

**THE
MACARONI
JOURNAL**

**Volume 37
No. 10**

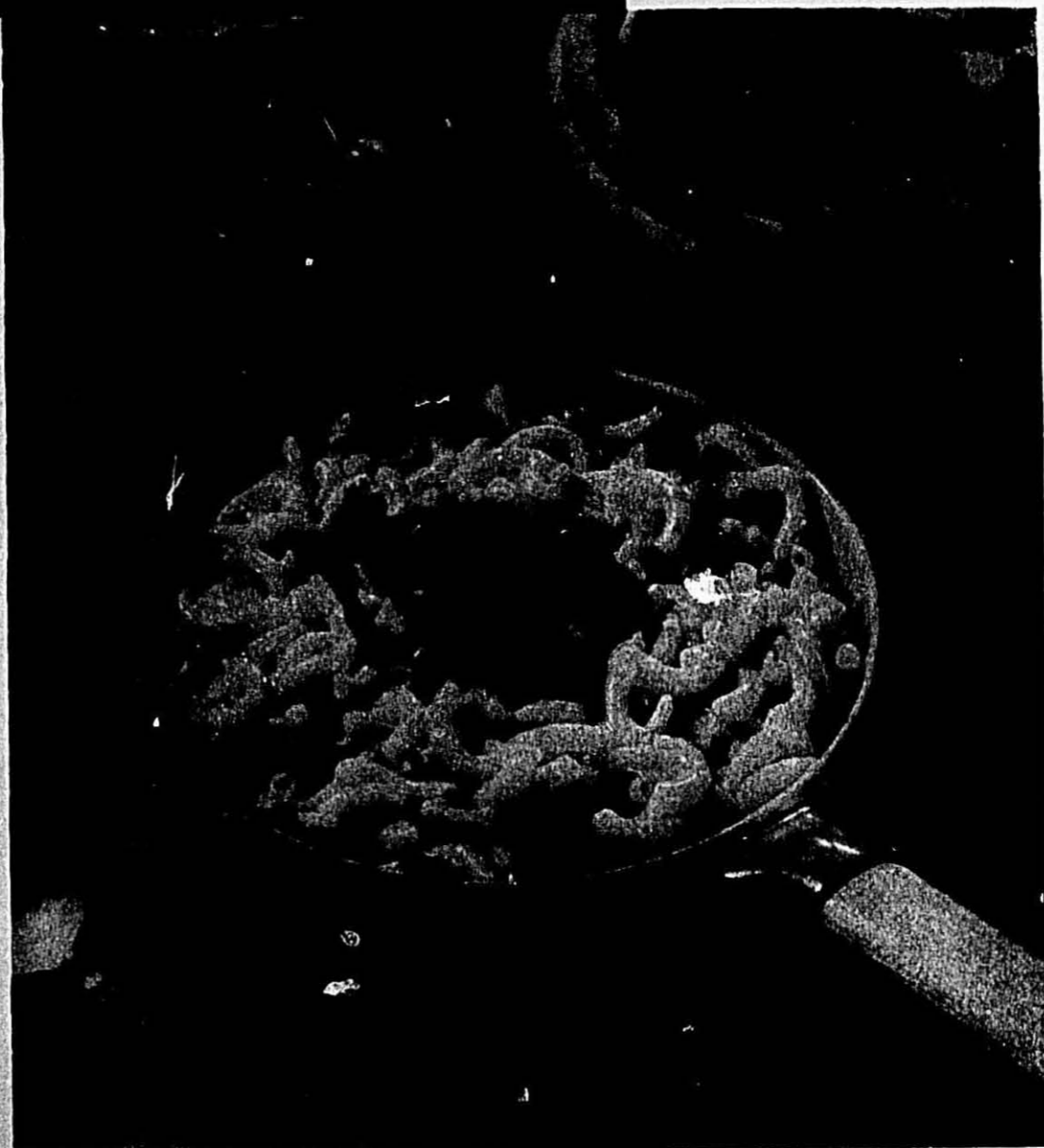
February, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



FEBRUARY, 1956



Your Problem Is Our Business

If you agree that . . .

Those packages that have been re-designed and modernized are the ones showing the biggest gains today in Self-Service Stores;

That Appetite and Sales Appeal can make a powerful asset of Impulse Buying;

That your package can become your best and most profitable Advertising Medium;

But if you think . . .

RE-DESIGNING and MODERNIZING an out-dated package might mean loss of Package Identity,

Then Read This:

We are leaders in re-designing and modernizing packages that

are making Sales History in Self-Service Stores through Appetite and Sales Appeal.

In modernizing a package we retain and usually increase the memory value of the Brand Name.

It must be instantly recognizable.

When you come to us for help in solving your packaging problems, you are coming to Headquarters. We have lived, prospered and made our reputation through seeking out and finding the answers to many and varied Packaging and Merchandising problems.

We think we have worked out and proved many of the answers to these problems, in actual practice. Will you give us the opportunity to aid you with your packaging problems?



Will you make this simple test? Cut out this Pictorial and place it on your present package. Doesn't it whet your appetite for a good, appetizing Macaroni Dish? It will have the same effect on shoppers in Self-Service stores.

There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could be the beginning of a very profitable increase in your sales.

Rossotti

"First in Macaroni Packaging"

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

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February, 1956

THE MACARONI JOURNAL

3

Your Choice of the Finest

Whether you order Amber's No. 1 Semolina or
Amber's Durum-Hard Wheat Blends, you always get

1. Superior Quality
2. Uniform Color
3. Uniform Granulation
4. Prompt Shipment

More and more Quality Macaroni Manufacturers
depend regularly upon Amber Milling for their
choice of the finest. Why not you, too.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA GENERAL OFFICES, ST. PAUL 1, MINNESOTA

Dott. Ingg. M.G.

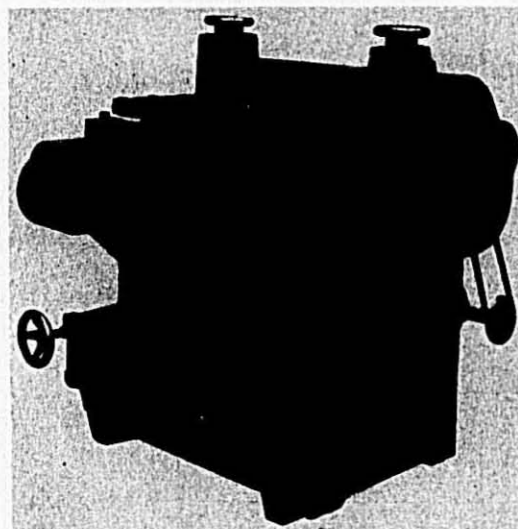
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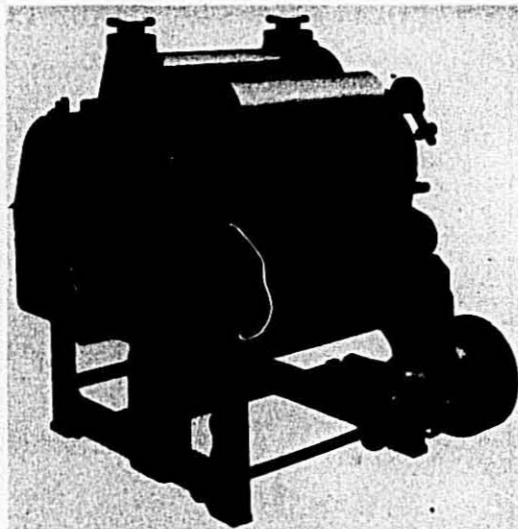
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Noodle Cutter with an output of 1,000 lbs. per hour using a doughsheet 23.6" wide.



Bologna Stamping Machine for Bow-ties with a maximum output of about 900 lbs. per hour depending on the shape.

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Western Zone: Permasco Division of Winter, Wolff & Co., Inc.,

2036 East 27th Street, Los Angeles 58, California

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February, 1956

Volume 37, No. 10

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Cover Photo

Quick Saucepan Macaroni and Cheese makes a satisfying and thrifty meal for Lent. The recipe tested in the home economics kitchens of Theodore R. Sills & Company for the National Macaroni Institute is on page 26. For other Macaroni and Cheese ideas see pages 22 and 23.

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MACARONI MAKERS ARE OPTIMISTIC

THE Macaroni Industry had to fight to hold its own in 1955 in the face of raw material problems and increasing competition from imported macaroni and plentiful domestic foods, but manufacturers are optimistic for prospects in 1956.

While the final figures are not yet in, it appears that 1955 macaroni-noodle production will total just about the same as a year ago—around 1,040,000,000 pounds. With the nation's population at 166,000,000, this means a slight drop in per capita consumption to a level of about 6.25 pounds from the 6.4 figure of 1954-1955.

These figures do not take into consideration imports and exports for which final figures are not available. Based on the first six months of the year exports should just about equal imports at 5-6,000,000 pounds. Imports were running over 700,000 pounds a month in the last three months of 1954 but dropped steadily in 1955 to a low in August of 227,000 pounds. There is usually a pickup in the fall months but the reports from the U. S. Department of Commerce are not yet available.

The disastrous durum crop of 1954, when only 5,124,000 bushels were salvaged from the devastation of 15B rust, forced the macaroni industry on to a standard ingredient mix of 25% durum and 75% hard wheat. Manufacturers are virtually unanimous in agreement that more durum is necessary to make better macaroni products, and undoubtedly some pessimism crept into the sales talk of macaroni representatives during the period of shortage. Many manufacturers abandoned durum altogether because that which was available was of poor quality. Some felt that a better product could be made from carefully selected varieties of other wheat. Price became an important consideration too. The blends of 25% durum with 75% hard wheat were as costly as the 50-50 blends had been and the competition of even greater mixtures of hard wheat with a little durum or none at all, as well as the declining level of wholesale food prices, kept the pressure on manufacturers.

Durum Comes Back

The durum crop in 1955 was spared miraculously from a serious rust damage threat in late June and early July by a prolonged period of unusual hot weather that pushed the crop to maturity and saved it from destruction. Final figures released by the government in mid-December placed the durum crop at 20,599,000 bushels. North Dakota produced 13,770,000 of this total. Montana, not even in the picture two years ago,

produced 5,691,000 bushels. South Dakota had 735,000 and Minnesota 403,000 bushels respectively.

Undoubtedly the legislative action in early January promoted by the National Macaroni Manufacturers Association and others to exempt durum from acreage restrictions under the wheat allotment program helped the supply picture. But the improvement in supply inevitably forced durum prices down. From a high of \$4.40 at the start of 1955, durum prices slid steadily to a range of \$2.57-\$2.72 at the end of the year. Durum growers, some of whom had received prices as high as \$4.65 a bushel in 1954 and expected that prices might go even higher, were asking, "Why the kick in the pants?" (Pages 20 and 23 in the Macaroni Journal, November 1955.)

Plant breeding in winter increase programs enabled the North Dakota Agricultural College and Extension Service to announce four new varieties of rust resistant durum at the North Dakota State Durum Show during November. In 1957 there should be enough seed from the new strains for a complete crop of durum resistant to 15B rust. Combined industry and governmental action on this problem has produced amazingly fast results through efforts that should be maintained as insurance against similar catastrophes.

Eggs More Expensive

Eggs commanded higher prices in 1955 than in 1954. Shell eggs hit a low in July of 24.5c on the Chicago market and reached a high of 49c during the last week of the year. Processed eggs reflected the trend of current receipts with 45% yolks reaching a low in mid-July of 46c and a high at year's end of 55c.

Other foods were in plentiful supply. A flood of pork broke prices to a 14-year low and beef production equalled 1953's heavy output. More rice, more potatoes and more of everything that competes with macaroni for a place on the dinner table stepped up competitive pressure and the need for increased promotion.

