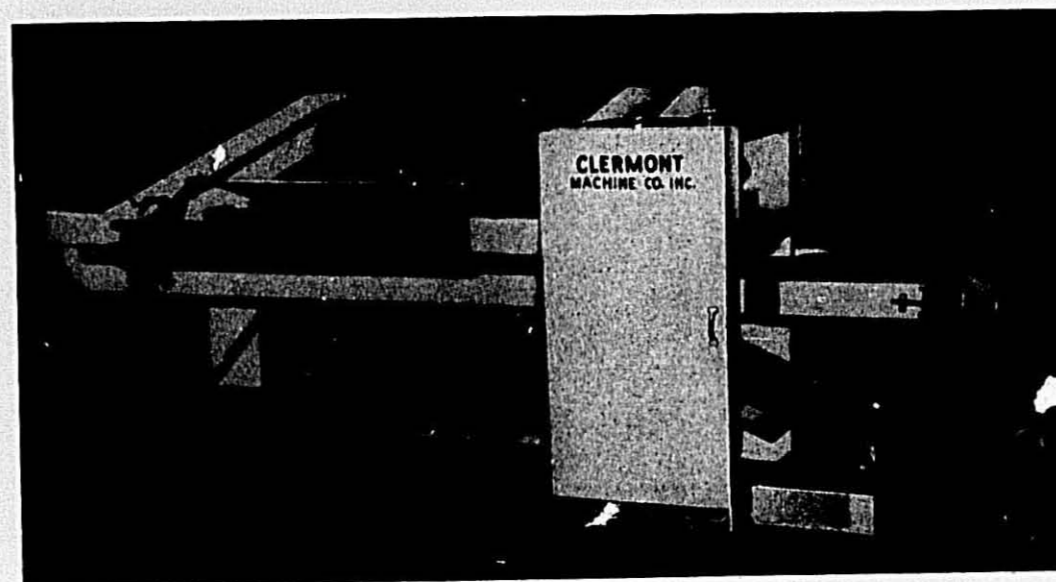
CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement of existing quarters.

The dryer consists of two units: a preliminary dryer and a finish dryer of repeating type. It can be had in capacities ranging from 8,000 to 12,000 pounds per day.

Clermont Machine Company Inc.

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

Clermont Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

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

Clermont Machine Company Inc.

NATIONAL MACARONI WEEK

NATIONAL Macaroni Week will be celebrated October 20-29, 1955.

The Week is actually ten days, starting on a shopping Thursday and finishing the following weekend, which really gives the event two shopping weekends.

Theodore R. Sills & Company, public relations counsel for the National Macaroni Institute, has been working hard making placements with magazines, newspapers, house organs, radio and television, supplying them with custom-made material for stories, recipes and photographs on dishes of macaroni, spaghetti and egg noodles.

One of the outstanding features should be a color spread in the October 18 issue of LOOK magazine. Spaghetti and Meat Balls will appear as one of America's Favorite Foods.

In a clip sheet going to food editors of every newspaper in the country, National Macaroni Week is heralded as offering a wide variety for budget menus. Among the recipes included are the following:

Macaroni and Hickory Cheese Casseroles

Think of macaroni and you think of cheese. These two foods are perfect partners, for together they provide fine flavor, texture and well-balanced nutrition. For popularity and taste appeal, it's hard to beat a hearty macaroni and cheese casserole, and this

time-tested favorite can be adapted to suit any taste by using a variety of different cheeses.

Here elbow macaroni is combined with hickory-smoked cheese and green pepper in appetizing individually baked casseroles, served with tangy coleslaw. Make it a starred dish on your menu during National Macaroni Week, October 20-29.

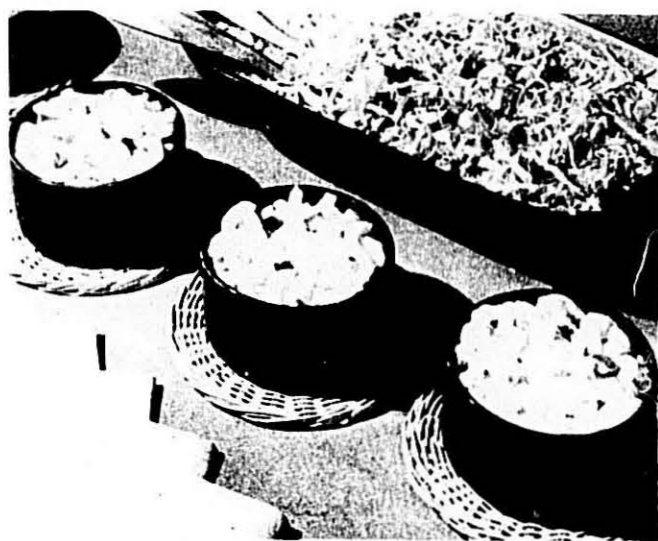
Ingredients: (Makes 4 servings)

- 1 tlb. salt
- 3 qts. boiling water
- 2 cups elbow macaroni (8 oz.)
- 1/4 cup butter or margarine
- 1/4 cup chopped onions
- 1/4 cup chopped green pepper
- 1/4 cup all purpose flour
- 2 cups milk
- 1 1/2 oz. package hickory-smoked cheese
- Salt and pepper to taste

Procedure:

Add one tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine over low heat. Add onions and green pepper and saute until tender. Add flour and blend. Gradually add milk and cook until thickened, stirring constantly. Add cheese and stir until melted. Add macaroni and salt and pepper; mix well. Turn into greased individual casseroles.



Macaroni and Hickory Cheese Casseroles

Quickie Frankfurter and Noodle Supper

When you come across a macaroni recipe where the product is cooked right in the pot with the other ingredients and the whole dish takes only half an hour from start to finish, you have a find indeed. This brand new quickie dish combines broad egg noodles and frankfurters in a rich-flavored tomato sauce, and it's hearty enough for the hungriest of youngsters and husbands. All the foods used in the recipe are available at any time, so it's a good standby for year-round serving.

Although most recipes usually call for the most popular shapes macaroni, spaghetti, or noodles there are well over a hundred different shapes available in this country. During National Macaroni Week, October 20-29, there'll be a wide variety of macaroni products on display in chain stores and supermarkets, so take advantage of this ten-day event to stock up on a good selection.

Ingredients: (Makes 4 to 6 servings)

- 2 tablespoons butter or margarine
- 2 medium-sized onions, sliced
- 1/2 lb. frankfurters, quartered
- 1 No. 2 1/2 can tomatoes
- 1 No. 2 can tomato juice
- 1 cup water
- 2 tsp. salt
- 1 tsp. sugar
- 1 tsp. oregano
- 8 oz. wide egg noodles (about 1 cup)

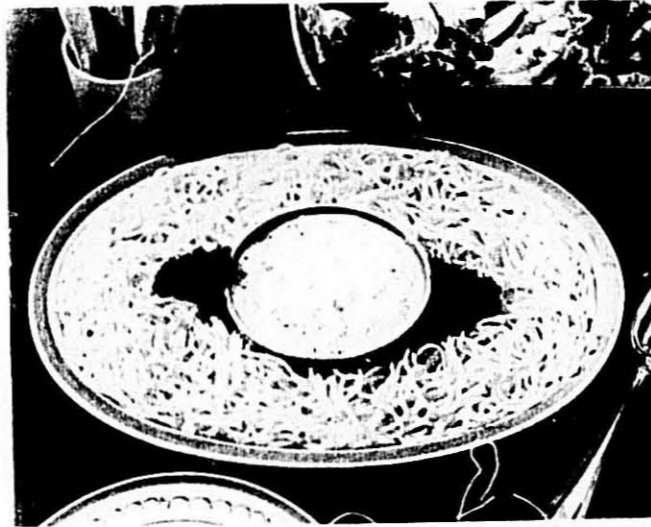
Procedure:

Melt butter or margarine over medium heat. Add onions and frankfurters and cook until onions are tender. Add tomatoes, tomato juice, water, salt, sugar and oregano. Heat to boiling point over medium heat and cook 10 minutes. Gradually add noodles so that mixture continues to boil. Cook uncovered, stirring occasionally, until noodles are tender, about 20 minutes.

Refreshing Macaroni Salad

Winter weekends are TV watching time, and no one wants to miss a favorite program popping in and out of the kitchen preparing meals. Smart homemakers make up several dishes beforehand, and a hearty macaroni salad is a "must" for one-plate suppers. It's a fine accompaniment for Sunday's left-over roast meat or cold chicken and can be served with canned fish of any kind.

Here's a flavorful recipe you'll want to fix soon.



Spaghetti with Clam Chive Sauce

Ingredients: (Makes 4 to 6 servings)

- 1/2 cup vinegar
- 1/4 cup sugar
- 1 tsp. salt
- 1 medium-sized cucumber, diced
- 1 medium-sized onion, thinly sliced
- 1 tsp. salt
- 3 qts. boiling water
- 2 cups elbow macaroni (8 oz.)
- 1/2 cups creamed cottage cheese

Procedure:

Combine vinegar, sugar, 1 tsp. salt, cucumber and onion; chill 1 to 1 1/2 hours.

Add 1 tsp. salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water and drain again.

Drain cucumber mixture and combine with macaroni and cottage cheese; mix lightly but thoroughly; chill. Serve with crisp salad greens, if desired.

Spaghetti with Clam Chive Sauce

Mixed clams blended with chive cream cheese make a delicious sauce for spaghetti. Serve the sauce in a separate bowl set in the center of the platter for a new and attractive arrangement. A tossed salad and bread sticks complement this year-round supper suggestion.

Ingredients: (Makes 4 to 6 servings)

- 1 tsp. salt
- 3 qt. boiling water
- 8 oz. spaghetti
- 2 1/2 oz. cans minced clams
- 1 1/2 oz. package chive cream cheese
- 1/2 tsp. salt
- 1/4 tsp. pepper
- 1/4 tsp. oregano

Procedure:

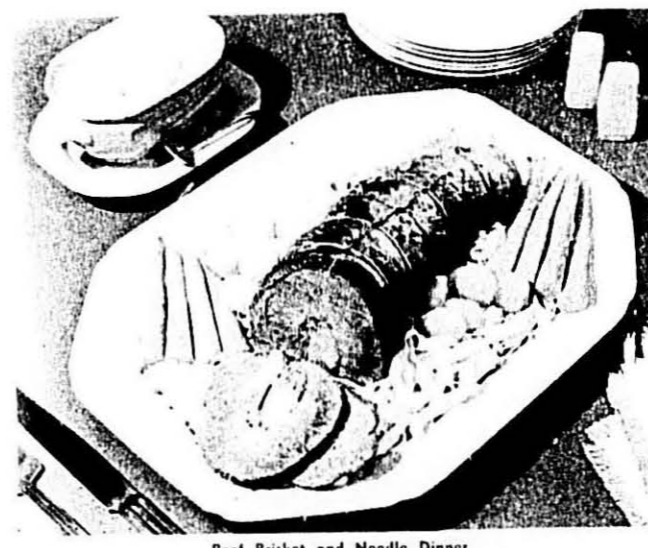
Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti

so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander.

Drain clams, reserve 1 cup liquor. Combine clams, liquor, cheese, 1/2 tsp. salt, pepper and oregano. Cook over low heat, stirring constantly, until thoroughly heated. Serve sauce with spaghetti.

Beef Brisket and Noodle Dinner

It's often the most inexpensive cut of meat that make the tastiest meals. A hearty supper combining tender cooked lamb or beef with noodles and vegetables is a satisfying and welcome sight on chilly winter evenings when appetites demand plenty of old-fashioned goodness and flavor. Macaroni products combine perfectly with any kind of meat in nutritious and well-balanced dishes the whole family enjoys.



Beef Brisket and Noodle Dinner

you. You'll want to serve these recipes often during the cold winter months, so be sure to stock up on a wide variety of macaroni products during National Macaroni Week, October 20-29.

Cooked in one pot and served together on a platter, rolled beef brisket, vegetables and egg noodles make a simple and hearty winter meal. Herbs and sauce is a flavorful accompaniment.

Ingredients: (Makes 6 to 8 servings)

- 1 3 lb. beef brisket, rolled and tied
- Salt and pepper
- 1/4 cup butter or margarine
- 1/2 cup chopped onions
- 1/2 qts. water
- 2 tsp. salt
- 1/4 tsp. pepper
- 8 small whole carrots
- 12 small whole white onions
- 8 oz. medium egg noodles (about 1 cup)
- Salt and pepper to taste

Procedure:

Sprinkle beef with salt and pepper. Melt butter or margarine over medium heat. Add chopped onions and saute 5 minutes. Add beef and brown well on all sides. Add 1 qt. water, 1/2 tsp. salt and pepper. Cover and cook over low heat 2 1/2 to 3 hours or until meat is almost tender. Add carrots, whole onions and remaining water. Continue cooking 30 minutes or until meat and vegetables are tender. Remove meat and vegetables to heated serving platter.

Heat stock to boiling point. Gradually add noodles so that stock continues to boil. Cook uncovered, stirring occasionally, until tender. Season to taste with salt and pepper. Drain noodles and reserve stock. Saute and meat and vegetables with noodles. Serve with thickened stock, if desired.

BE-DEVEILED NOODLES

THE William Underwood Company of Watertown, Massachusetts, will be advertising and promoting egg noodles with deviled ham this fall. Extensive advertising is planned in major women's magazines during October and November. Publicity releases are being sent out by their agency Batten, Barton, Durstine & Osborn. Recipe and photo for "Deviled Noodle Ring Ready for Action" have gone to 360 metropolitan newspapers. 500 radio commentators have received a script on "Noodles Be-Deviled." A mat "Deviled Noodle Ring" went to 1000 weekly newspapers. 1500 editors received fillers on "Deviled Ham and Noodle Combinations." Additional special placements of feature items and recipe material has gone to syndicated food columnists and Sunday supplement writers.

Deviled Noodle Ring Ready for Action

Line up the hungry ones, set this colorful deviled noodle ring in the center of the table, stand back for knife-and-fork action!

Whether you serve noodles in a ring, or in a casserole, or on a platter—noodles will be served several times in the course of a family menu. Perk up the dish and tantalize the tastes with generous scoops of (Underwood) deviled ham mixed into the noodles. The zestfully seasoned deviled ham makes this a sturdy supper dish that's full of nutrition and flavor—and adds very little to the cost of the meal or effort to the meal planner.

Discover for yourself how simply deviled ham adds whole-ham goodness to main dish meals—how it glorifies everyday foods. Add a spoonful to canned vegetables, mixing it in when vegetables are warming or just putting a hefty dab on top of the serving.

A suggested menu:

Deviled Noodle Ring
Buttered Peas Garnish Tray
Bread Sticks or Hard Rolls
Peach Ice Cream with Peach Preserves
Tea or Coffee

Recipe:

1 8-ounce package wide noodles
1 family size (4½-oz.) can Underwood Deviled Ham
1 small white onion, chopped
½ cup shredded cheese

Method: Cook noodles in boiling, salted water until tender. Drain well. Combine with remaining ingredients. Season to taste. Pour into greased ring mold. Set mold in pan of hot water and cover. Bake in moderate oven 350° F. 25 minutes. Serves six.