Macaroni Promotions

Macaroni was a partner in several outstanding promotions in 1955. During Lent, Pet Milk Company, Jones & Laughlin Steel Company, the Can Manufacturers Institute, the Tuna Research Foundation, and the National Macaroni Institute all combined to make Tuna Macaroni Bake the top recipe promotion of the year, according to a survey of food retailers made by the Topics Publishing Company. Close on the heels of this Lenten drive came C. A. Swanson's Chicken a la Queen promotion in May

with national advertising and a coupon redemption deal. In the summertime, from mid-June to the end of July, canned meat packers combined with macaroni and noodles to merchandise an "Easy Summer Serving" collection of salads and top-of-the-stove dishes. During National Macaroni Week in late October, millions of lines of publicity hit magazines and newspapers. Macaroni and noodle products received frequent mention from radio and television placements. Underwood Deviled Ham featured a Noodle Ring in its fall quarter advertising and merchandising across the country.

Prospects for 1956

Macaroni manufacturers are cautiously optimistic about the prospects in 1956. About half of the correspondents to a recent questionnaire sent out by the National Macaroni Manufacturers Association look for business to hold its own while the other half expects improvement in sales.

This optimism ties in with general agreement that durum makes a better product than straight hard wheat or blends, and better supply has enabled the industry already to turn out a better quality product than was possible a year ago. But while there is a greater degree of agreement this year than last that durum makes a better macaroni product the amount of premium that will be paid for durum has narrowed, due undoubtedly to the pressures of competition.

There has been a substantial amount of modernization of machinery and installation of new machines in 1955. Three out of every five respondents to the Association survey expected to make improvements in 1956.

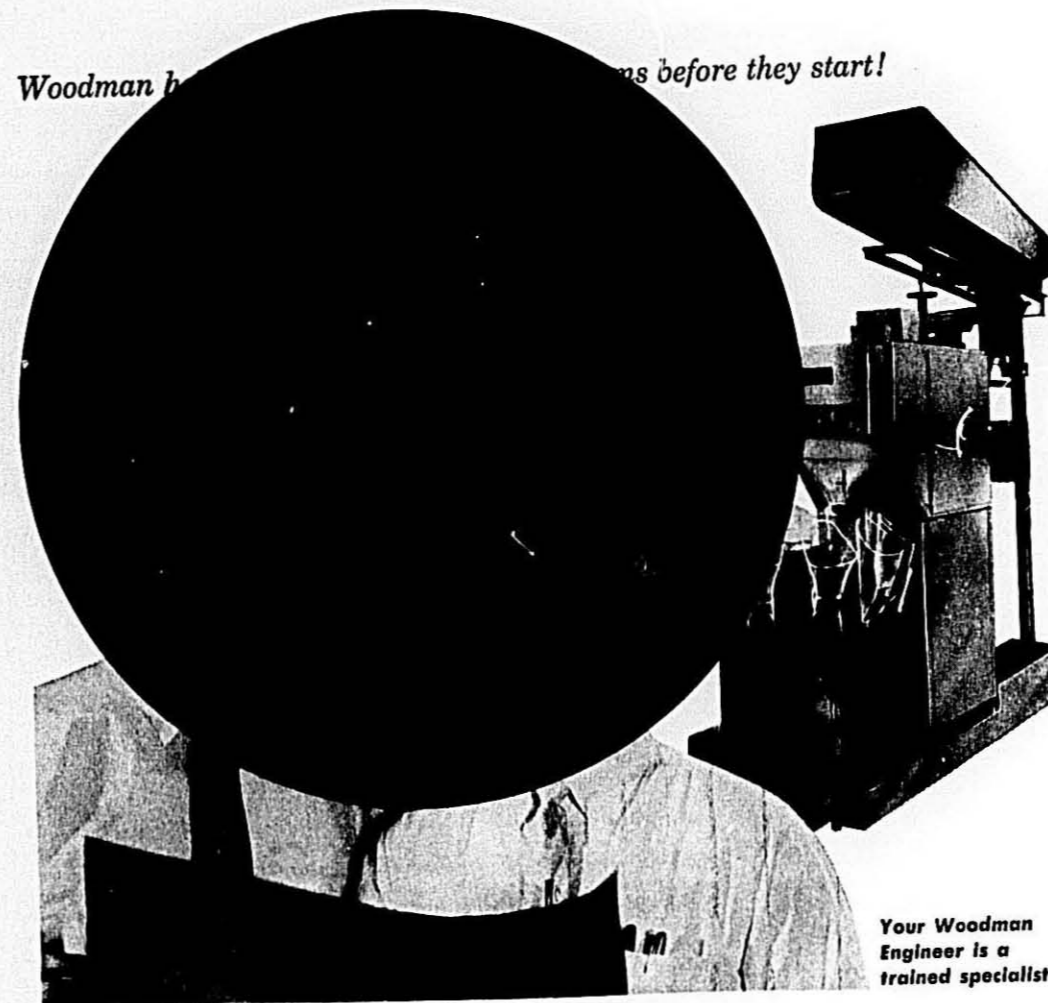
The baking industry has gone heavily into bulk flour handling, and many macaroni manufacturers are making similar set-ups or are actively planning for it. Vacuum presses and improved equipment for cutting macaroni made strides in 1955.

More macaroni products were enriched in 1955, and the trend seems upward.

The Hard Sell

To meet the challenge of tougher competition calling for harder selling and better promotion in 1956, two out of three manufacturers replying to the survey said they expect to increase their sales forces in the coming year. Some commented they had already done so and were laying out campaigns. Three out of four respondents expect to increase their advertising in 1956. More than half of the group contemplate packaging changes or revisions to improve their "salesmen on the shelf."

Woodman h... before they start!



Your Woodman Engineer is a trained specialist

Continuous service... inspections every 90 days offered Manufacturers at no cost!

HERE'S service you can't buy — offered users of Woodman machines. It's a Woodman Company policy, and costs you absolutely nothing!

Woodman's famed "Service Patrol" offers you machinery check-ups every 90 days. This includes complete checking and adjustment of packaging machinery mechanisms. It's NOT a "surface check," rather it's a complete

line-check. Your Woodman man will even instruct operators, if needed.

If you wish, he'll prepare a plant analysis, including flow charts that can help you develop new profits from your present production methods. He'll point out production techniques that will increase your production in your present plant area. All—at no cost to you.

Consider all that's at stake, and you'll call, write or wire Woodman now. YOUR WOODMAN MAN IS A GOOD MAN TO KNOW.

The
WOODMAN
Company 

HOME OFFICE: DEXTER, GEORGIA—Direct Sales & Service Offices in Portland, Fort Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, St. Louis, Montreal... soon in Toronto

THE SALESMAN STORY

A review of the booklet prepared by E. I. DuPont De Nemours & Co.

ALREADY rich in past gains, the people of the United States look ahead to a bright future of greater abundance, but to make it a reality an enormous creative selling effort will be required.

This is the job of the modern salesman who, backed by scientific service, creates the sales volume that makes possible the large-scale, low-cost production which is the broad base of national well-being.

How the modern salesman works, what he does and why, is portrayed in a booklet entitled "The Salesman Story" published by the DuPont Company. It illustrates the vital function performed by the nation's five million salesmen and the vast sales effort that employs, directly or indirectly, perhaps 15 million men and women.

It relates how the old-time drummer passed out of the scene to make way for men who, by their selling, create new industries and new products that raise the standard of living for all.

Salesmen Create a Mass Market

America's material abundance is a triumph of creative salesmanship. The productive genius that developed the nation's resources gained meaning only because its fruits were distributed widely. It was salesmen who spurred development of the mass market to support mass production. By creating the sales volume that made large-scale, low-cost output feasible, salesmen established the broad base of our national well-being. Other nations are rich in resources, but none has equaled the U.S. in its ability to organize production and distribution to benefit all. In Europe, for instance, industrialists long held that success lay in restricting production, and making a high profit on each item sold.

Early in U.S. history, American business pioneers adopted another philosophy. They reasoned that mass production, with a small profit on each unit, held far brighter prospects for them and for everyone else. The success of the idea hinged upon their ability to create new markets and expand old ones enough to justify volume production.

It was here that salesmen made their principal contribution. They popularized the products of science and invention, and foresaw the day when luxuries would become commonplace. To Elias Howe's conception of the sewing machine, for example, Isaac Singer brought the idea of putting them in homes all over the world. To the work of earlier motor car builders, Henry Ford added

the idea of building cars at a price all could afford. Such contributions are essential, for, without them, an invention might remain a laboratory curiosity, or, at best, its price would be high, its market narrow. New products can be mass produced only as sales develop a market for them. Prices can fall only when a booming demand makes possible efficient mass production.

Impact of a Sale

By photos and text, the booklet illustrates how many commonplace things have been brought from laboratory to retail counter by creative sales. Among other stories, it tells how sales development of a refrigerant resulted in hundreds of millions of aerosols, the push-button containers dispensing almost everything from insecticides to perfumes. Largely as a result of this stimulus, an industry which did not exist in 1945 sold about 200 million aerosols in 1955 in 100 different lines, grossed \$220 million, brought consumers new conveniences.

A two-page feature shows how the sales program brought the new wash-and-wear fabrics to millions of customers. Each step in developing wash-and-wear required the invention, discovery, or creation of something new—a new dye, a new sewing thread, a new advertising and promotion campaign. Another story tells of the sales tales involved in getting a \$13 nylon dress to the retail customer—a dress that might have cost three times as much if made by a seamstress or any single company. This is but one of countless examples of products involving a chain of sales, but the principles applied to one apply to all. In a competitive economy, each company focuses its effort on those jobs at which it can excel. Whether this means a total of two sales or twenty, ultimately each sale serves the final consumer. Only high-volume production, spurred by a multi-faced sales effort, makes possible the elaborate wardrobe of today's women.

All Kinds of Sales

There are "all kinds of sales" which the shopper does not see preceding his purchase. A pair of nylons can involve 10 intermediate sales before reaching the store; a man's suit, 18 sales. To most shoppers in the American marketplace, the sales world is covered by the retail trade. The nation's 42 million families currently are spending \$260 billion a year for goods and services and over 70% of what they buy comes through stores, door-to-door sales, mail-order houses, or other retail channels. Overall, there are more than nine million in the retail

trade, and they ring up more than \$170 billion sales annually.

Compounding these sales, manufacturers buy technical assistance, machine shop supplies, telephone and other services. Each is essential to the primary job—efficient production. Each represents a different kind of sale. The manufacturer, in turn, sells to other industries, to wholesalers and jobbers or to retail outlets. Again, each sale is a different type.

As there are innumerable types of sales, so there are all kinds of salespeople. The drug store clerk, the locomotive salesman, the travel agent—diverse as their jobs may be, they are all engaged in a vast sales effort that employs directly or indirectly, perhaps 15 million men and women.

One thing all have in common: ultimately, their efforts contribute something to the production and distribution process so that the consumer gets a better buy for his dollar. Their cumulative success is written in the U.S. living standard.

A New Sales Era

The technical age has caused a revolution in sales methods. "Selling a new product today often means selling a new technology. Convincing customers of a product's excellence is only part of the job; the salesman must also help customers adapt the product and market conditions. Sometimes a salesman must be part scientist, sometimes part economist, sometimes part market- or product-development specialist. At times his work calls for all four skills. Many salesmen have scientific or technical degrees. Others hold degrees in business administration, marketing, or economics. Still others acquired their knowledge through experience and self-education.

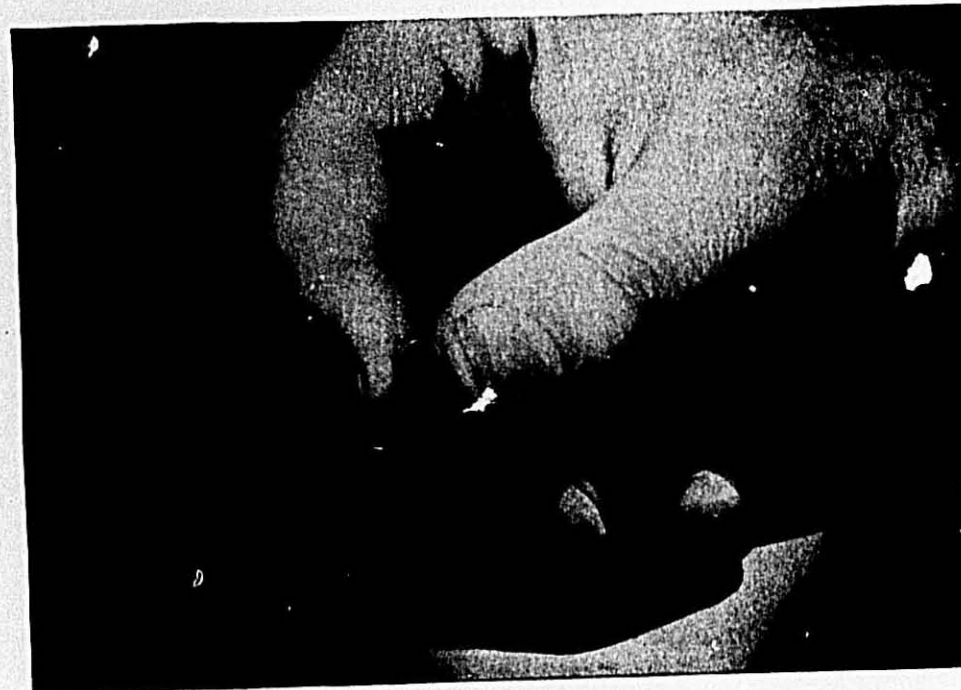
Whatever the route into selling, to succeed today a salesman must know not only his own products, but also his customers' products, and the techniques of making and selling them.

Explaining this revolution, the booklet points out that in earlier times the fundamental materials used by man were few and their uses followed traditional lines. While there were variations, differences were more in degree than in kind. Competing salesmen offered the same products to the same customers for substantially the same end uses. The salesman's "personal following" was his chief asset, firmly cultivated.

A New Kind of Salesman

Time has not dimmed the importance of personal relationships in selling, but it has drastically altered the functions of the salesman. It has presented him with

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



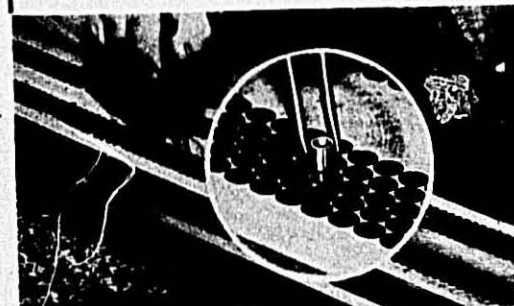
"SO MUCH DEPENDS ON SO LITTLE"

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

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a new range of markets and with responsibilities his predecessors never anticipated.

Research and technology have blurred the boundary lines that once separated nature's materials and the uses to which they were put. Coal's prominence as a fuel was challenged by oil; oil's by gas. Coal is no longer merely a fuel; it has become a raw material for the synthesis of hundreds of products which have no counterpart in nature. Furniture can be made of plastic or metal, as well as of wood. Wood, in turn, has become an ingredient of rayon and cellophane.

Interchangeability has become the distinguishing sales characteristic of the century. Where once a salesman with an exclusive "key ingredient" was in an invincible position, today he is just another competitor. DuPont cellophane salesmen not only face stiff competition from two other cellophane makers, but they must sell against glassine, wax paper, metal foil, kraft paper, and a host of other wrapping materials. Similarly, a building materials salesman can take little comfort from the fact that his price on brick betters competition's. The buyer may well forget brick entirely, and sheathe his building in aluminum, glass, wood, composition shingles, or plastic-coated steel panels.

This new competition is the driving force for new product research and increased production efficiency. To hold his own in a market of interchangeable products, a salesman must produce better ways to help his customers.

To Meet Competition

To give sales forces the best possible tools for creative selling, more and more companies have diversified their products across a broad spectrum. In a vigorously competitive climate, new products often make old ones obsolete at astonishing speed; to stifle research is to invite disaster. With history likely to repeat itself, many modern manufacturers choose to keep many eggs in many baskets, and depend upon their agile sales forces to stay at least one step ahead of customers' swift-growing needs.

Even in specific fields, the competition is heavy. In plastics, as an example, customers can buy from DuPont or any of 18 major competitors, the booklet comments.

Customers base their decisions on quality, service, and price, and buy from the salesman who offers the best combination of all three. The job of selection is a difficult one, for the products and services offered are many and varied, and the competition among those seeking orders is today greater than ever before. Customers, old or new, large or small, present the same challenge to the salesman. He must help them produce a product that will earn greater rewards, and win them new customers.

Those who speak glibly of industry's "power" often fail to see that the real

power in the American economy lies in the customers' hands. Their voice governs the research programs, production, schedules, and sales of industry.

Illustrating the research and development behind the products, the booklet shows some of the work that goes on so a DuPont salesman can offer his "wares" with confidence that they will meet the demands placed on them. It also pictures some of the company's sales-service laboratories which provide "a place to bring customers' problems for technical study. Customers look to the salesman for ideas—for a new product, a way to cut waste, a faster manufacturing process. The laboratories help him generate them.

Birth of a Salesman

The salesman himself—how he is trained, how he works with customers and his own service staffs, and the progress he develops for better living—is graphically portrayed. Contrary to the old maxim about a person being "a born salesman," salesmen are made, not born. Personal attributes are as important in selling as in any career, but today special knowledge and training are essential as well.

The modern industrial salesman is a professional. Glad-handing and back-slapping are not his basic attributes. Glibness cannot compensate for lack of knowledge, training and experience. The newcomer to sales is not given a sample kit, a list of prospects and a quota, and sent on his way the day he starts to work. Rather, the industrial salesman is the product of a long and thorough sales education. He is mature, in experience and know-how, before he tries to sell.

DuPont's 10 industrial departments use a broad spectrum of sales training techniques. Some employ formal courses; others use on-the-job training. Recruits for sales training may come from research or production. Sometimes they come directly from college, and such candidates usually have substantial knowledge before they call on a single customer.

Building Markets for a Customer

A series of case histories is portrayed showing some of DuPont's 2,000 salesmen who call on 75,000 customers across the country.

One of these is the case of the "bug bombs" which led to today's common push-button containers. These containers are products of DuPont chemicals. Most of them include only a few cents worth of DuPont chemicals, "Freon" fluorinated hydrocarbons, the family of materials used as coolants in refrigerators.

Following the wartime development of the "bug bombs," scientists saw possibilities of an entirely new market for "Freon" as a propellant. To develop it, the company provided not only the testing and research necessary but also provided potential aerosol packagers with a major advertising, market research, and sales service support.

Another case tells of a new chemical that gave wet-strength to paper bags, thus increasing the business of the bag manufacturer and providing greater convenience for ultimate customers.

In another, safety sells a product; safety of customers' employees in handling and using tetraethyl lead, the anti-knock compound for gasoline. Still another relates the testing and development that produced the "wash-and-wear" clothing now made by the textile industry from DuPont's synthetic fibers.

Selling Is Hard But Rewarding

These and other histories all portray the function of the salesman making the most of technology to raise the nation's standard of living.

Selling is hard work. But inherent in it are the many satisfactions that come from doing a useful, creative job. The orders written by salesmen motivate the nation's economy and satisfy its needs.

For all the intricacies of selling today, the ancient art of persuasion has not lost its meaning. All other things being equal, one salesman brings in an order; another does not. The difference often is in persuasiveness.

The elements of successful persuasion are as old as recorded philosophy. While the application of principles of successful persuasion is always an individual matter, most salesmen will agree that without them the best planned sales efforts may soon come to naught.

There are good and bad techniques of persuasion. The bad may represent the salesman's effort to compensate for shortcomings in his products, or for his own ignorance of their merits. Whatever the reason, his behavior antagonizes customers, and orders are lost.

Beneficiary: The Ultimate Consumer

The ultimate consumer is everybody—the chemical operator in a DuPont plant, the salesman making his calls, the family carrying home its purchases. All enjoy the blessings of a fruitful and dynamic economic order.

America's history has been marked by a growing sales effort to keep that economy progressing. The challenge of the future, though, and the potential gains it holds for consumers, far exceed those of the past.

By 1976, assuming only a straightforward projection of present trends, with no economic daydreams added, a typical worker's annual income, now about \$4000, is expected to jump to \$5900 per year, with a shorter work week. Americans may be buying two million new houses a year instead of one million, ten million cars instead of seven million, and twice as many home furnishings and appliances. Overall, individual living standards are expected to climb 46%.

The future is bright, but to make it a fact an enormous creative selling effort will be required.

HOW TO SELL QUALITY

Dartnell Corporation's film shown at the Winter Meeting

JOHN CAMERON ASPLEY founded the Dartnell Corporation in 1917 and since that time his name has been directly linked with many of the foremost innovations in the sales training, promotion and management fields. Sales Management magazine, which he founded in 1918 and edited until 1928, was the start of a long line of successful publishing ventures in the business field, which includes the frequently quoted American Business magazine. In addition to Sales Promotion Handbook and Sales Manager's Handbook, Mr. Aspley is the author of such well-known sales helps as "Managing the Interview," "Intensive Sales Management," "Managing a Sales Territory," "Steps to the Order," "Strategy in Selling," and his widely read and quoted "News Letter" for sales executives. As founder and first president of the Sales Executives Club of Chicago and subsequently president of National Sales Executives, Inc., Mr. Aspley has earned further recognition as one of the nation's leading business and sales authorities. His book "How to Sell Quality" sums up in simple, direct and usable terms the basic technique of meeting price opposition in today's highly competitive market.

Quality Means Repeat Orders

Quality means repeat orders to a salesman, because satisfied customers tell their friends and their friends tell their friends. It means long-lasting business relationships. It means a successful career in selling without the headaches and the anguish that go with a product or service that has to be sold as "something almost as good as the best." Cheap things are made for people who cannot pay more and must get along with something almost as good. Such goods are built down to a price rather than up to a standard. Lacking quality, sooner or later they will cause dissatisfaction. Therefore, quality is synonymous with satisfied customers, and the product which gives the most satisfaction in the long run is the easiest to sell.

As every salesman knows, there are two avenues of appeal that may be utilized in making a sale. One appeals to a man's feelings, while the other appeals to his reason. The emotions which govern the feeling mind are love of self, love of family, love of friends, desire for power, pride, comfort, and convenience. No quality sale was ever consummated without appealing to one or more of these emotions.

Price, the only objection a man has to quality merchandise, exists only in his sense of reasoning. You cannot sense or feel price, but you can sense and feel

the other emotions enumerated. Therefore, the desire for quality can best be created in the mind of a buyer by an appeal to the emotions which he senses or feels. As a rule our emotions dominate our reason, and it follows that if we appeal first to these emotions in selling a high-priced product, it is possible for us to create such a strong desire for quality that we can impel investigation and desire without raising the question of price.

Company Reputation Sells Quality

Quality is judged by the company behind it, and the wise salesman never uses the word "quality," but makes the quality apparent by inference. The most important dominant quality point to use is the reputation of the house, which is one quality point that no competitor could use. The most successful salesmen know the effectiveness of "institutional salesmanship," or selling the company. The way to succeed is to find a good company and tie up to it. A smart salesman never sells his employer short.

Finally, to successfully sell quality you must thoroughly know your line. The skillful salesman makes what the customer might consider a big price seem small by adding up the plus values of his product. The well-posted salesman not only understands that these little points of superiority put his merchandise into the quality class, but he is careful to use descriptive phrases that impart a quality atmosphere.

Before you can make a quality sale you have to make the buyer want the benefits of quality more than he wants the money these combined benefits cost. In nearly every case the want has to be created. This requires imagination as well as enthusiasm. In selling a product for use by institutions, where a committee or a board must approve the purchase, the order frequently goes to the low bidder simply because the price seemed lower, when actually over a period of time the real cost would be higher.

Customers Are Emotional

Most people have closed minds with deep-rooted prejudices and convictions. We think with our emotions instead of our heads and are reluctant to change our minds. Opening the mind of a prospective buyer calls for considerable tact and sales skill. You have to unsell him on what he is using, or on his present way of doing business, or remove erroneous ideas he might have about the merchandise he is presently handling. Here then is the real test of selling skill. You dare not antagonize the prospect by letting him suspect that you think you

know more than he does. You cannot criticize his methods or argue with him. You might win the argument, but you would certainly lose the sale. You have to open his mind without his realizing what you are doing and you must always give him a chance to save face. Let him be the one to discover the money-making, friend-building values of quality.