This is a sturdy supper dish that's full of flavor and nutrition. Generous scoops of Underwood Deviled Ham added to the cooked noodles give this dish a zesty whole-ham goodness without mishap to the budget. Colorful green peas placed in the center of the ring add nutrition and flavor to the supper menu.

Noodles Be-deviled

No matter how hard we try to avoid the obvious, we always find ourselves going back to the ever-faithfuls when it comes to meals and menu planning. That "something different" and "for a change" dish is not to be shunned, but we do seem to fall back on the regulars—and for good reason. We're sure they'll be liked—and they are fitted to our budgets!

Now take noodles—simple and plain—but simply wonderful! Noodles and noodle dishes have become mainstays on almost all menus so why not do "something different" and "for a change" to these standbys. And why not do it easily with (Underwood) Deviled Ham?

A noodle ring or a noodle platter or a noodle casserole—you can add more than a glamor touch to it by adding generous scoops of deviled ham. This way you add a whole-ham goodness to the meal. The family size deviled ham makes it easier to just spoon out as much deviled ham as you want. And of course, we all know that food can be left in the can without fear of spoilage if you remember

to cover the can securely with foil or waxed paper.

A favorite noodle recipe is a baked casserole dish called Deviled Swiss Noodles. After cooking noodles, fold in half cup thick sour cream, tablespoon chopped onion, half cup shredded cheese and a family size can deviled ham. Season to your liking. Then pour into small individual casseroles or ramekins and top with buttered crumbs. Bake in moderate oven for about 25 minutes. Serve with cool green salad and you've got a meal that should satisfy any member of the family. The variation with noodles and deviled ham seem to go on and on. You can even make a crunchy chow mein dish, using canned chow mein noodles and deviled ham.

But whatever—keep deviled ham in mind whenever you want to glorify everyday foods.

Deviled Sauce for Noodle Servings:

A creamy sauce that is extra good is made by combining 1 can (Underwood) deviled ham with 1 can cream of mushroom soup and ¼ cup evaporated milk. Blend, heat and serve over your favorite noodle recipe.

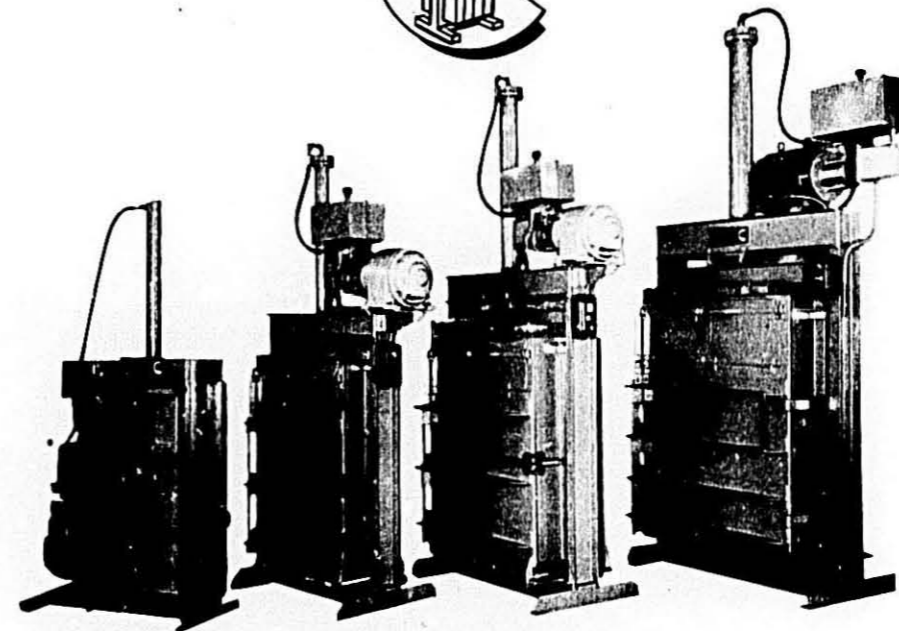
Noodle Crunch Salad, Be-deviled:

The Chinese may not have the word for this idea, but your reaction may be a wowl Mix Family Size (Underwood) deviled ham with chopped green pepper, onion, stuffed olives and hard cooked eggs. Combine with ½ cup mayonnaise. Chill until ready to serve. Then add can crisp Chinese noodles and mount on crisp greens.



DEVILED NOODLE RING READY FOR ACTION — Knife and fork go into action when you set this colorful deviled noodle ring out for the feed. The bland tastes of noodles take on a zesty zip when you add (Underwood) deviled ham.

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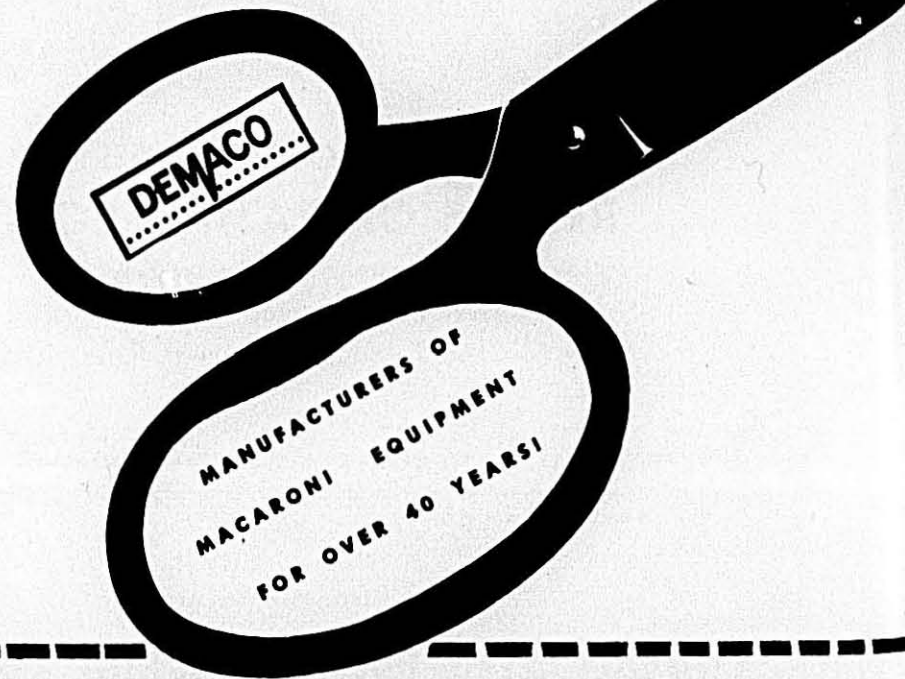
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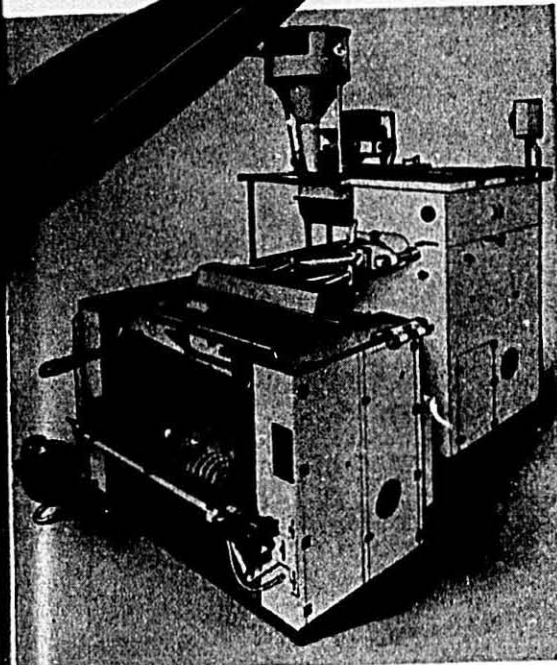
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WHAT ADVERTISING MEANS TO THE AMERICAN ECONOMY

Walter R. Barry, vice president and administrator of Grocery Products activities for General Mills, recently listed the two main factors that in his opinion have made the American economy what it is today. First, he said, people have been taught ambition and desire by newsy, informative persuasive advertising. Second, business has pioneered the products and services to fill those wants.

In an address prepared for delivery before the 50th Anniversary Convention of the Advertising Federation of America in Chicago, Barry singled out advertising as an indispensable factor in business. "It has always," he said, "had powerful influence in deciding what we are going to produce, how much we are going to produce, how we are going to keep our products up-to-date and add new ones, and how we are going to merchandise them to the consumer."

While emphasizing advertising's function of carrying news about new applications of products, new ways to use products, and new services products can perform, Barry also pointed to its other roles.

"Advertising," he said, "can and does play an important part in the task of 'fitting' products to people. We are a nation of individualists. We do not all like the same breakfast food, or the same automobile, or the same home permanent, or the same cigarette. To some extent these differences in our likes and dislikes depend upon physical considerations, size of family, etc., and also on the purpose for which we intend to use the product. None of this, however, can be separated from the research that went into the new products, or the improvement of the older products, or the production problems inherent in serving the business. Therefore, with the topic, 'What Advertising Means to the American Economy,' we are not thinking of advertising performing such general functions as 'keeping the name before the public,' but as a force integrated with everything else in business to make more sales to more satisfied customers."

"Business invents the products and offers the services. Business builds the factories and the machinery. Business provides the jobs. Advertising, by stimulating the craving to possess, becomes the strongest incentive to produce."

At General Mills, Barry said, "We think our business is essentially one of producing and selling goods and

services at a profit. Mistakenly, many people may think we mean only at a profit to ourselves. This indeed would be a short-lived objective. We have a conviction that our business must be operated not only at a profit to our stockholders so they will continue to provide the tools for the future, not only at a profit to our employees so they will continue to know that we are a good company to work for, not only at a profit to our suppliers in fair dealing, not only at a profit to the government in the form of taxes because taxes are one of the strongest sinews of a democracy, but probably most important of all, at a profit to the people who buy and use our products."

"We have outlined the importance of effective advertising in a well integrated, successful business—increased sales and lower unit costs for distributors and retailers—those are the factors which will enable consumers to do business at a profit with such a company."

Advertising, Barry said, is also one of the greatest stimulators of competition. "We could even say," he declared, "that this is one of the greatest contributions it makes to the American economy. We know personally that our own respected and really beloved competitors have probably been the greatest force for good in whatever progress we may have achieved to date."

Barry said that a review of the last 50 years gives the best assurance of what can happen in the next 10. He cited, for example, the 10-billion-dollar automobile industry as an operation that hardly existed in 1905. Today it employs 800,000 workers.

"Advertising," Barry concluded, "has really come into its own in far less than those 50 years. The integration of this powerful force has helped vitally to give Americans the highest standard of living in the history of the world."

YOUR SUPERMARKET SALES PROMOTION PROGRAM

Checklist suggested by The American Home marketing department:

1. In "selling" a promotion, do you sell the promotion manager as well as the buyer? The buyer may accept but the promotion manager effects. "Inventory pressure," by itself, is no longer enough.

2. In "selling" a promotion, do you "sell" ideas as well as products? Sales promotion managers are constantly in search of selling suggestions—such

as product uses, related item merchandising, dramatic point of sale presentations of foods, etc. Why not demonstrations for supermarket personnel?

3. Do you "sell" your promotions to the decision-making executive? If not, you may never clinch that "sale."

4. Do you dramatize your product(s) at the point of sale—for example, team up with other (perhaps more profitable) items in interesting combinations?

5. Do your sales promotions embody new (and improved) display ideas? With display space at an ever-rising premium (especially for the traditional food and grocery items), you also can't afford to neglect the shelf.

6. Do you gear your sales promotion program to the new consumer-type of retail advertising (with renewed stress on service and meal preparation)?

7. Do you acquaint store managers with the scope and objective of your "accepted" program?

8. Do you recognize the acute personnel problem of supermarkets? Do you, therefore, avoid the common mistake of exacting too much time from high paid employees?

9. Do you assume that supermarket personnel know your merchandise? They often don't—so how can they help promote it!

10. Do you pre-test your point of sale material? Or do you simply count a non-retained kit as a tie-in? Let the trade judge your offer in advance.

11. Do you avoid standardized fare? As a corollary, try to personalize your point of sale helps. Small variations in color and/or dimensions may mean the difference between enthusiastic cooperation and rejection.

12. Do you rest your sales promotion case on fringe benefits? You will find it increasingly hard to "buy" promotional enthusiasm with a "handful of silver."

13. Do you do enough of the right kind of pre-selling? The more closely that consumers can tag items with brands, the less likely will be substitution at the point of sale. The shortest and quickest route to preferred display position is still via increasing consumer demand—which increases sales—which brings still better display positions—which boosts sales still further.

14. Do you vary your promotions to fit specific marketing requirements? Playing open house with supermarkets will not yield a decent promotional return.

15. Do you, seriously, try to promote through large independent supermarkets as well as the chain? They may be a prime market for your sales promotion work.



An "orchid" for National Macaroni Week, October 20-29 . . . made from . . .

Durum Products by **King Midas**
 KING MIDAS FLOUR MILLS • 660 GRAIN EXCHANGE • MINNEAPOLIS 15 • MINN.

How to Use A QUEEN

A TASTY dish in scanty dressing can help sell your food product—if properly handled. The reason for this is in the oldtime carnival pitchman: you gotta get 'em lookin' before you can get 'em buyin'.

A veteran publicity man, who has made a substantial career out of promoting beauty queens in behalf of an enormous variety of products, explains: "Queens attract attention, whereas popcorn, pretzels, and cranberries—while tasty—are not particularly attractive."

Tie up the product with a good-looking girl, he says, and the girl will sell your photograph, which will get you more publicity, which in turn will help move your product from the dealers' shelves.

The fact that many manufacturers believe cheesecake sells their products is proved by the enormous growth of beauty queen promotions. An estimated 10,000 such campaigns are sponsored each year—twice as many as before World War II.

Returns depend on the investment the promoter makes. For little more than the cost of a photographer and perhaps a modeling fee, a local manufacturer can have pictures of a hand-picked queen and send them around to the local newspapers. Total cost may run fifty to a hundred dollars.

Simply sending pictures around to the newspapers will bring a few isolated mentions, but if the sponsor is interested in more widespread pub-



Macaroni Queen in 1953, Mrs. Don McGillis

licity, careful planning is necessary. Nearly three-quarters of the queen promotions are local, one-shot affairs. The really effective campaigns which stick in the public's mind are backed by high-powered advertising and publicity in which the public frequently becomes a participant.

The well-planned beauty queen promotion starts before the girl is picked. A girl can be chosen by simply having the sponsor or his publicity man make a personal choice, by having photos submitted, or by letting the public act as a judge in a

contest. To sustain interest as long as possible, Public Relations man Joseph L. Richman points out, the sponsor can put on a series of local contests. Rather than offering one huge prize, let him offer enough smaller rewards to encourage plenty of entrants.

When a girl is recognized by the public as having fronted for too many products, the public gets suspicious and loses interest. Richman suggests picking a girl who is especially appropriate for a particular product. The trick is to have some kind of distinctive quality in your queen, something that would lend itself to little feature articles in newspapers or interesting television interviews. If you have an attractive queen with good poise and a sense of humor, you are that much ahead of the game, and if you can dream up a cute gag situation around her, your success is virtually assured.