An atmosphere of quality will help to sell a product which might be quite commonplace. This can be achieved by effective advertising as well as the right approach to the customer. To be successful in selling quality you must live up to the standards of excellence set by your company. It is important to see that the association of your goods and your appearance in the customer's mind is that of quality.

By itself, an article is neither good nor bad, long nor short, warm nor cold, hard nor soft. Quality can only be shown by comparing it with something else called standard, an average, or some other similar thing.

Everything is Relative

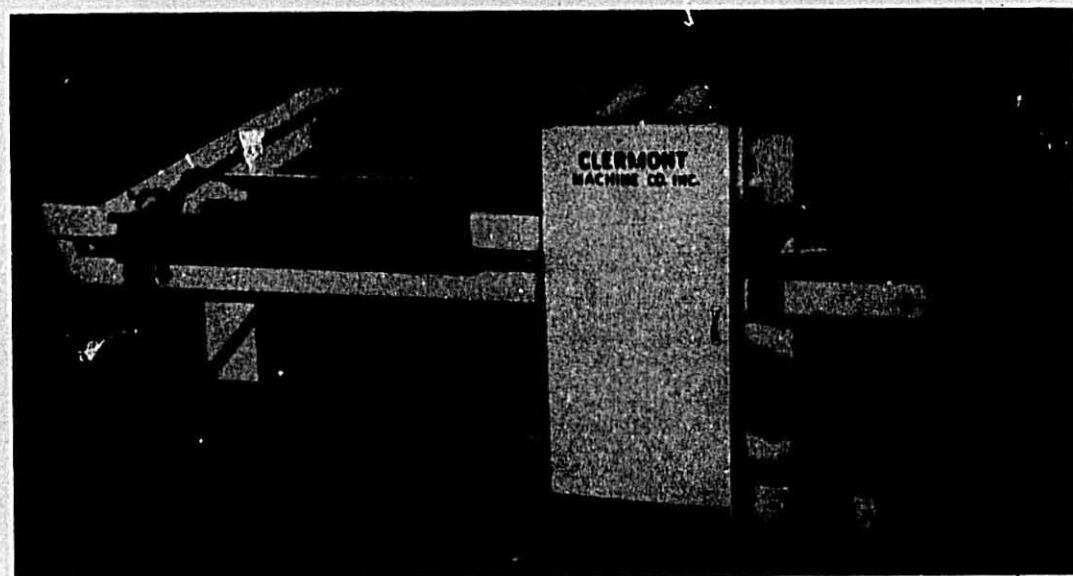
Everything is relative so that the quality assigned by a buyer to any fact or thing or condition will be determined by what has gone before and especially by what has just gone before. Therefore it is necessary for you to take quality from its isolation and surround it with other facts that will serve as a basis for measurement. Then, a price which otherwise might seem prohibitive immediately dwindles until it seems unimportant compared to the value you offer. There is no such thing as a customer who won't pay the price if the salesman knows how to sell quality.

In "easing" a high price to a close-fisted buyer it is often well to use percentages. Another commonly used plan is to keep the price in the background until after the value-making qualities have been thoroughly explained to the buyer. Other salesmen present the price at the very outset of the sales talk as though it were the best talking point. They then proceed to list the qualities and advantages of the product to the point where the high price objection is completely removed. Whichever method is best depends on your personality, your customer's outlook and many other conditions.

In disposing of price objections, it must be borne in mind that there are two kinds—the real objection and the excuse. The last-mentioned variety is very likely to show itself at the beginning of the sale. It is the outward expression of the

(Continued on page 32)

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.

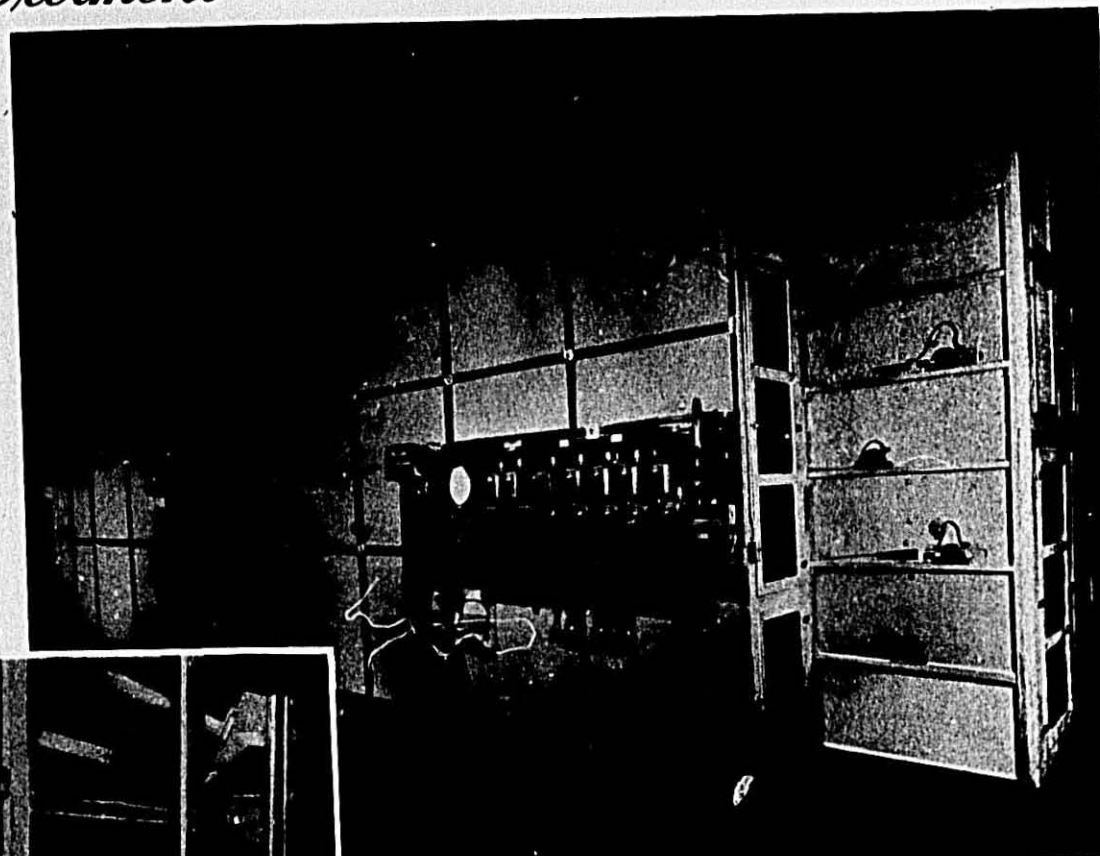
Please consult us for full information.

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

Clermont Machine Company Inc.

Clermont CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine — in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company Inc.

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

12 IDEAS SALESMEN USE TO SELL QUALITY

from the Dartnell Corporation Film: "How to Sell Quality"

NOTHING succeeds like success and successful salesmen are always on the lookout for the ideas and methods which others have used in reaching the top. To the illustrations that follow add some of your own to illustrate that to sell quality is to get the "cream" of the business—it distinguishes everyone and everything concerned: The product or service, the brand, the company, and especially the salesman. Did you ever watch people's eyes light up with interest when a person says, "Joe? Yes, he sells Cadillac." "Frank? Why yes, we know him, he represents Steinway." Quality means distinction! Use these examples to emphasize the many different ways successful salesmen sell:

1. *Create an atmosphere of quality*—A shoe salesman carries a lighted stand for displaying his highest priced numbers, which he drapes with silk and sets under a spot light in the sample room. He reports that as a result of this bit of showmanship his sales (and commissions) on his quality numbers have more than doubled. Similarly an Addressograph salesman uses a gold plated address plate to explain the advantages of metal address plates in his addressing system.

2. *Establish a basis of comparison*—The price of a quality product becomes less of a hurdle if the salesman quickly establishes a basis of comparison—like the farmer who placed a large football in his chicken house to inspire his hens to lay larger eggs. When they compared their eggs with the football, even the best they could do seemed inadequate.

3. *Dramatize the benefits*—Several salesmen selling gas refrigerators dramatize the silent feature of Servel refrigerators, as contrasted with the hum of some electric refrigerators, by lighting a match and then holding it before the prospect while it silently burns itself out. This simple demonstration of quality makes a lasting impression on the prospect, and has caused thousands of homemakers to decide in favor of gas refrigerators.

4. *The "best by test" technique*—Reverse salesmen, selling a quality line of kitchenware that commands a higher price than most women have been used to paying, drop the pot or bowl on the floor as if by accident, and then prove its sturdiness by showing her it is not even dented. A pot or kitchen bowl that will stand that kind of punishment obviously

will outlast ordinary kitchenware, so the small extra first cost is unimportant.

5. *Making the buyer want quality*—Getting engineers to specify a quality part if it costs a little more than what they originally specified is a tough job. A roller-bearing salesman does it by checking with companies that use his prospect's machines to find out how the machines performed. Usually at some point the babbit bearings burned out. With that information in his pocket convincing the engineers proves an easy matter for the salesman.

6. *Using the five senses*—A salesman for a wholesale grocery company built up a big business on preserved strawberries by bringing an open jar into the store and having his customer taste the preserves. The delicious flavor sold it. So did the large fruit which the grocer could see through the glass. While the taste was still fresh in his mouth he heard and was impressed by what the salesman said. And to touch all the bases, the salesman focused attention on the product by having the grocer hold the jar while he wrote up the order.

7. *The challenge of quality*—Some merchants are afraid to stock a quality product. They think it is too high priced for their trade. A women's ware salesman gets over this hurdle by asking early in the interview if the merchant can sell a quality product, and evidencing some doubt as to his ability to do so. The merchant, if he respects the salesman, usually says that he can, thus paving the way for a sale.

8. *A block-chart to show turnover*—One of the advantages of most quality products is that they are good repeaters. To drive home the benefits of fast turnover to buyers a toothpaste salesman carries a set of wooden blocks, shaped like disks, in his sample case. When it comes time to talk about the benefits he will get by handling a fast-moving line of tooth paste, and really pushing it, he brings out his blocks and makes one little pile to show the profit the druggist makes on run-of-the-counter toothpaste, and another, much higher pile, to show how much more he could make on his advertised toothpaste.

9. *Relation to total expenditure*—The cost of a quality product may seem large when the additional amount is set off

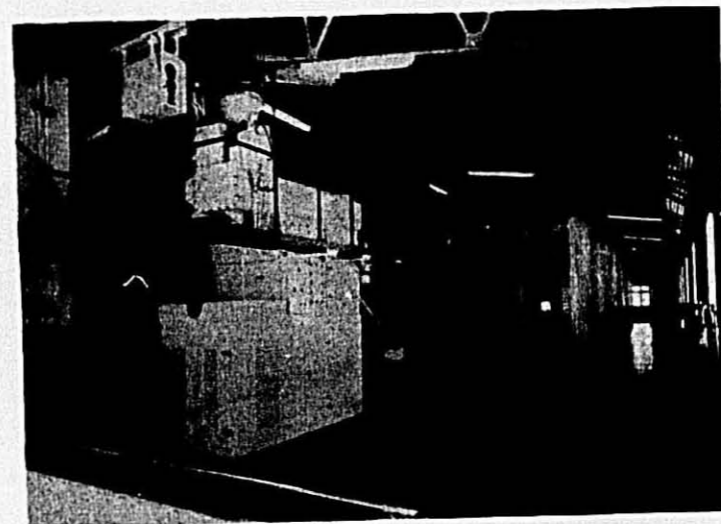
by itself, but when compared with the total expenditure the buyer will make, it appears unimportant. A paper salesman found that out. He stopped talking about the paper, and started talking about the complete printing job. He stressed the investment the buyer was making and how important it was not to undermine it by trying to save a few pennies on each catalog.