Extreme care should be taken in the selection of the queen. The sponsor should be certain of her background and be sure she will be available for the entire length of the campaign. Public relations men warn sponsors to have contracts with their queens and to be sure to secure model releases allowing use of pictures and quotes. Overlooking this detail may bring on suits by worldly-wise queens.

In local promotions it is better to choose a local girl rather than a professional model. A wholesome-looking girl who is simply pretty appeals to housewives more than one who is beautiful.

Personal appearances of your queen at retail outlets not only can win space with local papers for both you and the participating retailer, but can attract crowds and multiply store traffic. At such times your queen should have something to say, or do, or give out, or all three. Schedule her visits for slow days so that the crowds she attracts are "plus" business for the retailer, thus earning his good will. Such audiences are mostly women, so the sex appeal angle of your queen should be played down. However at sales meetings or conventions no such problem exists, and many of the men will enjoy having their pictures taken alongside your queen.

It must be remembered that in using a beauty queen to promote your product, you should not only use imagination but also good taste. This is especially true when selling a food product. Remember that your queen may reign, but housewives rule.



TWIRLING is no mystery to Marcella Dodge. The pert and shopily New York City dancer, featured in Cole Porter's hit musical, "Can-Can," demonstrates to Chicago restaurant owner Ricky Riccardo that twirling spaghetti on a fork can be as graceful as a pirouette on the stage. Marcella says eating spaghetti helps keep her weight down.

IT'S FOREVER AMBER...
Because General Mills
Knows Hard Wheat!

To give your macaroni products that ideal amber look, time after time, take advantage of General Mills' years of experience in selecting hard wheat and amber durum. It's now paying off for you in Gold Medal Semoblend, Premium Semoblend and Amberoni Hard Wheat Granulars.

General Mills
DURUM SALES
Minneapolis 1, Minnesota

ADD 10 YEARS TO YOUR LIFE

GAYNOR MADDOX, syndicated columnist of Newspaper Enterprises Association, wrote recently, "I've just received a present of about ten more years of life".

He relates that he was with Dr. Frederick J. Stare, chairman of the Department of Nutrition at Harvard University at the National Nutrition Conference and was told by the doctor that "if a man or woman will cut just 500 calories a day from his diet, no matter what the diet has been, and takes a little mild exercise regularly, he can lose about one pound a week."

Overweight is becoming a national problem and it is agreed generally that if a man is fat at the age of fifty, his chances of living out the next twenty years may be cut by a third.

Maddox says that he and Dr. Stare were sitting in a cabana overlooking the pool at the meeting in Florida. Three men in their forties were about to plunge in the pool. They bulged around the middle. The doctor said, "If those fellows would just cut 500 calories a day from their customary diet, in six months they would have to get smaller swimming trunks. Yet they could still eat the things they crave most, continue to be agreeable husbands and not nag their children, while they steadily melt away the fat that can make their wives widows before their time."

Generally taken to be fifteen years younger than he is, Dr. Stare opposes spartan diets unless there are specific medical reasons for such diets. "A fellow needs to keep himself psychologically happy at the same time he is lopping off pounds. Otherwise he is liable to become a trial to himself and friends — and also put the pounds back after a short time," he explained. "If he enjoys a drink or two before dinner, he can still have it and cut 500 calories. But he must decide which is more important — cake or cocktails."

Two martinis contain 286 calories, two scotch and sodas 214 calories. But just one piece of apple pie has 377 calories and one slice of frosted devil's food cake 356. Which gives you the greater satisfaction is strictly up to you.

Dr. Stare, a family man, relishes a dish of spaghetti and Italian meat sauce. But on the night the family has spaghetti, the doctor avoids snacks. Snacks pile up a mountain of calories. Ten potato chips carry 108, each shrimp from 11 to 16, two small olives about 7, cocktail sausages

around 43 each and 15 to 17 peanuts add up to 84 calories.

Dr. Stare stresses the importance of a good breakfast, advising against cutting calories at that meal. "Cut those 500 calories during the rest of the day by saying 'no' to foods you won't miss very much. Only a glutton would complain about that. But every man must select his own 'no-no' list," Stare says. If you by-pass only one slice of bread and butter, one level teaspoon of sugar, a small Danish pastry and a dish of ice cream, you will be cutting out more than 500 calories. To make sure you lose a pound a week by this method, you must take a little exercise every day. Mild exercise — not playing baseball with the kids on the weekend or digging up the garden all in one day. Instead walk to your commuter train or to business appointments, or take a stroll with your wife. Remember — it must be regular.

Occasional and violent exercise only stirs up a big appetite and wrecks good intentions. Mild daily exercise will keep your muscles in tone without increasing the urge to overeat.

Sometime after the meeting of Mr. Maddox and Dr. Stare in Florida, the two met in the doctor's office. Maddox had been cutting the 500 calories per day. The doctor too had been practicing what he preached and said, "I have to attend a faculty tea this afternoon. They will pass little sandwiches. I'll eat some. People dislike guests who say they are on a diet. Then later I'm meeting my wife downtown for dinner. I want to enjoy myself so I did my cutting earlier. Had a light lunch and then walked a few extra blocks. It's easy enough to keep down my weight and get the most out of life at the same time, wouldn't you agree? By the way, I've never seen you looking trimmer."

NOTES ON NUTRITION

Food supplies the body with three essential things — the fuel which is used to produce energy; the structural materials (minerals) which the body uses to grow and keep up tissues; and the substances which keep bodily conditions normal (vitamins). About forty different chemical substances, known as nutrients, provide these three kinds of necessary materials in food.

The human body is constantly expending energy of one sort or another, both through external muscular work and the internal operation of the various organs. To produce this energy, the body burns (oxidizes)

certain foodstuffs, and the fuel value of each of these is measured in units known as *calories*. An average-sized man spends about 100 calories of energy an hour while just sitting still; a moderately active man needs 3,000 calories a day. Most of the parts of foods which are burned in the body to provide energy are known as *carbohydrates, fats* and *proteins*. One or more of these occur in almost everything that we call food.

CARBOHYDRATES are the food-stuffs which most readily give up their energy to the body. They include the various starches, such as flour, bread, macaroni, rice and potatoes; and sugars, such as cane sugar, beet sugar, milk sugar, syrups and molasses.

FATS have very high energy value, and also have the property of staying in the stomach longer than other foods do. In addition to common fats, such as lard, bacon and oils, butter and margarine are very important, since they are also sources of Vitamin A.

PROTEINS are important as a source of the twenty-odd amino acids, which are essential to the building and maintaining of the body's tissues. The best protein sources are animal foods such as meat, fowl, fish, milk, cheese and eggs; and wheat products such as bread and macaroni products.

Dr. William Brady, syndicated columnist says: "There is no such thing as a 'non-fattening' food. There is no such thing as a 'reducing' food. *All food is fattening.* Anything properly classified as food will cause the eater to gain weight if he eats enough of it. True, some foods are more 'fattening' than others. Thus fat, itself, is more readily broken down and reconverted into fat in the body than is carbohydrate, the next in order, or protein, the last. But the only thing that causes excess weight is food. Any person who is overweight is eating more food than he requires."

In an article "Eat, Drink and Be Merry", James and Peta Fuller state: "One of the most valuable surveys of the relationship between diet and efficiency has been reported by the U. S. Army Nutrition Laboratory. After exhaustive feeding experiments with a large number of Army men from New Brunswick to Georgia, the nutritionists decided that *simple caloric deficiency is the greatest single menace to health and efficiency; that true vitamin deficiencies are so rare as to be inconsequential . . . emphasis on nutrient value should stress calories.* If sufficient calories are eaten in the form of a variety of foods of good biological value, then all other nutrients will automatically be taken care of."

An average serving of cooked maca-
(Continued on page 33)

How Sterwin Enrichment Gives Your Macaroni A SALES PLUS

Easily and Economically . . .

B-E-T-S

Enrich batch method macaroni with B-E-T-S, the original food enrichment tablet.

Enrich continuous press macaroni with VEXTRAM, the original starch base enrichment mixture and use the Sterwin Feeder.

SUCH an overwhelming majority of today's shoppers are nutrition conscious that enriched foods just naturally sell better. And that's as true in macaroni products as it is in bread, milk and other foods. Customers know enrichment means better health . . . alert manufacturers know it means better business.

And this profitable sales plus can be added to your macaroni products at nominal cost through Sterwin's Enrichment Service. For Sterwin, originators of standard enrichment agents for both batch and continuous process macaroni production, are long-experienced specialists in easy, accurate and economical enrichment.

Sterwin Enrichment provides a strong selling point well worth stressing in your advertising and on your package. You'll be agreeably surprised at its low cost.

See your Sterwin Technically Trained Representative or write direct for prices and details. No obligation of course.

Sterwin Chemicals Inc.

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

MONERS IN MACARONI PRODUCTS ENRICHMENT

COMMENTS on RUST



DON FLETCHER

A REPORT by Donald G. Fletcher, Executive Secretary Rust Prevention Association, covering the week ending August 15 indicates that the northern counties of the durum area have come through with less than 15% rust damage to durum wheat. The sudden change for the better in the rust situation on the durum crop in North Dakota following the first week of hot weather in July has never been equalled. The durum crop was definitely headed for at least as severe damage as in 1953 until the heat hardened the stems against further rust infection, and at the same time hastened the crop toward maturity without much heat damage.

It appears the final per harvested acre yield figure for durum in North Dakota will be between 13 and 15 bushels. Test weights are high for a large percentage of the crop, and it is doubtful whether more than 10 or 15% of the crop which is not No. 1 will reach market. The quality is generally good, although a few fields show a considerable number of starchy berries.

The new rust-resistant durums all look fine, with only a trace of rust on any of them. Some loss of test weight may be expected because the late plantings were somewhat affected by the heat. Unless rains interfere with the combining, durum harvest in North Dakota will largely be completed in ten days. Harvest of bread wheat and durum is progressing rapidly and almost simultaneously clear to the northern border. Black point and ergot were found frequently in quite a few fields in the eastern half of the state. Yields and test weights of bread wheat are unusually high. It is believed total production of this grain could easily reach 100,000,000 bushels in North Dakota. The protein tests reported by elevators are generally between 12 and 14% thus far.

Some very interesting chemical rust control field trials have been carried

out cooperatively by growers and chemical companies in the spring area this year. The results are encouraging and the work should be expanded next year. The discovery of a systemic chemical which, if applied once at the right time, would check the rust for even a two-week period is the goal of the scientists and the chemical companies. In the meantime, there are several chemical protectants which, when prices of both grain and chemicals are right, show promise of getting results in rust control and making a profit for the grower.

Most people who watched the rise and fall of rust development this year realize how close we came to having another destructive epidemic. It is highly advisable that every effort be made to increase for commercial use the new rust-resistant durums and bread wheats now available in small quantities. Adequate supplies of good Selkirk wheat should be available to anyone next year, but the new durums will be in short supply for seed until the spring of 1957. Race 15B of stem rust will continue to be a serious threat while any sizeable acreage of susceptible grain remains in the spring wheat area.

A Durum Grower's Comments

Bert Groom, Chairman of the Board of the Greater North Dakota Association, and durum grower writes in mid-August:

"We are now harvesting the best crop of the past several years. It surely has been a seeding and growing season of outstanding uncertainties, but in the end we have a fine crop. Durum seeded largely on the free acreage is running from 10 to 35 bushels per acre and many samples test up to 64 pounds.

"It looks like a squeeze deal to note that with a prospect of over a billion bushels of bread wheat, no carry-over of good durum and only between one-quarter and one-third of a normal crop that durum prices should be cut about \$1 a bushel.

"Seed and harvesting expense always make durum cost around 50c a bushel more to produce than bread wheat. And current marketing trends indicate that before this crop is marketed that the margin will not be much over 50c above bread wheat. That is hardly worth the worry we have endured this year.

"For the first time in over twenty years I seeded some bread wheat. It is a fine crop and unless we have a lot of free acres for durum over quotas

next year my guess is that durum acreage will be almighty short.

"Good rust resistant varieties are too short for general use and it just does not make sense to use up quota acreages for non-resistant durums."

What About Durum Prices?

The decline of durum prices from \$4 in early April to around \$3 at the end of August has created unfortunate resentment on the part of durum growers. Some have gone so far as to say that the durum mills and the macaroni industry have engineered a conspiracy to encourage growers to plant, take the risk, and then drive prices down. This is a bad reaction when the industry is trying to do all it can to improve relations with growers and increase the supply of durum. An explanation of the economic facts is in order.

The shortage of durum wheat in 1953 and 1954 forced the macaroni industry to substitutes. To the surprise of many, bread wheat flour didn't make a bad noodle, and the introduction of the vacuum press improved texture and color of macaroni made from bread wheat blends. Gum gluten manufacturers and egg breakers with egg whites showed the trade how their products could be used with bread wheat flour to produce a product with good consistency and protein.

Nevertheless, the industry wanted durum and went so far as to prepare a case for the Tariff Commission to demonstrate why they needed durum in the face of competition from Italian imports flooding the Eastern market. The case was reluctantly dropped only after protest from the mills and groups of growers.

Figures from the Department of Agriculture's Grain Market News on Cash Grain Closing Prices shows the following:

	No. 2		No. 1		Price Spread
	Hard Amber Durum	Dark North Spring	Hard Amber Durum	Dark North Spring	
1953					
Jan. 7	\$3.01	\$2.37			\$.64
July 1	2.70 lo	2.14			.56
Aug. 19	3.40	2.05 lo			1.35
Nov. 18	3.65	2.75 hi			.90
Dec. 16	3.87 hi	2.64			1.23
1954					
May 20	\$3.10 lo	\$2.30			\$.80
June 17	3.15	2.23 lo			.92
Oct. 7	4.40	2.62 hi			1.78
Nov. 4	4.55 hi	2.47			2.08
1955					
Jan. 20	4.40 hi	2.56			1.84
Mar. 10	4.00	2.62 hi			1.38
Apr. 14	3.90	2.50			1.40
June 23	3.65	2.52			1.13
Aug. 4	3.25	2.32			.93
Aug. 11	3.20	2.28 lo			.92
Aug. 25	3.05 lo	2.29			.76

(Continued on page 27)

DEVELOPMENTS IN CLEAN GRAIN

AT THE Clean Grain Conference held in Washington under the sponsorship of the Federal Extension Service in July, reports were made by officials of the U.S.D.A. and representatives of various grain processing and handling industries. The result of the conference was to pave the way for government and industry to move forward toward a grain clean-up.

Among the outstanding speakers were Dorr D. Green, Fish and Wild Life Service, Department of the Interior. Since the Fish and Wild Life Service owns no grain, the interest of that agency differs greatly from that of other Government agencies represented at the Conference. This agency's interest lies in control of animals that may be harmful to man's best interest; in this case application of rodent and bird control methods. The rat population in the United States is roughly 100 million with a birth rate of 3 1/2 million per day. Just to keep this number static is a tremendous job. The amount of filth rodents and birds can deposit on food is almost unbelievable. This filth consists of saliva, urine, droppings, feathers, hair, decomposed bodies and dirt transported on their tails, feet and fur. Materials contaminated by this filth are mostly sterilized before being made into food products, but just the knowledge of this condition makes the food objectionable in the minds of the American Public.