10. *The reputation of the company*—Some salesmen overlook a valuable sales point by not making more use of the reputation of the company behind the product. Selling quality is largely a matter of establishing confidence. A Marshall Field salesman says, "Most of my customers never heard of the brands we offer, but over the years they have come to regard any product offered by Marshall Field & Company as a quality product. So all we do is hammer home that point and sales follow."

11. *Using price to prove quality*—The usual procedure in selling a quality product, when price is higher than usual, is to wait until the demonstration is complete before mentioning the price. But a floor covering salesman selling institutions takes the opposite tack. He prepares the buyer for the higher price by using it as a peg for his quality arguments. He contends that this gives the buyer confidence, as the higher price and the impressive list of buyers he shows is in itself the best proof of quality.

12. *Get the buyer into the act*—It is good sales strategy to paint your picture with the buyer in the foreground doing something. It is the audience participation idea. A salesman for industrial clothing gets the buyer into the act by asking him to take hold of one leg of a pair of overalls, while he holds the other leg, and pull just as hard as he can. The tug of war dramatizes the great strength of the double-stitched seams, and the resulting customer satisfaction.

In the same way a salesman selling "nonbreakable" chimneys for kerosene lamps (yes, they still sell them) hands a chimney to the storekeeper and gets him to roll it down the counter. Then he suggests the storekeeper take a chimney off the shelf and make the same test, which of course, he never does. The storekeeper is impressed because he, rather than the salesman, made the test.



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

Goods extruded from the press pass through an oscillating preliminary screen dryer, where they are slightly surface dried to prevent deformation. Thereafter, they are conveyed to the preliminary drying section of the dryer and spread evenly over the top conveyor by means of a distributor.

After passing through the controlled pre-drying stage, the goods enter the finishing dryer where they are also subjected to a controlled drying process. They leave the dryer at normal room temperature and may be packed immediately.

To obtain optimum drying, two independent climates in the dryer are automatically pre-determined by control instruments.

DESIGN CHARACTERISTICS

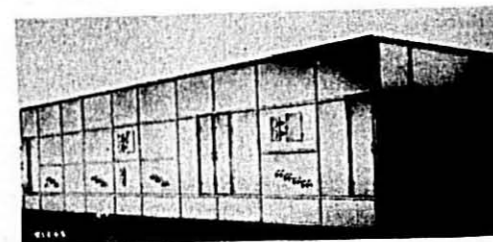
- 1) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 2) The fully-automatic operation of the short goods manufacturing line requires only periodical supervision. Any deviations from the normal operating temperatures are quickly observed on external recording instruments and can be corrected in time to prevent goods spoilage.
- 3) A battery of blowers on each side of the dryer provides for sufficient air throughout all stages. The air is guided through ducts into the drying chamber to the desired location and then is forced through the conveyors and the goods. Heaters between the conveyor bands recover the drying capacity of the air after the passage through each layer. The heat input of each heater is simply adjusted by two valves according to a heat requirement chart, to obtain optimum drying capacity for every class of goods.
- 4) Two products may be dried simultaneously under continuous operation. The press shut-down time for die changing permits enough time between the two operations to adapt the climate to the following product.
- 5) The conventional screens are replaced by specially shaped, corrosion resistant channels forming the con-

veyor elements, thus eliminating repairs and breakdowns.

- 7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.
- 8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.
- 9) The electric control cabinet incorporates all controls, pilot-lights, starters and overload relays. It is located for convenient observation by the operator. Respective pilot lights flicker if a motor should fail to operate.

CAPACITY

The Short Goods Dryer TTM is built in three sizes, with capacities from 650 lbs. to 1400 lbs./hour, determined by the specific density of the product to be dried.



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

PEOPLE, PRODUCTS AND PROGRESS—1975

Reprinted with permission of Nation's Business
From the U. S. Chamber of Commerce film shown at Winter Meeting

IN 20 years America will have 221,000,000 people. Today's industry shows what is in store for you:

- More food.
 - Better shelter.
 - Greater comfort.
 - More leisure and more ways to enjoy it.
 - And 20,000,000 more jobs—better jobs.
- That is how industry sees America in 1975.

It is a practical view. When industries and trade associations were asked by the Chamber of Commerce of the United States to contribute opinions to a composite picture, they were careful to avoid any type of daydreaming.

Their predictions anticipate logical applications of research already under way, or improvements in products now available. The changes they see in our future standard of living are the natural increment of a free, competitive enterprise system. Without such a system the Malthusian theory and other doctrines of pessimism would hold some terrors for a country which, 20 years from now, will need to house and feed 221,000,000 people with no increase in land area. With it, such a population provides new job opportunities, a spur to technological advancement and a multitude of new customers.

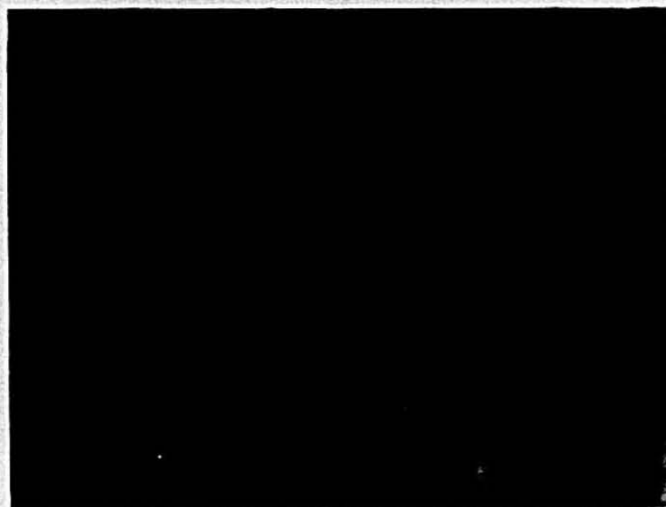
Among the things which industry expects to offer these new customers are:

A Variety of Nutritious Foods at Lower Cost

Although the arable land is limited, new, commercially produced plant foods and new methods of bringing water to the land will increase production per acre. Cost-saving advances are coming in distribution—among them moving belts, automatic loaders and electronic counting machines that will simplify handling in warehouses and moving goods on to the retail store.

There the food shopper's task will be simplified by a check-out counter where an electric eye and an automatic computer will tote up her bill without waiting.

As she leaves, she will have no doors to open. The whole store front may be closed only by a curtain of air—cool in summer, warm in winter—flowing from a vent in the ceiling to a vent in the floor. The items she will take home will include more prepackaged foods than are available today—some of them equipped with chemical heating or cooling units which will permit her to cook or chill the product right in the package.



Shoppers will find store fronts entirely open, with warm air curtain in winter, cold in summer.

More Luxurious Living

New materials, steel among them, may or may not change the appearance of tomorrow's house, but the trend toward indoor-outdoor living certainly will. The lawn, the patio, probably the swimming pool, will be integral parts of the house design. Privacy assured by this arrangement may make possible outside walls of glass—even in bedrooms.

Inside, the most obvious change may be the absence of walls. Lighter steel, thin shelled concrete, and trussed rafters of timber will eliminate the need for propping up the roof and ceiling. Walls can thus be movable, either manually or by use of power. Some of them also will be of the storage type.

In this home, 100 mechanical servants will do the owner's bidding. Automatic controls will close doors and windows in case of rain or temperature changes. Ultrasonic waves will wash dishes and clothes without mechanical agitation—and sterilize them. A twist of a dial and clothes will move on to automatic ironers. Electronic walls and ceiling panels or gas heat pumps will satisfy every temperature whim. In electric kitchens, panels of tiny thermo-junctions will provide cooling in the refrigerator and deep freeze. Similar panels, with current reversed, will warm other foods.

In gas kitchens, all equipment may be prefabricated into a single wall unit. Dial controlled hot water faucets will serve water at any desired temperature. Incinerators will appear and disappear at the touch of a button. So will the refrigera-

tor and the hidden cooking units.

Instead of switches, control panels will regulate interior lighting. A hand waved before such a panel will raise or lower lights, even change their colors to blend or contrast with draperies and upholstery.

New in home entertainment will be the television tape recorder and the electronic music synthesizer. Both will operate with paper tape. Using the recorder and a portable TV camera, the home owner can record pictures on tape, play them back on the family's picture frame TV. With the synthesizer, hi-fi will reach new perfection, including, for those who wish, production of music sounds never heard before.

Cities with Fewer Problems

Light-weight concrete of great strength permitting concrete buildings 40 stories tall and office buildings sheathed in stainless and porcelain-enameled steels will change skylines in 1975. Grouping municipal buildings and related structures in civic centers will change city geography. Included in many such centers will be the auditorium. Topped with a thin-shell concrete roof, this building will provide clear floor space the size of two football fields—with a mammoth parking lot underneath.

Different, too, will be tomorrow's schools. They will be on larger sites, with more outdoor work and play areas. Common practice will be to separate various activities in specialized buildings; large buildings for group activities such as assembly sessions and sports; smaller



BECAUSE DON KNUDSEN HAS THE FACTS—

You get better Durum Products from General Mills



Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

In macaroni manufacturing problems, a Scandinavian like Don Knudsen could easily be as lost as a fish out of water.

But Don has training. He's at home with customers because he's learned the facts. He's gained practical experience by working—and observing—in a macaroni plant.

And like all General Mills durum salesmen, Don's had intensive training at our "school" in Minneapolis, including work in grain department, mill, and Products Control laboratory. There he's absorbed facts from oldtimers who know durum from the ground up.

So if you'd like suggestions about durum products to meet your production methods—or ideas about merchandising and advertising—ask Don or any General Mills salesman.

In cooperation with others in our General Mills Durum family, Don welcomes the chance to bring you the best Durum Products possible—to help you manufacture the finest macaroni products.

DURUM SALES
General Mills
Minneapolis

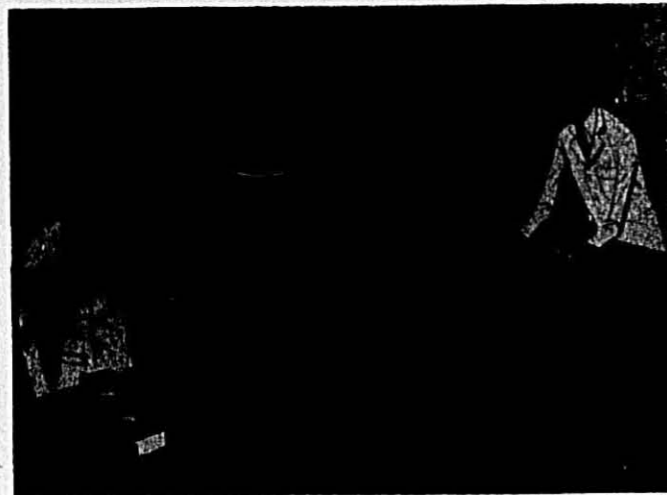


buildings for class rooms, each equipped for use of films, television recordings, and with a stage for classroom dramatizations.

The rooms will be larger, yet serve smaller classes. They will have windowless alcoves for quiet study. Furniture will be flexible, healthful and comfortable. Good lighting, acoustics, air conditioning and ample storage space will be standard equipment.

Where climate permits, outside as well as inside space will be used as part of each room.

But perhaps the greatest change in tomorrow's city will be improved traffic conditions. According to one solution, drivers will leave their cars at fringe parking lots, step onto a conveyor belt that will carry them underground to continuously moving conveyor carriages that will transport them to the city.



There'll be less waiting in food centers in 1975. Electronic eye will compute prices on all items.

Beneath the main shopping district a network of conveyors will move shoppers from store to store. After business hours, this same system will deliver freight. Similar conveyors will aid pedestrians to airports, railroad and bus terminals.

Specialized Personal Transportation

For those who must use city streets in 1975, one automotive engineer suggests use of an in-town car. About the same size as today's car although much lower, it will carry four people in fixed seats. Its power plant, in the rear, will give medium cruising speed and an automatic brain may handle the parking problems.