The Grain Sanitation Program may be divided into three steps: research, education and action. Since January 1, 1955, service personnel have participated in many group meetings, conferences and short courses dealing with control methods. A leaflet entitled "Conquer Filth to Assure Cleaner Food" has been prepared and distributed through the Wisconsin Alumni Research Foundation. Several hundred Government and privately owned bin sites have been inspected and laboratory and field tests have been made of a new anti-coagulant rodenticide known as Fumarin. So new is this Fumarin that it has been registered for sale only since late June. Work has been done with Federal and State agencies in preparation of leaflets, colored slides and other educational material.

The renewed interest in grain sanitation is largely due to a resumption of seizure of dirty wheat by the Food and Drug Administration, and re-

vised requirements of the Department of Agriculture to be met in qualifying for a Government loan by calling for better protection of stored grain.

The educational phase of the project represents a gigantic undertaking. There is much to learn concerning grain sanitation. Much information is needed to stimulate the action phase of the project.

Not much is known about what can be accomplished by control of pests, be they insects, rodents or birds. It is high time that something be done to measure, statistically and experimentally, accomplishments on a small scale that might be applied to the nation's food supply as a whole. How much filth can be removed from food either in the raw or processed state? How much contamination can be prevented by the proper handling, storage, and transportation of raw or processed food? Where, in the chain of production, marketing, processing and distribution, does the filth enter the food supply? Adequate answers are not available for most of these questions. So, we have a challenge not only to the government but also the producers, handlers, processors, and distributors of our foods.

The clean grain objective should be applied to all agriculture commodities destined for use as food for humans or animals. It should not be restricted to wheat alone.

From April 1953 to April 1954, the Food and Drug Administration seized 3,358,000 pounds of various foods as being unfit for human consumption, because of contamination with rodent filth. The loss to owners was \$231,000. For a one year period ending the 31st of March this year, similar action involved 3,730,000 pounds of foods valued at \$198,500. A lot of other contaminated food was not sampled, and thus reached the consumer without detection.

An educational program is vital in fostering cleaner grain. Facts and ammunition are necessary to support educational activities. Research, demonstrations and organizing community action are imperative. Once the producers and handlers of grain are aware of the need for such a program—once they realize the extent of the filth animals cause in foods—the more interested will they become in taking the action necessary to correct the situation.

Another speaker at the Conference was Mr. Herman Fakler, vice president of the Millers National Federation. He said it was quite gratifying and encouraging to observe that other groups besides the millers were recognizing and accepting their respective responsibilities and obligations. For twenty years the milling industry has been hard on this problem. It was in 1938 that technicians brought to attention of management that insect infestation in stored grain and flour was presenting the industry with a serious problem. The industry at once set about to correct the situation with such tools as were available, and to develop new means of eliminating sources of infestation. In 1940 Government entomologists were invited to attend millers' meetings in five important areas to present summaries of their experimental work related to insect infestation and control. New facts were developed concerning infestation of railroad cars and a conference was held with railroad officials to bring about improved condition of boxcars used in the shipment of flour. The reuse of cotton bags for shipment to bakeries was discontinued.

In 1941-42, the Millers National Federation inaugurated a well-rounded program designed to control insect infestation. An outstanding entomologist was employed to devote his entire time to the study and development of methods to eliminate insect contamination in mills, elevators, transportation facilities, warehouses, etc.

The railroads improved their cleaning of freight cars before delivering them to the mills. They also experimented in new car construction designed to reduce infestation. A comprehensive manual on insect control was prepared and distributed for use by those responsible for plant operation.

In 1946 the millers established a technical service department within the federation and employed a full-time expert to head up this service. Conferences were held throughout the industry in which millers, chemists, entomologists, and insect control specialists exchanged experiences and developed new ideas of control methods and procedures. A campaign to eliminate insect and rodent contamination at the farm level was sponsored

(Continued on page 27)

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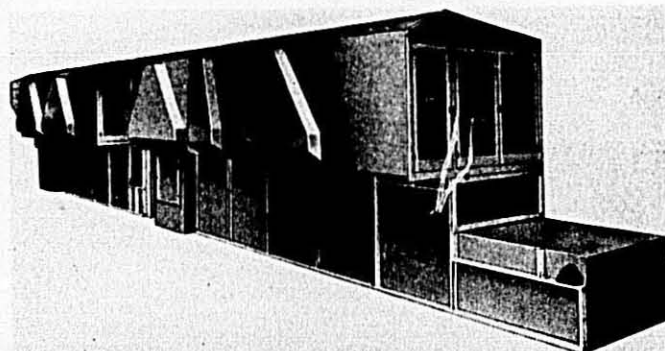
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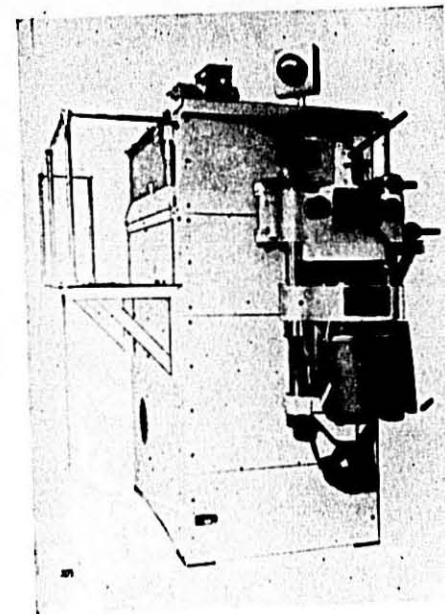
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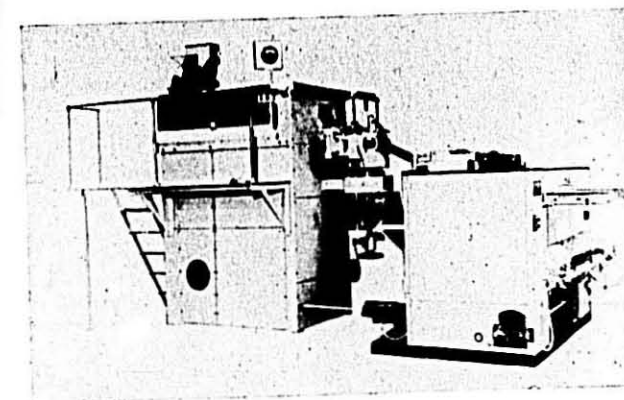
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DURUM IN CANADA

Canadian Report

C. L. Sibbald of the Catelli Durum Institute reports on August 2, that a recent survey of the area of North Dakota which parallels the Canadian border shows how effective the use of "idle acres" and the hope of a \$3.00 to \$4.00 price per bushel have been in keeping up the durum acreage there despite the fear of stem rust. North Dakota has again gone fairly heavily into durum, and farmers stand a pretty good chance of bringing in a crop which has not suffered too badly from rust. While harvesting is from two to three weeks away, and a lot can happen in that time, North Dakota fields may have outraced the rust due to favorable conditions for crop growth. It will be a tight race at the end, and some damage to yield and bushel weight can be expected. Certain areas of the state may suffer somewhat greater damage due to a build-up of the rust. Rust is appearing on the neck and heads of some durum there, and could cause trouble where the crop has not reached the dough stage. On the whole, the rust is not as heavy as at this time last year.

North Dakota farmers have to take the good with the bad, however. In the fields observed durum had been seeded very early and at a light rate. These are recommended methods for lessening the damage due to rust. At the same time, these methods do little or nothing toward checking the weed growth, and practically all fields had extremely bad infestations of wild oats and wild mustard. This will, of course, be a factor in reducing the average yield per acre throughout the state.

It is startling to compare the Canadian side of the border with the foregoing conditions. Southern Manitoba, which in years past has grown approximately one acre for every two grown in North Dakota, has virtually quit producing the crop. Manitoba will in all likelihood have seeded one acre for every 30 in North Dakota this year. Both areas have suffered greatly from stem rust in past years, but in the case of the United States farmers, they were forced by law to take a percentage of their land out of crop, unless they planned to seed it to durum. As a result they chose to risk an acreage in most cases. Durum prices have been an added inducement in this regard, since the United States government will allow no importation of

durum despite an extreme shortage in that country. Durum therefore commands a premium of about \$1.50 per bushel over the corresponding grades of bread wheat. In Canada, durum brings about 50c per bushel more than bread wheat and there is no restriction on acreage of any crop. Canada has produced enough durum even during the worst rust years to supply her relatively small macaroni industry, although the quality of it has been dubious during that time. Since the odds were too great for most Canadian farmers to risk growing durum in the path of the rust-spore movement, they have reduced their acreage in Manitoba and boosted it in southwest Saskatchewan and southern Alberta.

Unlike our neighbors to the south, Manitoba is expected to produce less than 5% of Canada's durum crop this year. What happens to this portion will not greatly affect the total yield in the Dominion. For the record, though, the majority of the durum fields observed throughout the province stand a good chance of beating the stem rust infection. Rust is by no means as heavy as last year, and some fields in the Eastern part of the Red River Valley show little infection even at this late date.

One very important part of the durum acreage in North Dakota, Manitoba and southeastern Saskatchewan is that which is devoted to the production of rust-resistant varieties. Canadian government officials are increasing two varieties on about 2,000 acres, while U. S. authorities have some 6,000 acres comprised of 4 varieties under increase. No decision as to the release of the Canadian varieties has been made since quality tests are not complete. Under field conditions, the variety DT136 has shown up well in Canada, and the varieties Ld369 and Ld372 are in the limelight in the United States. Naming of some of these varieties will likely be done by the respective governments this winter. Provided nothing happens to the present crop and the 1956 acreage, American and Canadian macaroni manufacturers may be able to produce a large part of their product from these varieties during 1957.

Macaroni Week
October 20-29, 1955

Canadian Review

On August 15, Mr. Sibbald gave the following report on the durum situation in Canada. "Since this is the start of the new crop year 1955-56, it is well to review what has happened to durum over the past year. At August 1, 1954, it was pretty well conceded that rust would damage the durum crop severely, particularly that portion of the crop east of the third meridian (which splits Saskatchewan in half). As it turned out, the 1954 crop was down two million bushels from 1953, despite a 40% increase in the seeded acreage. Quality of the crop was not good in most cases, with protein being down, and many samples being weathered and shrunken. Southern Alberta came into its own as a producer of durum wheat, but was unable to come up with a top quality product generally, due to poor weather conditions at harvest. Some excellent durum of the Stewart variety did come out of Alberta, and made good macaroni products.

"Canada began the 1954-55 crop year with about three million bushels of durum carried over from the previous year. During this crop year, farmers delivered approximately 5,500,000 bushels from the 1954 crop. Therefore Canada had 9,000,000 bushels to sell. She had marketed nearly 6,000,000 by July 31, 1955, leaving an approximate carryover of 3,000,000 bushels. One million bushels of this remains in the west, while the remainder has moved eastward toward the market.

"Durum seed was not plentiful this spring due to poor germination, shriveled kernels and some export movement to the United States as well. Few farmers were interested in planting durum in the Eastern prairies, the risk of rust damage outweighing the 55c premium over bread wheats. As a result, the durum crop has moved further westward than in 1954. Manitoba, once the chief durum producer in Canada, will likely grow no more than 5% of the 1955 crop; Eastern Saskatchewan farmers virtually quit producing durum also, and the main durum acreage for 1955 is concentrated in southwestern Saskatchewan and southern Alberta.

"Meanwhile the climate during this summer has been such that the crop growth has been favored. Rust has kept within its "normal" boundaries, which are southern Manitoba and southeastern Saskatchewan.

Therefore, the durum picture across the prairies has changed a great deal from a year ago. With a somewhat increased durum acreage over 1954, and good growing conditions to date, the durum crop shows indications of exceeding 13,000,000 bushels. This would be twice the crop which was produced in 1954. Should the crop materialize, present indications are that it will not be a burdensome crop to move to market.

"Beginning August 1, 1955, all durum of the Pelissier and Golden Ball varieties has been graded Extra 4 C.W. Amber Durum. The price quotations for this new grade as well as the grades for top quality durum are as follows: (Canadian Wheat Board selling prices in store Fort William, Port Arthur, August 5, 1955).

No.	Class	Domes-	
		I.W.A.	tic
No. 1	Amber Durum	\$2.75	\$2.01 3/4
No. 2	Amber Durum	2.71	2.01
No. 3	Amber Durum	2.65	2.00
Extra 4	Amber Durum	2.50	1.95

"It is expected that more than half of Canada's durum crop in 1955 will be of the Pelissier and Golden Ball types, and will grade Extra 4.

Canadian Harvest

"After several years of poor crops, Durum production in Canada is likely to bounce back strong this year. A 2,000 mile field trip through western Canada shows that the Canadian Durum picture as of August 21 has changed considerably since last year. Acreage of the crop in Manitoba and Eastern Saskatchewan has once again been drastically reduced, since rust has proved to be too great a hazard in this region during recent years. However, it appears that the acreage in western Saskatchewan and southern Alberta has more than taken up the slack, with the result that an estimated 850,000 acres have been seeded in Canada. This is an increase from the estimated 750,000 acres seeded in 1954. As the crop stands at the present time, the total Canadian production should be in the neighborhood of 22,000,000 bushels, as compared to less than 7 million in 1954.

"While the acreage boost will be a factor in creating such an increase in Durum this year, it is the yield per acre which is most startling. Last year the Canadian crop, hard hit by rust, averaged only nine bushels per acre. This year the average is likely to be better than 25 bushels, with some fields producing as high as 35 bushels per acre. We would caution at this point that this is the yield potential, and that the Durum crop is not yet harvested. Southern Alberta has the highest average yield per acre, being some 2 or 3 bushels above the Saskatchewan estimate.

"Maturity will vary greatly from district to district. Most of the Durum

fields in Saskatchewan are in the dough stage, and should ripen by the 29th, given good weather. Some Durum in the Assiniboia, La Fleche and Merid areas was in the swath by August 18th, and will no doubt be partly combined by this time. Throughout Saskatchewan the earliness of the variety Stewart as compared to Pelissier stood out noticeably. Further west, at Sibbald, Alberta there was swathing done by the 18th as well. Some parts of Alberta south, around Foremost and Bow Island were swathing Durum on the 20th. About 90,000 acres of Durum in Alberta will still need until the first week in September to ripen, and a few scattered fields may need somewhat longer. However, a great deal of the crop has now escaped the danger of frost.

"The appearance of the Durum harvested to date, and that which was shelled out by hand during the field trip, shows that some Durum kernels will be a bit thin due to the hot dry weather in recent weeks. Bushel test weights are expected to be heavy, however. Bright kernels will also be the general rule if the good harvesting weather continues throughout August.

"The production of low quality Durum destined for the Extra 4 C.W. Amber Durum grade is estimated at 13 million bushels. This is largely concentrated in Saskatchewan, where Pelissier is the main variety. In Alberta there has been a big swing over to the higher quality Stewart variety of Durum, although some of the low quality Golden Ball will be produced there as well."

What About Durum Prices

(Continued from page 22)
Durum, like any other commodity, is seeking the price level set by the law of supply and demand. This is an economic phenomenon—certainly no conspiracy between mills and macaroni manufacturers, as those in the industry well know.

There are price producers in the macaroni industry just as in any industry, and some of this competition must be met even by manufacturers with important consumer franchises. Again, macaroni manufacturers are in competition with other foods, specifically potatoes and rice which are both in such plentiful supply that they are getting government assistance in marketing.

In many industries, including the rice growers, various state groups of potato farmers and others, producers are called upon to spend their money for market development. This job is being done for durum products by macaroni manufacturers and durum millers contributing to the National Macaroni Institute.

Through its national association, macaroni manufacturers participate

in the North Dakota State Durum Show, the International Grain Show, Northwest Crop Improvement Association, and Rust Prevention Association. Along with the millers who have matched manufacturers' contributions, a three-year program involving expenditures of some \$25,000 was set up by the Rust Prevention Association to coordinate research for rust resistant varieties with the governments of the United States, Canada, Mexico, and the Rockefeller Foundation. Individual grants have been given to colleges on rust research work.

As an industry, the macaroni manufacturers and durum millers are trying to build markets, do basic research to benefit the growers, and to improve relations in every way. The fact that prices have fallen is purely the workings of the old economic law of supply and demand and the necessity of meeting competition.

Clean Grain

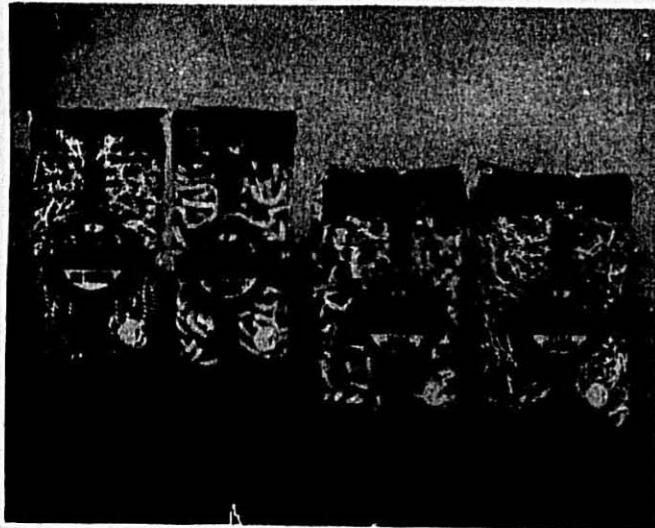
(Continued from page 23)

by the millers. A comprehensive manual entitled "A Guide for Mill Sanitation" containing information for insect and rodent contamination control was issued in 1949 to flour mill and mill elevator operators. Despite all of these constructive and intensive efforts in plant and facility sanitation, the Federal Food and Drug Administration, while recognizing substantial improvement had been made, was not satisfied with the evidence of insect and rodent contamination that appeared occasionally in some of the finished products.

The Food and Drug Administration in cooperation with the milling industry conducted an intensive survey over the period of an entire year. It was concluded by the Federal Food and Drug Administration and the mill technicians that the contamination originated in the wheat itself.

The industry has cooperated with the U. S. Department of Agriculture, the Fish and Wild Life Service and Food and Drug Administration in the distribution of informational and educational material published by those agencies.

Some outstanding contributions have been made in this educational field by members of the milling industry. One was the sponsorship by the Association of Operative Millers and the Millers Federation of a National Grain Sanitation Conference held in Kansas City, November 14-16, 1954. Experts on all phases of grain sanitation, including federal and state officials, milling and grain industry technicians, and others presented informative and exhaustive papers in their respective fields of activity. These papers were assembled and duplicated by the Federation and given the widest possible circulation.



SALES of Borelli's egg twist and other macaroni products are increasing rapidly, according to officials of Fresno Macaroni Manufacturing Company and West Coast Macaroni Company, producers of Borelli's Perfection brand. The reasons for the increase are the brand's reputation for quality, the colorful cellophane packages, and the widespread use of macaroni products in summertime menus, including picnics.

Why Do Retailers Drop?

THE major reason why products disappear from super market shelves is insufficient turnover—but there are many different phases to this part explanation.

The efficient store manager carefully analyzes his dollar return for every foot of floor space, and he therefore classifies the merchandise to fall in one of these three categories: Product with low margin which must attract traffic and have fast turnover; product with a fair margin which must have an "average" rate of return; and products with slow turnover but with high margins.

Most merchandise falls into the middle group while the products in the third category are always on the "fringe" and are most subject to elimination.

Many items are eliminated simply because they have become obsolete by the introduction of new or improved products. Popular brands that were slow to change suffered and many have disappeared.

With products that have not been replaced or improved, "brand name position" assumes importance. However, "brand loyalty" is rare, and in order to maintain or improve position, each brand must continue to advertise and promote. Many well established brands have disappeared because their advertising programs have been cut down or stopped.

New products brought out with a great deal of fan fare drop out of sight quickly if they are not followed up with a steady flow of promotion.

Retailers are extremely cautious about taking on new products depending on all-out kickoff tactics. Too many times inventories of these products have been sacrificed to considerable loss a few months later.

Poor quality is also a cause of the failure of some new products to bring repeat sales.

Trouble spots to look for when a brand begins to slip are: demand for the product category—that type of item may be losing ground; the product's quality compared with competition; packaging; advertising; and sales service.

Macaroni Week October 20-29

FACTS ABOUT TODAY'S PURCHASES

A master shopping study covering supermarket products was made by DuPont with some interesting highlights.

The study listed in-store buying decision rates and indicated that seven out of ten buying decisions on all supermarket products are made after shoppers enter stores. On many products, however, the rate is as high as nine out of ten. Nearly half of all supermarket products are bought on impulse without any previous planning. Most shoppers make up their minds without a shopping list, and many enter the supermarket, see what looks good, and then plan their meals.

It is mama who still does most of the shopping, and this is usually done once a week on Friday.

The following are some of the items summarized in the study:

Profit Margin	Product	Planned Store Decisions			
		Specific Item or brand	No Specific Item or brand	Substitute	Impulse
9-12%	Eggs	33.6	31.4	0.8	34.2
9-12%	Flour	47.2	17.7	1.5	33.6
18-24%	Macaroni products	19.1	17.6	1.6	61.7
10-17%	Rice	25.5	20.5	2.1	51.9
13-15%	Soups (dried & dehydrated)	20.3	11.9	3.4	64.4

How Impulsive Is "Impulse Buying"?

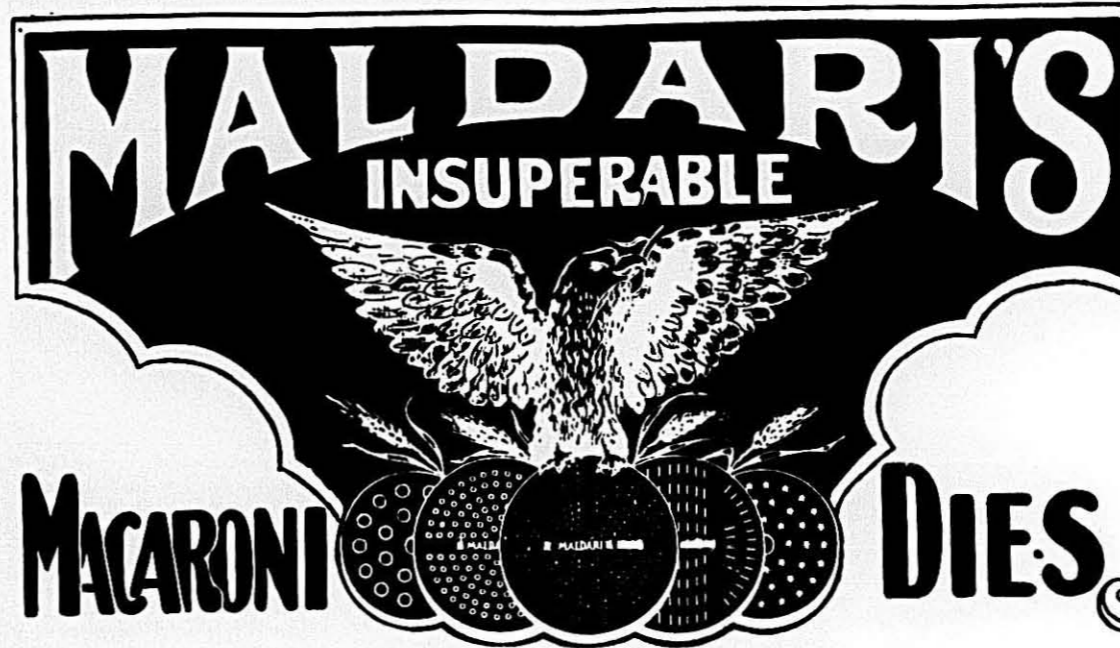
Dr. Dichter of the Institute for Motivational Research asks, "What is really involved in 'impulse buying'?" There is scarcely an agency or advertiser who has not had to face this problem in determining merchandising and promotion policies for his product. A recent Institute study has developed some valuable findings from which to orient thinking about the apparently impulsive shopper.

Approximately 10% of the purchases made in supermarkets are made on "impulse," although this figure varies greatly among certain groups. The young housewife, relatively new at the game, is more likely to buy a product just because she sees it, or because seeing it reminds her that she needs it. Older, more settled housewives, far less frequently buy impulsively. They usually buy only what they decide upon in advance—they buy from a list.

Not every product is subject to "impulsive buying." In general, staple items are not purchased on impulse. But some are—"special" things—for the kids, for the family, for a party.

In our study, for example, cookies were an important impulse choice. If you are relying on buying for an important segment of your sales, you must appeal to this "treat" psychology. In this, your package is probably the most important sales device. The extent to which your package triggers the treat impulse will be reflected in sales.

Impulse buying also appears to be largely a matter of mood. Again, the mood is a party mood, a mood of anticipated enjoyment. The packaging and advertising of the "impulse product" can create this mood in advance.



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TESTING FOR QUALITY

From an editorial in the Northwestern Miller

THE work of the chemist is of primary importance in the work of providing top-quality flour. Dr. J. A. Anderson, chief chemist of Canada's Board of Grain Commissioners, illustrated this point at the recently held conference of the Chemical Institute of Canada. In a paper co-authored by G. N. Irvine entitled "Basic and Applied Research on the Macaroni Making Quality of Durum Wheats," Dr. Anderson reviewed the history of durum studies in the grain research laboratory at Winnipeg.

A couple of decades ago, quality tests took much time and more grain than could be spared. Samples had to be milled into flour and then baked into bread or processed as macaroni. With durum wheats, which are used for macaroni, a couple of simple chemical tests, requiring only a few minutes and about 20 gm. wheat, now serve to assess the macaroni making quality of a new variety. Since durum wheat was particularly hard hit by rust, the maintenance of the premium market for high quality Canadian durums depends on the early development of new rust-resistant varieties. Chemical testing procedures developed in the last year or two are of great practical help in this program.

When the work was started in the early thirties, practically nothing was known about quality in durums. The first stage of the studies involved designing and building laboratory equipment for making macaroni under controlled conditions, and for making quantitative and reproducible tests of its strength, cooking, eating, and other properties.

Early Equipment

The early equipment was on a rather large scale and was cumbersome to use. Nevertheless, it served for a survey of the variations in quality among different varieties, and of those variations caused by differences in the weather from year to year. It turned out that almost all samples had properties falling within an acceptable commercial range. The exception to this statement involved color; consumer preference is for a bright amber-yellow product, and many samples failed to meet this requirement.

The color is due primarily to the yellow pigments in the wheat. Methods of extracting and measuring these, and making quantitative assessments of the finished macaroni, had to be devised. But correlation studies later

showed that the amount of pigment in the wheat, or in the semolina milled from it, was not closely related to the final color of the macaroni.

Refinements in testing procedures, involving preparation of a flat disc in place of tubular macaroni, a specially designed instrument for measuring translucency, and other developments, failed to solve this problem. They did lead, however, to a quantitative study of the disappearance of pigments during the various stages of processing.

Pigment Destruction

The mixing stage was found to be mainly responsible for pigment destruction, and it was also shown that destruction ceased when mixing stopped. This made possible a kinetic attack on the problem—a precise study of the rate of disappearance of pigment designed to shed some light on its chemical mechanism.

In the meantime, partly as a result of developments in other areas of chemistry, another line of research had shown by chromatography that the pigment was not carotene as earlier supposed but a mixture of xanthophyll and taraxanthin. But such differences as occur in the distribution of these pigments in different wheat samples and in macaroni made from them offered no explanation of the color problem.

At about that time it was postulated that the loss of pigment was caused by a coupled reaction involving oxidation of unsaturated fatty acids by the enzyme lipoxidase. A long series of investigations was required to work out the kinetics of this system and

verify the hypothesis. It is now firmly established that the missing factor in predicting macaroni color has been lipoxidase. Dr. Anderson said. Moreover, a rapid manometric method of measuring lipoxidase activities has also been developed.

Other Lines of Research

Many other lines of research have been carried concurrently and have contributed to the knowledge of macaroni-making quality. For example, the development of precise methods of making a single strand of macaroni from a very small sample; studies of the brown color that develops in certain samples; and studies of the role of air bubbles in affecting the appearance of macaroni pastes.

The practical outcome of the research has been that the chemist can now predict the quality from the results of two simple tests. He measures the pigment content and lipoxidase activity. The variety will normally produce good macaroni if the pigment content is high and the lipoxidase activity low. A technician can now take a couple of hundred new progeny and tell the plant breeder in a day or two which to discard and which to keep for further development in his elaborate and time-consuming field trials.

Here is a typical example of the way of research. It starts with a practical problem. At first this must be attacked superficially by empirical methods, e.g., by making and testing macaroni. Eventually the key problem is isolated; in this case, the problem of pigment destruction during processing. Basic research on the key problem eventually leads to sound and adequate knowledge of the chemistry involved. Having dug down from the practical level to the basic principles, the chemist is then able to apply his new-found knowledge. He devises his simple tests and uses them to help the plant breeder. Only by this kind of cooperative attack can rapid progress be made in combatting the threat of stem rust.