For long distance travel, the car of tomorrow will be a highway cruiser, longer—perhaps measuring 20 feet—lower and wider than today's. A gas turbine—perhaps atomic power—will drive it. It will provide fast, safe travel over heavy duty superhighways. Prestressed concrete bridges capable of spanning great distances will permit building these highways with many levels, eliminating grade crossings, segregating traffic of different types.

Once on the road, the car's electronic devices will warn of obstacles ahead, may even eliminate the need for a driver altogether.

Faster Public Transportation

Railroads will speed service not only on the main lines but in triple decked classification yards where cars will be switched electronically and TV cameras will make possible long-range inspection and recording.

Several new type light-weight, articulated trains are promised for passengers. Long distance travelers will find floating chairs, hideaway tables and adjustable partitions to create semiprivate compartments for their own parties. Hidden conveyor tubes will bring food and beverages and conveyor aisles will serve those who want to go from car to car. For com-

fort the first practical flying saucer, capable of carrying 100 passengers at 600 miles an hour, while 30-passenger helicopters will be used between suburbs and downtown areas.

For freight that moves by highway, the trucking industry predicts atomic powered tractors with electric drive motors on each axle and, in the cab, small TV screens which will give the driver and his relief man a view of everything on both sides and behind. Operating in special truck lanes, these tractors will pull several trailers, each with a clear plastic top admitting light to simplify freight handling.

Comfort Everywhere

Those who leave their comfortable homes to enjoy the new comfortable means of travel will find even more comfort waiting at the end of the trip.

Tomorrow's hotel, says the hotel industry, will feature a drive-in entrance for guests who arrive by automobile, a rooftop landing field for helicopters.

Elevators will carry the guest, his baggage, and his car if he has one, to a room on the building's outer ring. The interior will be reserved for parking.

In his bedroom the guest will find a control panel from which he can regulate the firmness of his mattress, order food, beverages, and newspapers delivered by pneumatic tube. Telephone calls will be accompanied by a TV picture of the party at the other end—unless the answerer has just stepped out of the shower. In that case, he can stop picture transmission.

By pressing a button, the guest can sanitize his bathroom and its fixtures with an odorless and harmless gas. Under the sink will be an automatic washing machine, dryer and small refrigerator for producing ice cubes. Towels will be stored in heated cabinets.

In hotel kitchens, individual packages of precooked foods, preserved by radiation, will be heated in electronic heaters before moving on conveyors to the waiters' pick-up spot—and management can supervise all this from television monitor screens in the central office.

This sampling of what a few industries plan for the future demonstrates how a dynamic economy continually looks ahead to new products, new services, new developments. It shows, too, where this country will find the 1,000,000 new jobs that must be found each year because our population growth makes it necessary. We must make 20,000,000 such jobs by 1975.

Many of these jobs will be in industries not even anticipated today. Some will be new techniques in old industries. Some will be better ways of doing what is already being done.

In any case, they will be better jobs leading to even further technological advancement because, even in 1975, our free market economy will still be looking toward the future.



Count on Criterion Semo-Rina, day after day, to measure right up to YOUR QUALITY STANDARDS.

Put Criterion Semo-Rina on your NEXT order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

BUSINESS FILMS

The National Macaroni Institute contemplates industry movies

BUSINESS films have become big business. With around 500,000 sixteen millimeter sound projectors now available in the United States (this is one for every 320 people) films are important.

The National Macaroni Institute has been investigating the possibility of developing industry films for macaroni, spaghetti and egg noodles. In mid-November the Board of Directors met at the offices of Theodore R. Sills, National Macaroni Institute public relations counsel, in New York to hear presentations by several film producers. A Film Festival was a part of the convention program for the Winter meeting to demonstrate what various food industries are doing in the way of educational films. On the program were "The Magic Shelf" produced for Campbell Soup Company, "Barbecue Party" put out by the U. S. Brewers Foundation, and "Fiesta," a pictorial party proposal prepared by the Evaporated Milk Association.

In the *Index and Guide to Free Educational Films from Industry*, distributed by Modern Talking Picture Service, "The Magic Shelf" is described as showing refreshingly new appetizing recipes based on condensed soups. These recipe ideas are demonstrated in the film by Anne Marshall, Campbell's home economist. She creates casseroles and stews, salads and dressings, and tasty lunch and supper dishes. Photographed in beautiful full color, this film of recipe tricks shows how to provide menu variety for all meals. There is emphasis on nutrition and economy, too—it is possible to have all these qualities. Miss Marshall carefully shows how to prepare each recipe. The recipes shown in the film are also put out in a colorful recipe booklet that is made available to viewers by the Campbell Soup Company when a booking of the film is made.

"Barbecue Party" is a bright little short designed primarily to show beer's place in the average American family's scheme of things. It is brought in very casually in the plans and presentation of an outdoor barbecue party. This film short pictures the preparation of shish-kabobs, barbecued hamburgers and other grilled delicacies. Outdoor eating and the serving of beer are presented together as a part of modern living.

"Fiesta" is about two teen-agers, Judy and Pat, and their plans for giving a party. Of course, their mother gives them lots of good suggestions and "food" guidance to assure them a successful fiesta. Audiences enjoy the decorative ideas as well as the recipes for the food part of the party. They are all demonstrated and explained in the film.

"Fiesta" runs exactly 8 minutes, 30 seconds, including titles, with narration and music background.

Recently the Films Steering Committee of the Association of National Advertisers made a study of 157 business films to determine production and distribution costs of representative advertising and public relations motion pictures.

The list of sponsoring companies reads like a who's who in American business and includes food features such as the American Can Company's "Alaska's Silver Millions" and "Vitamin Rivers"; Armour & Company's "ABC's of Beef Cookery" and "Festival of Cheese Recipes"; Campbell Soup Company's "Magic Shelf"; J. I. Case Company's "Harvesting Seeds of Plenty"; General Foods Corporation's "Treasures for the Making" and "California Gold"; General Mills' "Food As Children See It" and "The School That Learned to Eat"; General Motors Frigidaire Division's "Frozen Freshness"; the Green Giant Company's "The Good Earth to Good Tables"; Standard Brands' "American Heritage of Hospitality" and "Mealtime Is Variety Time"; Swift & Company's "Meat Buying Customs" and "Nation's Meat"; United Food Company's "Journey to Bananaland"; Western Beet Sugar Producers' "Sugar, USA."

To the important question "What will the movie cost us?" the survey determined that producing a film is pretty much like building a house. It depends upon what size vehicle you are talking about. In the group of 157 surveyed, the cheapest film was \$1,732, while the most expensive cost \$426,600 to produce. The average running time of business-sponsored films is about 26 minutes. 35% of the 157 in the survey run 20 minutes or less. 54% run between 20 and 30 minutes, or 2 to 3 reels, while the balance run from 3 reels to feature length—55 to 72 minutes.

The life span of a business film seems to be between 2 and 5 years. The longevity of a picture can be predetermined to some extent by the skill of the sponsor in making his message timeless. In the survey conducted by the Association of National Advertisers, 19% of the films considered had been in use less than a year. 24% of the pictures were between 1 and 2 years old, 41% between 2 and 5 years old. 16% were really living it out between 5 and 16 years in circulation.

99.4% of the films in the survey were in sound and 74% were in color. Color films are favored nearly 4 to 1, and with color television now materializing this ratio can be expected to swing even further in this direction.

A typical sponsor spends 55% of his budget for the production itself, 26% of

the budget for release prints, and the final 19% is allocated to distribution. Distribution involves promotional pieces to get bookings and to maintain the film in good shape for each showing plus transportation to the viewer and back to the distributor.

In *The Story of Film Distribution*, a brochure prepared by Modern Talking Picture Service, the statement is made that audience potential for the release of sponsored films is practically unlimited. Millions of group-minded Americans, organized in lodges, unions, churches, associations, societies, granges, veterans' organizations, employee groups, and so on, meet each week for discussion and fellowship. Business-sponsored motion pictures are in great demand as popular program material and to stimulate attendance. More than 100,000 audiences have been classified by type and general group interest by this one business film distributing organization. They state that a continuing program of audience research is discovering more than 25,000 new film using groups annually.

More than 96% of all high schools in the United States numbering about 24,000, use business-sponsored films as teaching tools. The average use was found to be 168 motion pictures per year. But in examining detailed surveys it was determined that schools using more than a thousand films per year, less than 3% of the schools surveyed accounted for about 25% of all the films used. As these volume users had a marked influence on the average, a median was determined and that amounted to a use of films at the rate of 80 per year, 77% of which are business-sponsored free films. The subjects best served in the teaching field were science, social science, and home economics, in that order.

During the summer months more than a million people assemble weekly in theaterless towns of rural America to enjoy free entertainment programs which include sponsored films.

Most of the nation's 20,000 motion picture theaters will exhibit acceptable sponsored films.

Television stations, like theaters, will run sponsored subjects on a free-sustaining basis to reach a vast new audience. There are more than 400 television stations broadcasting in the country today with audiences that range into the millions depending on the territory and time of day.

Truly the United States is peopled with picture watchers, and the potential for product promotion and public relations through this medium is most important.



DAY AFTER DAY YEAR AFTER YEAR

When a company sticks to quality day after day and year after year without compromise, the customers know it. There is no greater reward than to have the respect of your customers and a growing business.

King Midas FLOUR MILLS
MINNEAPOLIS PV MINNESOTA

LENTEN PROMOTIONS



THIS ALL-TIME FAVORITE IS BEST WITH
Plenty of Cheese!



Here's macaroni and cheese made a new, modern way—with cheese sauce *plus* cheese chunks. Simply mix cooked macaroni and a hearty cheese sauce in a casserole. Top it with a cupful of chunks of sharp cheddar *plus* a generous sprinkling of grated Parmesan.* Then pop casserole into a 350 degree preheated oven for thirty minutes. This way, macaroni is more than good, it's good *plus!*

**Add pinonuts and green pepper (optional).*

It's dairy farmers across the nation want you to know—you can buy better in every way with foods made from milk.

AMERICAN DAIRY ASSOCIATION
Voice of the dairy farmer • 20 N. Wacker Drive, Chicago 6, Ill.



You never outgrow your need for foods made from milk!

Watch "Disneyland" and "The Lone Ranger" ABC-TV

Macaroni & Cheese is being advertised by the American Dairy Association in this full-colored advertisement appearing in the March issue of Ladies Home Journal, circulation 4,817,000. Country Kitchen macaroni & cheese will also be advertised on their Disneyland Show, ABC-TV, to an audience of 45,000,000. Three mentions in March on the Lone Ranger television show will reach 25,000,000 people each time.

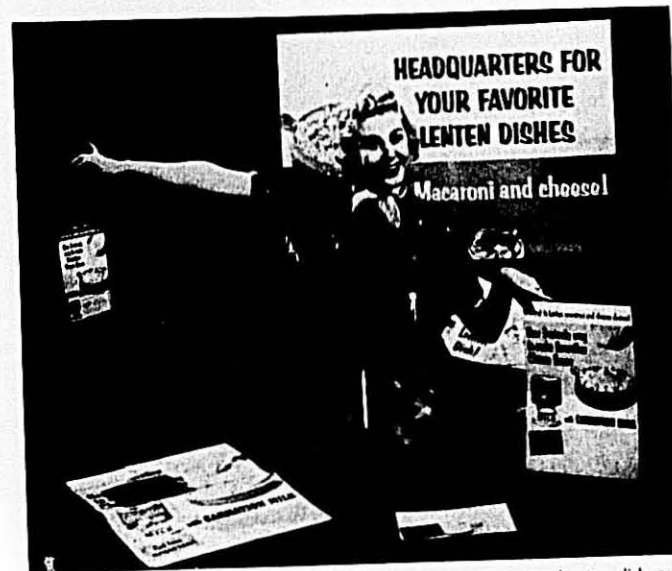
STRESS MACARONI & CHEESE

THREE tremendous advertising and merchandising drives will be launched for the six weeks of Lent to promote macaroni and cheese.