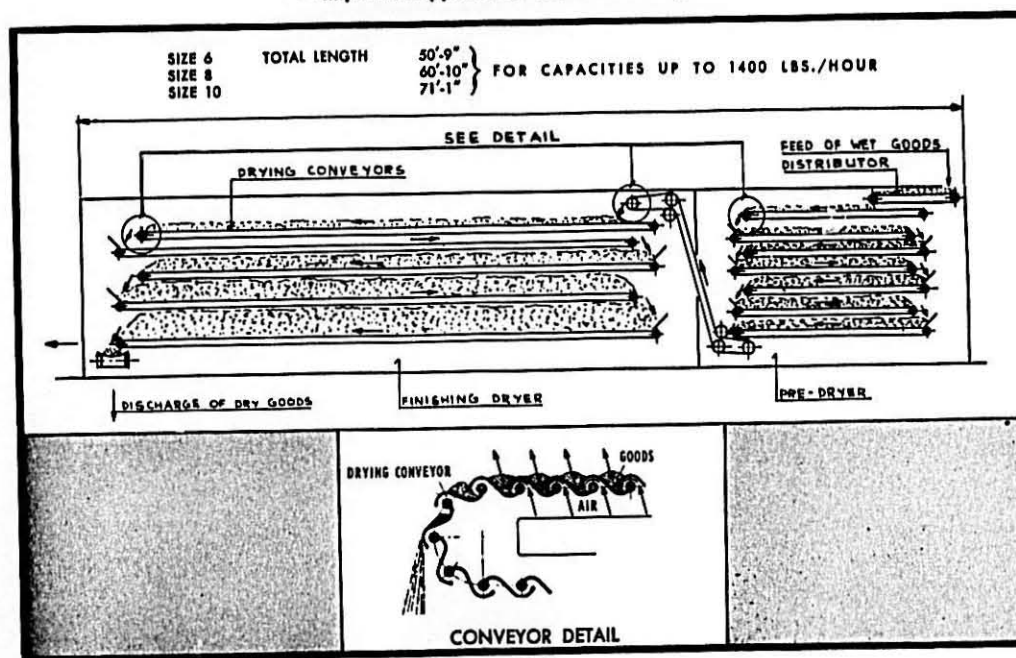


NMMA WINTER MEETING will be held again at the Hotel Flamingo at Miami Beach. The hotel's new general manager, Mr. O. C. Thompson, extends a cordial invitation for all to attend January 16-19, 1956.

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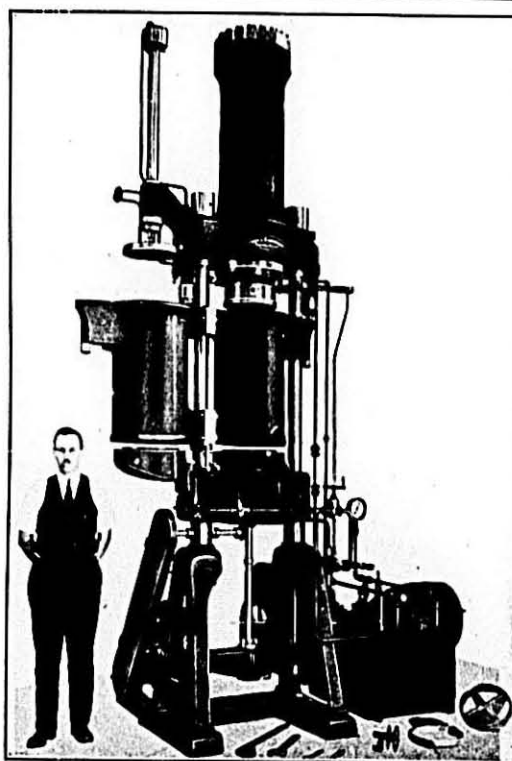
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Everything's Up to Date In Kansas City



MEL KRIGEL smiles over an egg-mixing vat.

THE opening line of a catchy ditty from the musical "Oklahoma" is a truism: "Everything's Up to Date in Kansas City".

At the Monark Egg Corporation at Third and Cherry Streets, two new egg breaking machines have been installed to give the company greater control over the quality of their products. The Barker machines have a battery of individual cups that automatically separate whites from the yolks. Actual separation occurs as the two-sectioned cup goes up and down over three trips, lifting the yolk upward so the white can flow down and out into a discharge chute.

In the photo of the equipment the washer that cleans the eggs is at the far end of the picture. After washing the eggs travel along rollers until they hit the breaking device and drop into the cups, the shells being discarded. The machine can do the work that was previously done by sixteen operators picking up eggs, breaking them



MEL KRIGEL stands beside a Barker egg breaking and separating machine.

and separating them. Now one intelligent machine operator with a good nose can oversee the job done formerly by a crew.

It is not so much the automation that Monark was interested in as in the fine degree of control that the machine gives, much finer than that by human judgment. When they say 15% solids they know they've got it.

The Barker machine costs between \$15,000 to \$20,000 and Monark has had installed two of them for their operations.

Quality Control at American Beauty

Quality control from the examination of incoming materials to the final inspection of finished goods is standard procedure at the American Beauty Macaroni plant in Kansas City.

Chemist James Sullens and his assistant, Alice Walls, check incoming flour and blends for granulation, insect fragments, and other quality characteristics. The photo on this page shows them making a filtration test on flour.

Throughout the manufacturing process, goods are tested for moisture content and to see if they are drying properly. Through intensive testing improved drying schedules have been set up and maintained. This activity assures a better finished product and gives control to manufacturing procedures.

Daily cooking tests are made to keep management fully informed as to the cooking characteristics of the products being produced and what variations, if any, are occurring from the type of raw materials being received. Not only does the daily cooking test provide desirable management information, but the sample for experiment provides somebody with pretty good makings for lunch.

In addition to being responsible for quality control of materials and products, Mr. Sullens, a graduate of Kansas State University, supervises sanitation practices at the Kansas City plant.

Egg Production Up

Daily reports from the U. S. Department of Agriculture indicate that while supplies of eggs have been scarce during August, even lighter demands have forced sales at lower prices.

July egg production was up 9% over a year ago with 5,281,999,800



JAMES SULLENS and Alice Walls make a filtration test on flour.

eggs laid. The rate of eggs per layer was 16.6 at that time, up 6% from a year ago. Egg production during the first seven months in 1955 was 11,829,888,320, which was up 1% from the corresponding period in 1954, and average farm prices received by farmers at mid-July was at 35.2¢ compared to 31.5¢ a year ago.

Although U.S.D.A. estimated 22% fewer chicks hatched for flock replacement during the first half of this year than last year, the number of hens and pullets of laying age on August 1, 1955 was 316,183,000, up 3% over a year ago. They also estimated a decrease of about 8% from last year in number of layers by October 1 and almost as large a decrease by January 1, 1956.



RALPH SARLI is pleased that there is nothing wrong with a sample seen through a microscope.

Add 10 Years To Your Life

(Continued from page 20)

roni without sauce has 126 calories divided as follows: 18 protein, 1 fat, 101 carbohydrate. An average serving is two-thirds of a cup, 1.1 ounces, 21 grams. For data on nutritional values of prepared macaroni dishes, see pages 19 and 18 of the Macaroni Journal, September, 1955.

SHIFT TO SUBURBS

MACARONI plants are following the general trend to the country along with other industries, shopping centers, and residential areas.

Latest to move is the Galioto Brothers macaroni manufacturing plant from Chicago to suburban Schiller Park, 9550 Noodle Drive, to be exact.

A new modern, one-story structure has been erected to house both the macaroni operation of Galioto Brothers, and the flour warehousing of the King Midas Flour Mills to service their Chicago area customers. It is set in the midst of a number of similar plants, neatly landscaped and situated to take full advantage of country air and views. These industrial areas are springing up in suburban areas all over the country.

King Midas began their warehousing operations in the new quarters in July. Galioto expected to begin operations at the end of August, after installing new equipment, hiring help, and getting organized.

The Galioto business has moved before. Established in 1916 on Division Street in Chicago, it was there some thirty years before moving to the old Fortune plant on Des Plaines Avenue. They had actually just gotten settled there when the city condemned the area for the Congress Street Super Highway. Galioto then joined up with the Collaro Company to run their business in the old Traficanti plant on Racine Avenue. Collaro dissolved their business at the end of May, 1955, after Galioto



THE NEW ONE-STORY BUILDING housing King Midas Flour warehouses and the Galioto Brothers macaroni plant.

decided to move to the suburbs to get additional space, better quarters for sanitation and a better labor market. The plant expects to employ some fifty people to produce some 15,000 pounds daily, to be marketed mostly under the Italian Dinner brand.

Another Chicago area manufacturer in the country is the Asian Noodle plant, who moved to Wheeling Township some six years ago. Acreage was selling then at \$900. Today lots next to the noodle shop are commanding \$5,000 an acre as large subdivisions move in.

Apparently a good way to get a new plant is to be in line with new highway construction. That is what happened to the oldest commercial manufacturer in the country, A. Zeraga's Sons, Brooklyn. Their plant on Front Street came down to make way for a super-highway and the manufacturing facilities were moved to Fairlawn, New Jersey, after one hundred years at the old stand.

Close by in South Hackensack the Buitoni Food Company has located

in rural Jersey, abandoning old quarters in Manhattan.

Out West, the American Beauty plant in Denver relocated on the east side of that rapidly growing city when municipal motorists called for old plant site.

On the west coast, Golden Grain Macaroni Company, one of the largest manufacturers in the West, moved from metropolitan San Francisco to an industrial tract across the bay in growing San Leandro. With plenty of room to spread out, Golden Grain took full advantage of space making the lay-out a one-story affair with the use of balconies here and there where gravity feeds are used.

An exception to the rule was the new plant erected by New Mill Noodle & Macaroni Company of Chicago (Macaroni Journal, November, 1954). This company found just the right spot in an urban area to permit needed expansion and still stay close to the Polish population of the city which consumes the plant's products with such relish. But generally, the move is to the country.



GEORGE FABER and Bob Collon stand before the doorway of their new offices.



JOHN GALIOTO does his paper work while construction goes on.



CHARLIE COFFARD assembles a dryer in the new plant.

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A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

GMA COUPON STUDY

THE report of an intensive study of grocery manufacturers' coupon promotions was published recently by the Grocery Manufacturers of America, Inc. The study had two major purposes: First, to find out everything possible about what happens to coupons from the time they are distributed by the manufacturers until they are redeemed from the retailer. Second, to analyze these findings in order to suggest how manufacturers can simplify their coupon promotions to make them easier for distributors to handle, and how grocery distributors can improve the methods of their own coupon handling to reduce time and labor requirements and thereby lower handling costs. The study makes a number of specific recommendations as applied to both manufacturers and distributors. If put into practice, these should substantially reduce the grocery distributor's cost of handling coupons.

It was clearly realized that many factors affect the ease or difficulty with which coupons are handled. Among these are the nature of the coupons themselves, including the size, the paper stock and the denominations; the method of distribution employed by the manufacturer, including mailed coupons, newspaper coupons, in-package coupons, on-package coupons; the way in which coupons are handled and processed by retail grocers at the store level and at the headquarters level; the methods employed by the manufacturer in collecting and redeeming the coupons from the retailer; and the volume in which the manufacturer's coupons are handled.

The study indicated that the prevailing attitude among grocery distributors toward coupons was generally favorable. Consumers like coupons because they provide more money to buy more groceries. It is estimated that as much as \$100 million per year may be added to the housewife's grocery pocketbook through manufacturers' coupons. Grocery retailers like coupons because coupon promotions help bring customers into their stores and help customers buy more groceries.

Objections to coupon promotions are chargeable to handling difficulties

and not to coupon promotions as such. The major aspects of present coupon promotions which cause handling problems are: (a) the increase in recent years in the number and variety of coupon promotions; (b) coupons which vary from prescribed dimensions in size, particularly coupons torn out of publications and from packages which appear at check-out counters with ragged edges and in a dilapidated state; (c) the absence, in most cases, of an efficient method for distributors to handle this increasing volume of coupons at the store and warehouse level; (d) the variation in redemption methods of manufacturers.

Because of so many variables, there is no such thing as a meaningful average cost of handling coupons.

Whatever the handling cost may be in the individual instance, the study showed that the cost of handling coupons can be substantially reduced if manufacturers and grocery distributors will each do certain things.

As it applies to manufacturers, the report recommends the more widespread adoption of uniform size coupons (not larger than a dollar bill) on paper stock of sufficient weight and texture to assure easy handling. Manufacturers are urged to minimize printing on coupons, coupons in publications, coupons pasted on or part of the package, multiple attached coupons or coupons attached to an ad, customer or retailer signatures on coupons. It suggests that manufacturers wherever practicable, issue coupons in denominations easy to compute (5c, 10c, 15c, etc.) and establish an easily identifiable family format to be used in coupons for all company products. Store operators and managers prefer coupons that are a separate piece not attached to any other piece, coupon, page or advertisement. Several ways are recommended in which manufacturers can improve their methods of redeeming coupons from distributors. Prompt reimbursement to the whole couponing operation. In most cases the time required for reimbursement was fairly satisfactory. The problem of redemption delays seemed to be among small retailers where the volume of coupons on the individual offer was small and



PAUL S. WILLIS

salesmen's calls were irregular or infrequent. Where manufacturers' salesmen call regularly upon the retailer and coupons are turned over to them, redemption is made promptly. There are two methods of redemption through salesmen: (1) the salesman picks up the coupons and pays the dealer by cash or draft; (2) the salesman collects the coupons, gives a receipt, sends the coupons to the home office, which mails a check to the grocer. Most manufacturers provide self-addressed envelopes for the convenience of the retailer and many pay the shipping charges automatically.

The A. C. Nielsen Company are exploring the possibility of establishing a Coupon Clearing House for the redemption of coupons, which would possibly be a further aid in coupon redemption.

As it applies to distributors, a major feature of the report is a new simplified system of handling coupons at store and warehouse levels which was developed during the course of the study. The new method calls for the distributor to sort, count, report, collate and invoice coupons in terms of denominations rather than in terms of products or offers. It was tested in about 1,000 retail stores and the results were so successful that it is being permanently adopted by many of the test units. The new method reduces by about half the time required to sort, count, and report coupons to distributor headquarters. In addition, the simplification of auditing, collating and invoicing coupons greatly reduces time which distributor headquarters (warehouse) staff devotes to processing coupons.

Dott. Ingg. M. G.

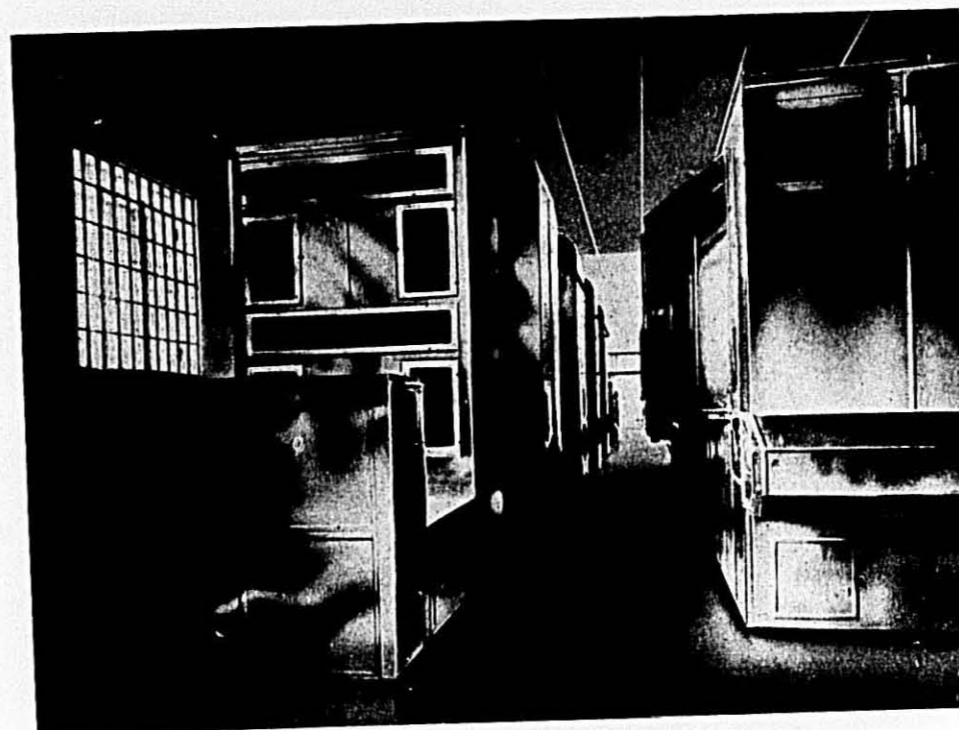
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PACKAGING NEWS

Great Polyethylene Potential Seen

That the next two years will see one of the greatest transformations in structural and fabricated parts with the use of the new polyethylenes is voiced by Dr. J. A. Neumann, president and director of research of Cleveland's American Agile Corporation.