The advertisement to be placed by the American Dairy Association in the March issue of Ladies Home Journal is pictured on the adjoining page. In addition to their magazine advertising, they will support the macaroni and cheese combination on their Disneyland Show seen on some 140 ABC television network stations. The Lone Ranger, another American Dairy Association television show, will plug macaroni and cheese on three separate occasions during March on another 75 television stations.

The long list of advertising planned by the Carnation Company for their Lenten drive on macaroni and cheese was given on page 8 of the January issue of the Macaroni Journal. In addition to wide coverage in the consumer magazine field, Sunday supplements, farm publications and grocery store-distributed magazines, Carnation will have television support with the Burns & Allen Show and the Bob Crosby Show over the CBS network. Radio support will be forthcoming.

(Continued on page 26)



Here's your Lenten volume builder. It's a macaroni and cheese Lenten dish promotion. Colorful point-of-purchase sales aids exhibited here by Vivian Davine have been made available to retailers by members of the National Macaroni Institute and the Carnation Company. The merchandising aids include recipe sheets, window banners, display cards, shelf talkers, and drop-in advertising mats.

From the Kraft kitchen ways to fix grand Macaroni-and-Cheese

Enjoy a different one each week during Lent



Old-fashioned kind
This is the best macaroni and cheese you can buy. It's made with the finest macaroni and the best cheddar cheese. It's the kind that's been around for years and years. It's the kind that's loved by everyone. It's the kind that's the best.



Gourmet's Special
This is a special kind of macaroni and cheese. It's made with the finest macaroni and the best cheddar cheese. It's the kind that's loved by everyone. It's the kind that's the best.



Kidney Bean Macaroni Bake
This is a special kind of macaroni and cheese. It's made with the finest macaroni and the best cheddar cheese. It's the kind that's loved by everyone. It's the kind that's the best.



Macaroni Loaf
This is a special kind of macaroni and cheese. It's made with the finest macaroni and the best cheddar cheese. It's the kind that's loved by everyone. It's the kind that's the best.



Creamy and Spicy
This is a special kind of macaroni and cheese. It's made with the finest macaroni and the best cheddar cheese. It's the kind that's loved by everyone. It's the kind that's the best.

The World's Favorite Cheeses are made or imported by **KRAFT**

Five ways to fix grand macaroni and cheese will be a double page spread in full color in the March 5 issue of Life Magazine. In addition to this magazine advertising, Kraft Foods Company will promote macaroni and cheese recipes on the 72 television stations carrying the Kraft Television Theater on March 7. Merchandising support will be given jointly by macaroni manufacturers tying up with some 90 Kraft Foods Company sales branches. The campaign is being advertised by Kraft in February issues of Progressive Grocer, NARGUS Bulletin, Meat and Food Merchandising, Chain Store Age, Food Topics, and IGA Grocergram.

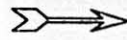
SEMI-FINISH LONG GOODS DRYER.....NOW
 an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS DRYING TIME and SPACE to LESS THAN HALF . . . GIVES BACK to YOU PART of YOUR BUILDING for OTHER PRODUCTIVE USES . . . INSTALLATION FLEXIBILITY to SUIT ANY BUILDING.

LIKE
THIS

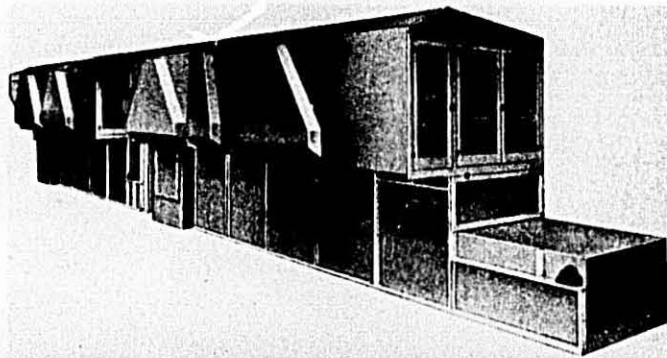


OR

LIKE
THIS



OR
TO SUIT
YOUR
BUILDING



**STRAIGHT
LINE**

Semi-Finish Dryer
attached to front of
Preliminary Dryer.



**FLOOR
ABOVE**

Three Semi-Finish
Dryers connected by
Positive Automatic
Transfer Mechanism
to three Preliminary
Dryers on floor below.
Finish Drying Rooms
adjacent Semi-Finish
Dryers, eliminating
elevator use for
long goods trucks.

Ambrette
MACHINERY CORP.

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

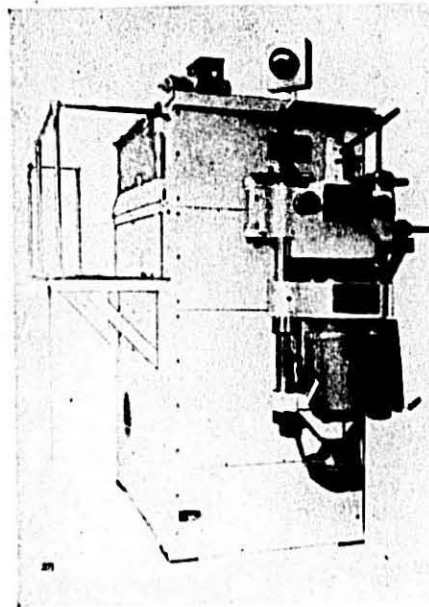
PRESSES

WITH
THE

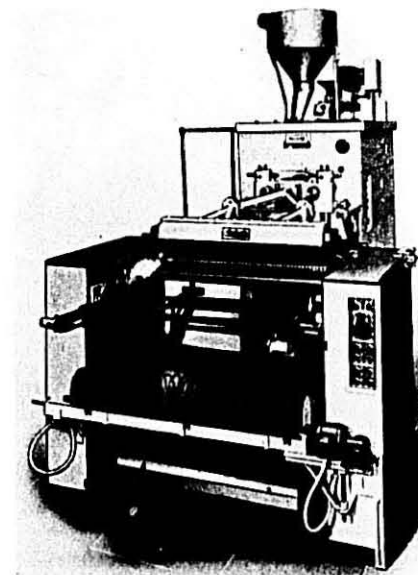
PROPER VACUUM*

PATENT PENDING

Our HIGH VACUUM SYSTEM is now operating on all POPULAR MAKE PRESSES in the United States CUSTOMER ACCEPTANCE of our vacuum system—not only on our presses but on presses of other makes—has been most gratifying to us CUSTOMERS' RECOGNITION that high vacuum gives a more complete deaeration of dough before extrusion—creating a superior quality product, better conditioned for drying—has put us in the LEADERSHIP in vacuumizing presses in the United States.



CREATIVE
ENGINEERING
for the
MACARONI
NOODLE
INDUSTRY



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

Lenten Promotions —

(Continued from page 23)

ing over Carnation's Keystone network. Kraft Foods Company will be the third national advertiser using the macaroni and cheese theme during Lent. A double page spread in the March 5 issue of Life Magazine is illustrated in the picture below. These recipes will also be promoted over the 72 stations carrying the Kraft Television Theater. Some 90 Kraft Foods Company branch sales offices in the United States and Canada will have their representatives merchandising macaroni and cheese during Lent.

Photographs and recipes from the National Macaroni Institute cover a wide range of suggestions for Lent including combinations for spaghetti and egg noodles as well as macaroni. Some of the Institute's recipes for macaroni and cheese follow.

Quick Saucepan Macaroni and Cheese

Ingredients: (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- ¼ cup butter or margarine
- 2 cups grated processed American cheese (about ½ pound)
- ¼ cup finely chopped onion
- Salt and pepper to taste
- Pimiento-stuffed green olives

Procedure:

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine macaroni, butter or margarine, cheese, onion and salt and pepper to taste. Cook over low heat until cheese is melted. Serve immediately, garnished with olives, as desired.

When your school-age youngster comes home from school, he needs a hearty, appetizing meal with plenty of energy-giving foods. Macaroni and cheese need little preparation and provide the nourishment so necessary for keeping growing children healthy and active. Here is a recipe that has natural appeal for the grade school set:

Country-Style Macaroni and Cheese

Ingredients: (Makes 4 to 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (about 8 ounces)
- 2 cups grated Cheddar cheese (½ pound)
- 2 tablespoons butter or margarine
- ½ cup light cream
- 10 slices crisp cooked bacon, crumbled

Procedure:

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine macaroni and remaining ingredients and mix well. Turn into greased 1½ quart casserole. Top with additional grated Cheddar cheese, if desired. Bake in hot oven (400°) 20 to 30 minutes, or until browned.



After a day of school-work, a growing boy has a hearty appetite, so an individual casserole of macaroni and cheese makes a satisfying main-course dish. Children enjoy having their own individual casseroles, and when macaroni and cheese are served this way, no encouragement is needed to get them to eat the last little bit. This can be accompanied by celery and carrot curls whose crispy texture are often more popular with children than cooked vegetables. Fruit and chocolate milk are a good choice to round out this simple but well-balanced meal.

Family's Favorite Macaroni and Cheese

Ingredients: (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 tablespoons butter or margarine
- ½ cup onion, chopped
- 2 tablespoons all-purpose flour
- 1½ cups milk
- 2 cups grated Cheddar cheese (about ½ pound)
- ½ teaspoon salt
- ¼ teaspoon Worcestershire sauce
- 2 slices bacon, cut in half

Procedure:

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook un-

covered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine over low heat and add onion; saute 5 minutes. Add flour and blend. Gradually add milk and cook, stirring constantly, until thickened and smooth. Stir in cheese, ½ teaspoon salt and Worcestershire sauce. Cook over low heat until cheese is melted, stirring constantly. Add macaroni; mix lightly but thoroughly. Turn into 4 greased individual casseroles. Top with bacon. Broil 3-4 inches from source of heat 5 minutes, or until lightly browned.

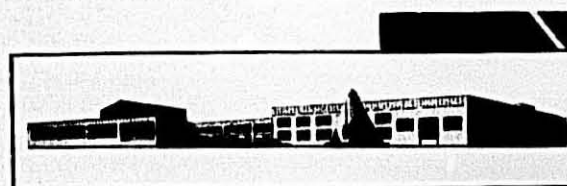
Grandma's Macaroni and Cheese

Ingredients: (Makes 4-6 servings)

- 8 ounces elbow macaroni (2 cups) uncooked
- 1 pound grated Cheddar cheese
- 1 teaspoon salt
- Freshly ground pepper
- ½ teaspoon onion salt
- 3 cups milk

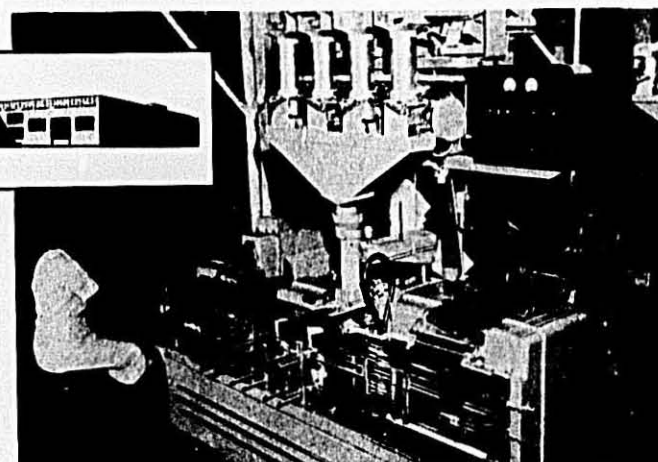
Procedure:

In a 1½-quart casserole, combine macaroni, cheese, salt, pepper, onion salt and milk. Stir to mix thoroughly. Bake in moderate oven (375°) about 2 hours, or until macaroni is tender. Stir occasionally during cooking time so macaroni doesn't stick.



Large modern plant of Mission Macaroni Company, Inc., located in Seattle, Wash.

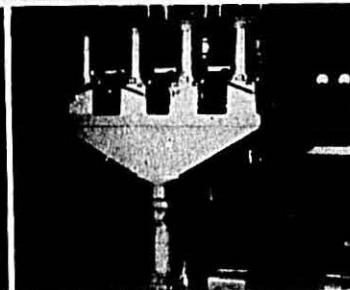
One of two fully automatic Simplex-O-Matic Packaging Machines forming, weight-filling, and sealing cellophane bags of macaroni products.