"What industry has looked for and what is now being produced is a polyethylene with great rigidity which can withstand relatively high temperature and which has high tensile strength," Dr. Neumann said. "These characteristics have been embodied in the new materials and make it possible to produce structures and fabrication which heretofore were impossible."

"Structures of the older polyethylenes were produced and used by industry successfully, but the applications were limited because of the lower tensile strength and the lack of rigidity and ability to withstand temperatures normally required for standard sterilization," he added.

These failings have been rectified when simultaneously and independently, the Phillips Petroleum Company and Dr. Karl Ziegler of Germany's Institute for Coal Research evolved processes for the production of a high-molecular-weight polyethylene with the characteristics desired.

"What has really brought these plastics of age," Dr. Neumann explained, "is that both the Phillips and Ziegler processes can produce the new resins without the very high pressures and temperatures which were required to produce the previous polyethylene. Each process uses a different catalyst."

Phillips' product has been called Marlex 50 while that being produced by the Ziegler method is marketed under the trade names selected by the licensees. American Agile differentiates between its converted resins by calling the older material Agilene L T (low temperature, low tensile) and Agilene HT (high temperature, high tensile).

Comparisons between the two materials indicate immediately the far greater usefulness of the HT materials for fabrication and structures. Tensile strength of the HT is 6,000 p.s.i. as with the maximum strength of one-third of that for the LT. The former can withstand continuous temperatures of 250° F. while LT cannot be used continuously above 170° F. and will soften at 220° F.

While the emphasis has always been placed on the high temperatures the materials will withstand, it should also be noted that the HT will not

become embrittled at -170° F. while LT did become brittle at -60° F.

Rigidity, an important factor in structural uses, reveals that the HT stiffness modulus has gone to 150,000 p.s.i. for the HT, while that of the LT material has registered 30,000 p.s.i.

Such comparison figures were indicated in all other tests made between the two types of polyethylene. For example, pipe burst strength of the new material is three to four times greater than that of the LT and the same ratio is evident when deformation tests under pressure are conducted. Again the ratio is evident when tests for gas and vapor transmission of the materials were tested. Stress crack resistance is greater as is chemical resistance. Elongation tests on HT have run as high as 1200%.

Volume production of the HT resins should flow during 1956. Koppers Company expects to have its Kobuta, Penna., plant in operation this fall and in full production of resin by the Ziegler method in the spring. Also scheduled for spring operation is the South Charleston, W. Va., plant of the Bakelite Company, a division of Union Carbide and Carbon Corp. Production during the fall months is expected by DuPont at its Orange, Texas, plant. Both DuPont and Bakelite are Ziegler licensees as is Monsanto and several others. At least five companies have been licensed by Phillips.

"Actually, the range of the HT is unlimited because we have indications that its temperature range may even approach 500° F., although our tests are not yet completed," Dr. Neumann said. "When we took the LT and subjected it to high energy irradiation, we were able to increase its melting point and its tensile strength and generally heighten all its other characteristics. We presently are making similar tests with the HT and so far have every indication that its tensile strength, elongation and temperature resistance will be increased. Stress cracking is completely eliminated."

"One material will not supplant the others. Rather each will lend itself to the special job to be done. Actually, the limit of the products will be based on the limit of our own imaginations," he continued. "Because of the lighter weight and greater rigidity offered by the HT over the LT, we can now build even larger and stronger structures than we have before. What limit we will have with the irradiated HT remains to be seen."

"Comparatively, polyethylene is still an infant, but its impact on industry will be vast in the next two years," Dr. Neumann concluded.

Olin Offers Trays

The makers of Olin Cellophane and Olin Polyethylene are offering their Tra-Pak, free of charge, to the trade. The Tra-Pak, which has inspired packaging decisions since introduced 18 months ago, consists of eight sample trays, each representing a basic packaging idea. It helps business executives develop quickly the type of tray design that best fits today's self-service packaging requirements for food, candy, drug and other consumer products.

Olin Cellophane and Olin Polyethylene are made by the Film Division of Olin Mathieson Chemical Corporation.

Arthur T. Safford, Jr., divisional sales manager, said his company decided to give away the Tra-Pak because it had proven to be the basis of so many new tray constructions. "Our salesmen consider the Tra-Pak one of their prime sales aids," he said. "Our belief that a packaging decision can change the course of a business has been upheld. We want to help business in making such packaging decisions."

The Tra-Pak can be obtained from any Olin Cellophane converter or from the Olin Film Division, 655 Madison Avenue, New York.

Sylvania Changes Name

The name of Sylvania, trademark of the American Viscose Corporation, has been changed to Avisco. The adoption of the Avisco name is the latest step in a broad modernization program which began when the Sylvania Industrial Corporation joined American Viscose in 1946. Through this plan, the Sylvania cellophane plant in Fredericksburg, Virginia, has become the world's largest, with a capacity of 100 million pounds a year.

The American Viscose Corporation is one of the leaders in the establishment of quality standards in apparel, home furnishing and industrial fields. Now similar standards will apply to the products of the Film Division as quality control measures for cellophane, bands and casings become a vital part of the comprehensive Avisco program.

The high standards of service will be maintained, and their research and development laboratories will continue to be on the alert for new and better products and processes to serve the packaging industry.

The new Avisco name and bright new trademark will appear in their ads, news bulletins and pamphlets, on letterheads, invoices and shipping cartons, at trade shows and in the telephone directory.

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Quick Spaghetti Sauce Mix

The Pompeian Olive Oil Corporation, Baltimore, Md., packers of nationally advertised and distributed Pompeian Pure Virgin Imported Olive Oil, announces the introduction of Pompeian Quick Spaghetti Sauce Mix.

The product is a dehydrated mix of spices and herbs, producing an Italian style spaghetti sauce of true Italian flavor. It is packed in two foil envelopes which are inserted into a Trolbi carton designed and pro-

duced by Rossotti Lithograph Corp., North Bergen, N. J. The front panel of the carton illustrates a full color food pictorial of a dish of spaghetti and meat balls covered with sauce, set upon a dark blue background. Because of its appetite appeal plus strong brand identification this package is ideally suited for impulse sales in self-service stores. Each package contains complete, simple 5 minute recipes and retails for 35c.

Fair Trade Practices

(Continued from page 7)

that operation under the code benefited the industry as a whole and it certainly gave the macaroni industry a position in the grocery industry that it had not had before the adoption of the code.

After NRA the industry continued to plead for government regulation which would have the force of law with the result that the Definition and Standards of Identity for Alimentary Pastes, with which all are familiar, became effective in 1911. These standards have received a high

degree of voluntary compliance and there has been much more activity on the part of the Federal Food and Drug Administration toward the enforcement of these standards than there has ever been by any other government agency in the enforcement of trade practice rules which apply to the macaroni industry.

As of March 18, 1952 there were a set of trade practice rules approved for the whole grocery industry. This was a revision of similar rules dated March 11, 1932. Compliance with the rules for the grocery industry, all of which apply to the Macaroni Industry, would eliminate most of the practices of which industry members complain.

There has been substantial progress in the 35 years since 1920. It has been my privilege to have a part in the development and attempted enforcement of these various rules and regulations and it is my considered opinion that no set of rules can be enforced that does not receive the voluntary cooperation of a substantial majority of the industry. The value of Fair Trade Practice rules lies not in their police power implications, but in the fact that "the rules of the game" are spelled out so that the participants in the game can settle their arguments by referring to those rules.

Macaroni Manufacturer Cited

For his prompt voluntary public service in time of disaster, Joseph Pellegrino, president of the Prince Macaroni Mfg. Company of Lowell, received a citation from Mark Finley, Public Service Director of the Boston Post.

Governors of several states accepted Mr. Pellegrino's offer, the first from the food industry, to send tons of macaroni to emergency feeding points.

The citation reads as follows:

"This citation is presented to the Prince Macaroni Company, Lowell, Mass. by the Boston Post in recog-

nition of the humanitarian public service rendered the residents of flood stricken areas following hurricane Diane.

"Acting immediately on first announcement of the wreckage and havoc caused by the storm, the Prince Macaroni Company voluntarily provided three tons of macaroni to emergency feeding points. This offer was accepted on behalf of the victims of the distressed areas by the Governors of the several New England States and communities affected and was trucked through devastated areas by Prince Company drivers."



Joseph Pellegrino and Mark Finley



new Ronzoni Italian Style MARINARA SAUCE

TRY ALL 3...MEAT•MUSHROOM•MARINARA

SAUCY MISS — This pert little carrot-top is daily determining the dining plans of many of New York's two million subway riders as she shows her mouth-watering pleasure with Ronzoni's new marinara sauce. Her focused eyes, the two-word caption leave no doubt as the nature of the product. Done in four colors, Ronzoni's new subway poster, introducing its new Marinara sauce, continues the company identification established in previous Ronzoni Macaroni subway posters. The posters, prepared by William Jacoby, Art director of Ronzoni's advertising agency, Emil Magul Co., will run from September thru November.

HE LIKES IT "al dente"!



And Huron's gum gluten makes sure he gets it that way

Want to guarantee the extra chewiness that makes your customers ask for more? It's easy — when you mix Huron's gum gluten in with your product.

Huron's new drying method results in more "vital" gum gluten — which in turn means

lighter color, greater elasticity, and minimum droppage on racks.

What's more, Huron's gum gluten gives you a guaranteed minimum of 75% protein on a moisture-free basis. Write for gum gluten sample and technical data.

B-420

THE *Huron* MILLING COMPANY
9 PARK PLACE, NEW YORK 7, NEW YORK

NEW SYSTEM FOR BULK FLOUR

THIRI recently was demonstrated at the laboratories of the Breeze Corporation at Union, New Jersey, a new type of system for bulk storage and transportation of flour and other granular materials. The system called the Pat Vac "Jet System" was developed by the Transportation Development Corp. Ltd., Vancouver, B. C., Canada. The basic feature of the system is the use of collapsible bulk containers that can be installed in any standard box car or car of similar construction. A regular box car will accommodate two of the bulk containers.

The material for the construction of the bulk containers is a specially woven nylon cloth impregnated and coated on both sides with polyvinyl chloride plastic, neoprene or as required by the use to which they are to be put. The containers are claimed to be moisture, vermin and dust proof. Their useful life is estimated to be two years in railway car operations and up to four years in plant storage operations. Depending upon the type of material to be handled, their capacity is estimated between 10 and 30 tons.

The containers are set on the floor of the car for loading; the load being supported in this way. A light angle or frame work on which the units are hung supports the weight of the bag and a small part of the load. Latent pressures are controlled by loading the containers to a height of not more than six to ten feet.

Loading is done through ports on top of the bags by gravity spouting. Solid absorbent held in pouches in the ceiling of the container aids in the control of moisture in the air space and prevents condensation during shipment. The units are discharged by means of an aerated false bottom which develops a specific incline toward the discharge outlet as aeration proceeds. Low pressure air is blown into a bottom compartment, the top of which forms the false bottom.

A porous fabric, such as cotton duck, is used to make the false bottom. Flour and other granular substances are fluidized by aeration through this false bottom and aided by the inclined bottom, flows freely to the discharge outlet. The material is discharged from the container by a suction line connected to the discharge pipe. It is delivered to a cyclone where the air solids mixture is separated. Solids are discharged through a rotary valve and fall by gravity directly into a transfer container.

A transfer truck equipped with a PAT VAC container is suggested as an economical means of in the plant handling. Discharge from the transfer truck to process bins could be accomplished by the same cyclone used in unloading. PAT VAC containers could be used for discharging directly into tenders or other handling apparatus because they are self emptying by gravity. Discharge can be con-

tinuous or intermittent without danger of plugging.

The manufacturers say systems can be designed for internal handling of bulk solids with as many special features as desired. These internal systems must be engineered specifically for the application proposed. They call their system revolutionary, highly efficient and most economical. With this system, bulk handling is feasible using standard equipment and present available space.

Wheat Consumption

The national allotment of about 55 million acres for wheat production, in effect this year as well as next, may be sufficient to supply U. S. wheat needs for the next 10 to 15 years.

Despite the 55 million allotment which has curtailed wheat acreage and production in North Dakota and the nation, wheat carryover stock continues at a record high.

If we don't find further markets for our wheat, we may well have to live within these acreage restrictions for many years, the Greater North Dakota Association points out.

Within the national allotment, North Dakota farmers in 1956 will be allowed to plant only 7,321,265 acres to wheat as compared to 11,055,000 acres planted in 1949.

While some agricultural spokesmen feel that the nation's rapidly growing population will necessitate an increase in wheat acreage in a few years, that belief is shattered when one considers the decline in our consumption per person in the U. S.

In the period from 1935 to 1951, for example, domestic flour consumption decreased 33 pounds per person from 157 pounds in 1935 to 124 pounds in 1951. And it's continuing to decrease.

Therefore, an increase in population doesn't necessarily mean an increase in the potential market for wheat.

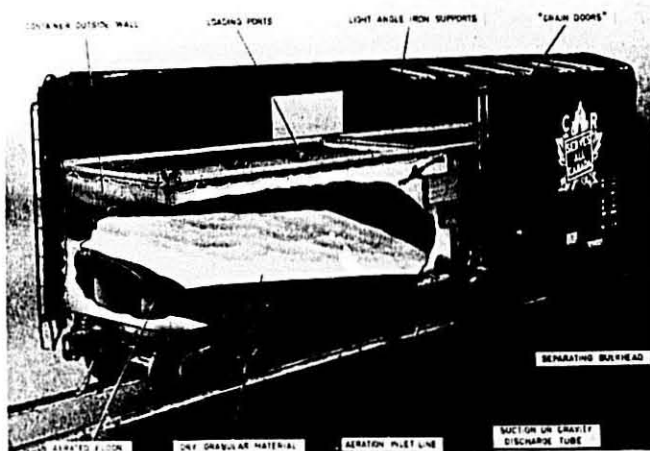
And while the wheat allotment is in effect, farmers in many areas are diverting their acres to feed grains. And livestock producers are fearing overproduction and depression of livestock prices resulting from the shift to feeds.

It looks like a vicious circle: either we pile up stocks of wheat or meat. But it's not that hopeless, that is, unless we fail to actively seek out new markets for our products.

The nation's dairy industry has shown that something can be done through vigorous promotional campaigns.

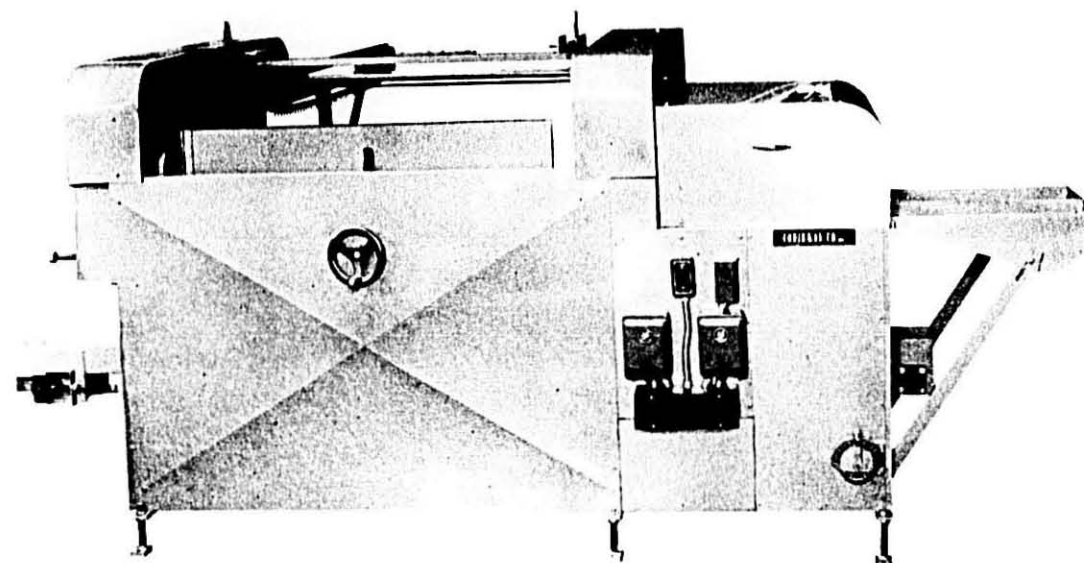
MACARONI WEEK
OCTOBER 20-29

TRANSPORTATION DEVELOPMENT CORP. LTD. Vancouver, 2, Canada.
PAT-VAC, "Jet System" of Bulk Transportation and Storage (PATENTS PENDING)



PAT-VAC "Jet System" installed in standard box car.

THE BORRELLI AUTOMATIC LONG GOODS CUTTER



Will AUTOMATICALLY FEED The C-K Long Cut Packer

- CUTS From TWO to FOURTEEN STICKS per Minute.
- TRIM LENGTH ADJUSTABLE with Outside Hand Wheel.
- STICK CONVEYOR WITH CAPACITY OF 52 STICKS
Can be installed on floor above or below cutter.
- AUTOMATICALLY STRIPS STICK - (Patent Feature).
- Three BLADES Simultaneously Cut Off Loops - Cut in Center and Trim Ends.
- TRIMMINGS AND LOOPS Carried away from Cutter by Conveyor under the machine.
- NOT an EXPERIMENT - the original Borrelli Cutter STILL in operation, after 4 years.

Manufactured and sold under an exclusive license from the inventor A. Borrelli under U.S. Patent No. 2,649,055 issued August 19, 1953 which gives the owner the right to stop all unauthorized MANUFACTURE, SALES and USE by Spaghetti Manufacturers and others of apparatus infringing the patent. For YOUR PROTECTION, insist on a genuine Borrelli Cutter and enjoy the patent features of this machine produced by the ONLY Legitimate source in the U.S.

CODIE-KAY CO. INC.

T. O. Day Named Milprint Superintendent

The appointment of T. O. Day as Works Manager of Milwaukee operations of Milprint, Inc. has been announced by C. K. "Bob" Billeb, Operations Vice-President of the Company. Prior to his appointment Mr. Day was Milwaukee Plant Superintendent.

In 1949 Mr. Day joined Milprint as a project engineer and in a short time was appointed Manager of the Foil Department. In this capacity he assisted in the development of Milprint's foil laminating and printing program. In his former position as Plant Superintendent he worked in the development of the new Milwaukee plant.

Mr. Day's responsibilities as Works Manager will include control of order processing, planning and scheduling, and the actual manufacturing operations of the Milwaukee works.

T. O. Day graduated in 1941 from Georgia Institute of Technology in Atlanta, Georgia and holds the degree of Bachelor of Science in Mechanical Engineering.



FRANCIS A. BEAN

F. A. Bean, Milling Executive, Dies at 76

Francis A. Bean, a director of International Milling Company, died recently after an illness of several months.

A prominent leader in the flour milling industry, Mr. Bean was associated with International Milling Company for 55 years. He served as president of the firm from 1938 to 1943, when he was named chairman of the board. He acted in this capacity until January of this year and was still serving as a member of the board at the time of his death.

Born October 1, 1878, in Faribault, Minnesota, he attended Winona State Teachers College and the University of Minnesota Law School, where he received his law degree in 1900.

Immediately following his graduation, he started with International Milling at New Prague, Minnesota. During his tenure with the company, he saw it grow from two mills with a 2500 cwt. daily capacity to the second largest milling organization in the world with 22 mills and a daily flour milling capacity of 108,000 cwt.

A distinguished leader in civic affairs, Mr. Bean was a member of the Board of Trustees of Plymouth Church and served as its chairman for three years. At the time of his death, he was national chairman of the League to Uphold Congregational Principles. From 1943 to 1946 he served on the War Chest and Council of Social Agencies.

Because of his interest in boys, he was actively associated with the Boy Scouts of America for many years. In 1919, he was instrumental in organizing the South Central Council of Minnesota. He served as vice chairman of Region Ten from 1925 to 1946, and was a member of the Regional Executive Committee from

1922 until his death. He was also a member of the Minneapolis Executive Board from 1924 to the present, and on the National Executive Board since 1935. In recognition of his services, he was given Scouting's highest leadership awards. He was recipient of the local council Silver Beaver in 1931; in 1932 he was accorded national recognition with the Silver Buffalo; and in 1952, he was presented the regional Silver Antelope.

Mr. Bean is survived by a daughter, Mrs. Harold Flinsch of Starkville, Mississippi; two sons, Atherton Bean of Minneapolis, and John Boynton Bean of Berkeley, California; and eleven grandchildren. He also has two surviving sisters, Mrs. J. Frank Fraser of La Jolla, California, and Mrs. Charles Larkin of Berkeley, California.

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ADVERTISING RATES

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FOR SALE: 1 AUTOMATIC DEFRANCISAL press complete with spreader and preliminary dryer; 6 Berossi drying rooms complete with 12 carrelli each room; 1 Cecco packing machine; 1 stainless steel Fusilli die, 1 bronze Fusilli die, 1 bronze Yolanda die, 1 bronze Margherita die, 1 bronze Mafalda die, 1 bronze Ruffie Lasagna die; 1 Bostich machine; 26 steel wheel platforms; 1 Champion semolina system; 12 M macaroni sticks, practically new; 2 feeders for "Enrichment"; 6 Detecto scales; 1 time-clock; 1 Cecco-Colo cooler; 2 - 10" hydraulic presses. Address: Colonial Fusilli Manufacturing Company, 6306-6314 New Utrecht Ave., Brooklyn 19, N. Y.

WILL BUY COMPLETE PLANT WITH production of about 7500 lbs. per day shift. Must be modern and up to date and equipped for producing twisted goods if possible. Interested in all or in separate items. Address: Macaroni Journal, Box 117, Palatine, Illinois.

WANTED: SECOND-HAND TRIANGLE Electric Tri-Pak Model A2C. Address: Macaroni Journal, Box 108, Palatine, Illinois.

FOR SALE: ONE 14 1/2-INCH STATION-ery Hydraulic press complete with pipes and pump, for long and short cut macaroni. Address: Macaroni Journal, Box 116, Palatine, Illinois.

FOR SALE: 2 - 300-LB. DOUGH MIXERS; 1 - 300-lb. kneader; 1 noodle dough breaker; 1 noodle cutter with 4 sets of knives—fine, small medium, medium and broad; 1 Clermont noodle cutter, drum type with fine, medium and broad, will hold 4 cutters; 1 brand new blower; 1 Triangle automatic double weigher scale. Motors included with all items. Address: Macaroni Journal, Box 108, Palatine, Illinois.

FOR SALE: ONE (1) REBUILT CLER-mont sheet former. All in original shipping cases—very reasonable. Two (2) used Bresenti short cut presses. Capacity 300-400 lbs. per hour. Good condition, die included. Address: Macaroni Journal, Box 117, Palatine, Illinois.

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IT TAKES TWO

The National Macaroni Manufacturers Association, trade association for macaroni and noodle manufacturers and their allies in the United States and Canada, serves as industry representative, spokesman and clearing house of information. Members receive bulletins, reports, surveys and are called together periodically for meetings and conventions.

The National Macaroni Institute is the public relations organization for the industry, dedicated to product promotion. Counsel is retained to prepare features, photos, and recipes to distribute through every medium of communication. Members receive advance news on publicity and promotions and are kept informed of results.

It takes two organizations to do the job. Members agree it doesn't cost — it pays. Write for details.

MACARONI MANUFACTURERS ASSOCIATION

BOX 636, PALATINE, ILLINOIS

RETROSPECTIONS

by
M. J.



October Cleanings and Recollections

35 Years Ago

- "Avoid Unfair Practices!" warns the cover message of the October 15 issue of The New Macaroni Journal.
- Slack Filled Packages.
- Subsidizing Jobbers' Salesmen.
- Use 8 Oz. Minimum Weight Pkgs.
- False and Misleading Labels.
- Premiums to the Trade.
- Special convention called for Atlantic City, N. J., November 16. Purpose, — study causes of slump, and action for reviving business.
- Dry your Macaroni in 18 to 60 hours. Barozzi Drying Machine Co., San Francisco, California.
- Domino Macaroni Co., Springfield, Mo., reorganized. Dom Danzero, President.
- Gandolfo-Ghio Manufacturing Co. opens new plant in Dalpino Macaroni Co. factory building, St. Louis, Missouri.
- S. H. Frieze takes over control of San Antonio Macaroni Factory, San Antonio, Texas, in reorganization move.

25 Years Ago

- The NMMA Jean Rich Cook Book receives popular acclaim.
- Erie Macaroni Co. plant, Erie, Pa., destroyed by fire Sept. 29. Loss estimated at \$20,000.
- Container Corporation of America is offering corrugated shipping containers in brilliant colors, — Myracol.
- Swift & Co. offering Brookfield Frozen Egg Yolks for brighter Colored Noodles.
- Macaroni imports, July 1930 totalled 222,250 lbs. with a value of \$16,607, — an increase in poundage but a decrease in value from that of 1929.
- Export of American-made macaroni decreased from 801,997 lbs. in July 1929, worth \$71,749 to 531,567 lbs. worth \$42,421 in July 1930.
- George B. Johnson, manager semolina sales, General Mills, in a 4-page ad by his company announces an innovation in its "Press-tested" semolina in tests in actual commercial production of macaroni products in various factories.
- W. H. Suddeth retired in September as president of Commander-Larabee Corporation, Minneapolis.

15 Years Ago

- To fortify or not to fortify is industry's big puzzle.
- Dr. Vincenzo Agnesi, Italian engineer tells of macaroni making in 1840, with 9 illustrations of machines used in the best factories of that day.
- Charles F. Elmes Engineering Works, Inc., Chicago, Ill., claims to be headquarters for macaroni factory equipment.
- The Fair Labor Standards Act which became effective October 24, 1938 established a minimum wage of 25 cents an hour, with time and a half for overtime after 44 hours.
- For the following year, expiring October 23, 1940, the minimum was 30 cents an hour, with time and a half after 42 hours.
- Next year starting Oct. 24, 1940, the maximum work week is set at 40 hours, with no change in the minimum wage — that is to be raised to 40 cents an hour, October 24, 1941.
- Frank Russo, president of Russo Macaroni Co., Baltimore, Md., died October 4, 1940, aged 60 years.

5 Years Ago

- Northwest Conference on new durum wheat rust planned by Maurice Ryan of Quality Macaroni Co., St. Paul, Minn. chairman of Durum Growers Public Relations Committee.
- Macaroni manufacture the Chilian way is beautifully illustrated in special article.
- H. E. Minard, sales manager of C. F. Mueller Co., Jersey City, N. J. tells how he would promote the sale of macaroni products were he a grocer.
- James J. Winston, Director of Research, NMMA explains the Federal Regulations on net weights of macaroni packages.
- E. I. DuPont de Nemours & Co., Wilmington, Delaware tells The Story of Cellophane, — better things for better living through Chemistry.
- U. S. Macaroni is currently experiencing a big business boom.
- V. La Rosa and Sons, Brooklyn, N. Y. contributed \$25,000 to the Wyckoff Heights Hospital's new building fund.
- Ronzoni Macaroni Co., Long Island City, N. Y. is sponsoring two TV shows weekly.

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The Word Gets Around

Stop & Shop, a supermarket of Manila in the Philippines, run by John D. K.N.G. (this is the way he spells it), had a huge mass display of macaroni and canned meats.

He saw a trade release announcing the drive in one of the Verst publications and wrote to the American Meat Institute and the National Macaroni Institute for materials.

FDA Rejects Imports

A report from the Food and Drug Administration indicates that for the two week period ending August 12, 1955, 500 cases of imported macaroni products were rejected and prevented from entering this country owing to the presence of filth and excessive insect matter.

It should be noted that the import office of the FDA has been giving more attention to the matter of imported macaroni products.

New Members

The Association is pleased to announce that two new members have been added to its rolls. They are: Asian Noodle Company, Inc. of Mt. Prospect, Illinois, and The Big Four Company of Rittman, Ohio. Two former members have renewed their Association memberships: Gioia Macaroni Company of Buffalo, New York, and El Paso Macaroni Company of El Paso, Texas. The Dutch Maid Food Packing Company of Allentown, Pennsylvania, have pledged their support to the Institute effort, along with their continued Association membership.

MANAGEMENT CAN PROFIT

says H. E. Meinhold, president of Duffy-Mott Company and first president of the Processed Apples Institute, from association programs of product promotion.

"We are convinced", Mr. Meinhold states, "that an industry public relations program, designed as a practical sales tool to increase consumption of a particular product, is a necessary adjunct today to a well rounded merchandising and sales promotion program."

"Because an industry association concentrating on product promotion is closely allied to merchandising and sales, its importance to a company distinguishes it from all other business organizations in this all-too-highly organized world."

"Today a manufacturer faces a job that requires hard hitting and continuing brand merchandising, sales promotion, and advertising schedules. That is the only road to building and maintaining a consumer franchise, to establishing effective research for ever expanding and changing markets, to earning a reasonable profit."

"But in today's competitive market what is done within the company alone, however well conceived and efficiently conducted, it is not enough. There must be education of the consumer to the broader potentialities in use of the product. There must be dramatization of its use in modern living, and adaptation of the product to the new work habits of the modern homemaker."

"In addition to the important functions of creating consumer demand and moving products off the shelves, a trade association public relations program serves this further purpose: It is an asset in all trade relations."

For information on *How Your Management Can Profit from the activities of the National Macaroni Institute*, write the Director, Box 656, Palatine, Illinois.

There's

of **POTENTIAL** for

PRODUCTS

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

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

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

CAPITAL FLOUR MILLS