PACKAGING 24,000 BAGS OF MISSION MACARONI PER SHIFT WITH SAVINGS UP TO 50%



Material savings up to 25% are made in forming bags from printed roll stock.



Accurate net-weight filling cuts down product "give-away."



Savings up to 50% are realized over manual packaging methods.

"We've boosted sales too, with attractive cellophane bags which display the superior quality of our products."

Says Guido P. Merlino, President
Mission Macaroni Company, Inc., Seattle, Wash.

"Not only have we cut our packaging costs by putting in two Simplex-O-Matic lines but we've stopped product giveaway with the accurate net weight fillers on these units. We can average 1000 cases of 12's on each machine in a shift, including change-overs, handling shells, elbow macaroni, and elbow spaghetti. We've found that we get a better looking sealed package that sets off the true quality of Mission Products. Each machine keeps a girl busy casing while one operator easily handles both of these machines along with other equipment."

Write today for full details on Simplex-O-Matic, fully automatic packaging.
Request Bulletin SOM-1.



Neater, more attractive packages visibly display product quality for greater "eye and buy" appeal.



Egg Prices in 1955

Eggs in the Chicago market commanded better prices during 1955 than the year before.

Shell eggs in early January brought 27c a dozen as current receipts in the Chicago market and went steadily upward to 41c in mid-February. Prices began to slide in mid-March with heavier spring production and dropped from 34.5c to 31.5c in mid-April. A late April rally to 36.5c was short-lived and a descent set in which carried the price to the year's low in mid-July of 24.5c a dozen. By the first of August prices were back up to 30c and fluctuated within a cent or two until mid-September when they shot up a dime from 28c to 38c. There was an easing in October to 34c, but the rise started in early November carried through to the end of the year. December marked the steepest rise and the highest prices of the year with current receipts selling at 38c a dozen on December 2, 40c on December 9, 42c on December 16, 45c on December 23, and 49c on December 30.

Processed eggs followed the general ups and down of shell eggs but without as many fluctuations. Frozen whole eggs, freight-on-board Chicago in lots or cars of 1,000 30-pound cans or more, started the year in a range of 23c to 24c. They advanced to a high of 31-35c in mid-February and then dropped to a low of 23-24c in mid-July. Their ascent from that time on was relatively steady with minor peaks and valleys until the end of the year when they reached their high of 34-35c.

Frozen egg whites in quantity could be had at 13-14c in the first week of 1955. They rose to a peak of 19-20c in the first week of March and then held fairly steady between a range of 17-20c until the end of September. At that time the price edged up another penny. December saw a price rise of a cent each week from 21-22c to 23-24c the final week.

Large lots of frozen yolks, 45% solids, were priced at 50-51c until mid-February when they took a nickel rise. By March 1, the range was 55-57c a pound, but this started sliding off until April when the pattern became consistent at 48-50c. This range held until mid-July when it went down to 46-47c. 47-49c was the range until mid-September when it climbed again to 50-52c. By the end of October another penny was added and the 53c price held until mid-November. December 16 the price was 54c and during the last week in the year the range was 54-55c.

Dried yolk solids started the year at \$1.03 a pound for less than carload sales. They rose quickly to a range of \$1.20 to \$1.50 in mid-February and then slid off to \$1.05 to \$1.08 in mid-July. This price held firm until the first of September when the range dropped 2c. A 6 to 8c boost came at the end of September but went back to the \$1.06 to \$1.08 range in mid-October. This was constant until mid-December when a 2c rise occurred.

The final week had a sharp rise to \$1.16 to \$1.18.

Good returns to egg producers in 1955 may attract more egg production in 1956, which in turn will put pressure on prices.

Processed Egg Production

The U.S. Department of Agriculture reports liquid egg production during November for immediate consumption, freezing and drying totaled 5,255,000 pounds, compared with 8,608,000 in November last year and the 1949-53 average of 6,492,000 pounds. The quantity used for drying and freezing were much smaller.

Dried egg (egg solids) production during November totaled 739,000 pounds, compared with 900,000 pounds during November last year and the average of 1,102,000 pounds. November production consisted of 64,000 pounds of dried whole egg, 237,000 pounds of dried albumen and 438,000 pounds of dried yolk. Production during November last year consisted of 299,000 pounds of dried whole egg, 452,000 pounds of dried albumen and 149,000 pounds of dried yolk.

Frozen egg production during November totaled 3,750,000 pounds, compared with 5,799,000 in November last year and the 1949-53 average of 5,637,000 pounds. Frozen egg stocks decreased 26,000,000 pounds in November, compared with 23,000,000 pounds last year and the average decrease of 25,000,000 pounds.

Macaroni Imports and Exports

Macaroni imports during the month of September, 1955 totalled 306,816 pounds valued at \$50,224. 246,268 pounds of the total came from Italy compared with 191,965 pounds in August. Imports for nine months of 1955 total 3,254,690 pounds.

Macaroni exports in October totalled 505,213 pounds. Cuba was the best customer with 108,770 pounds. Exports for ten months of 1955 total 4,459,853 pounds.

Official Figures

The U.S. Department of Agriculture reports durum production in 1955 was 20,599,000 bushels, compared with 5,124,000 in 1954, and an average of 33,432,000 in the ten years 1944-1953.

Acreage in 1955 was 1,387,000 compared with 1,341,000 in 1954, and a ten-year average of 2,564,000.

Eating Habits Change

From the Southern California Forum
That Americans are eating better, which reflects in their living longer, can be shown in the following trends gleaned from recent government surveys.

Each American (using average figures) eats 19% more meat, 12% more poultry, 15% more eggs, and 7% more dairy products than he did 30 years ago.

Decreases in eating habits have shown up largely in potatoes, 32% less eaten,

and in flour and cereal products, 33% less eaten. Americans also eat 11% less sugar, and despite the 7% dairy product increase, the average American eats 50% less butter.

Coffee, tea and cocoa drinking have risen 23%. Per capita eating of lettuce, tomatoes, and other salad vegetables has risen about 25%, with a like percentage increase in the use of salad and cooking oil.

Here are two specific examples of our dietary changes in the recent years: The per capita candy consumption in 1954 was 16.7 pounds. In 1944, it was 20 pounds per person. The per capita consumption of table salt has skidded down from 6.2 pounds in 1941 to an estimated 5 pounds for 1955. Reasons advanced for this fall: the impact of frozen foods, pre-mixes and salt-free diets. Even so, 3.8 million tons of salt is the 1955 expected sale.

It is interesting to note that despite the better diet of Americans, the portion of income spent for food has constantly decreased.

In 1850, half the average family budget was spent for eating; in 1900, one-third; and today about one-fourth.

Macaroni Movers

Macaroni sales pick up rapidly when displayed with related items. Winn & Lovett markets in the Jacksonville, Florida area have used a variety of successful methods to capitalize on this fact, says an item in Super Market Merchandising. Combination displays have been made with macaroni and cheese, with tomato sauce, with tuna, anchovies, and many other items. Spaghetti and sauces are natural partners. One group of Winn & Lovett markets found that when it arranged all brands and sizes of macaroni together, all brands and sizes of spaghetti together, all brands and sizes of noodles together, it sold more than when these items were arranged en masse. Another stunt was arranging all cellophaned items together for eye appeal.

Creamette Tests Pancake Batter

Whipette, a division of the Creamette Company of Minneapolis, Minn., is market testing its Whiz Cakes—ready to use pancake and waffle batter—in the Minneapolis-St. Paul area.

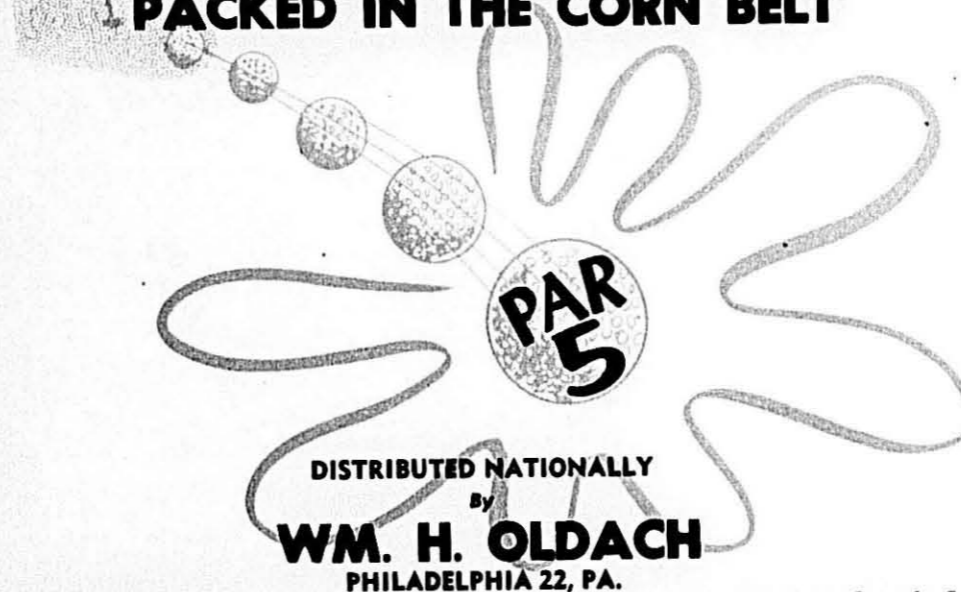
The batter, packed in 22-ounce American Can Company non-drip cans with full lithography, is made up of water, wheat flour, corn flour, dry buttermilk, vegetable shortening, leavening, dried whole eggs, dextrose, salt and sodium benzoate, and makes up to 20 four-inch cakes.

Whiz Cakes may be stored for a long time in freezers. When ready to use, the package should be removed from the freezer and placed in the refrigerator for eight to ten hours before using.

The Whiz Cake package retails from 45 to 49 cents.

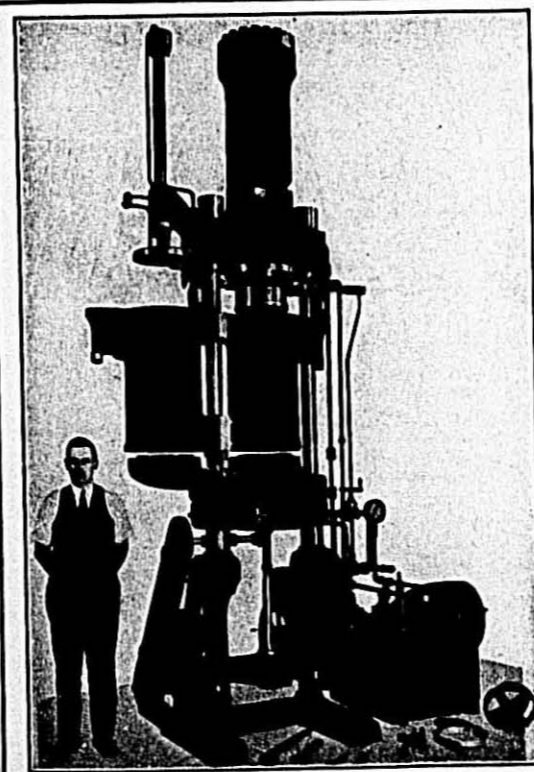
DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



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Specialty of
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Kneaders
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ALL SIZES UP TO THE LARGEST IN USE

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

DURUM DATA

Durum Legislation

President Eisenhower, in his special Farm Message to Congress, January 9, said, "I recommend extension for one year of legislation which exempts durum wheat from acreage and marketing controls. This type of wheat is in short supply and production should not be restricted."

Anticipating this request, Senator Francis Case from South Dakota had already introduced a bill extending last year's legislation into 1956. His bill S. 2764 would permit the growing of durum on farms in counties designated by the Secretary of Agriculture in the states of Minnesota, Montana, North Dakota and South Dakota. These counties must be capable of producing Class II durum wheat and must have produced such wheat for commercial food products during one or more of the ten years 1916 through 1955. In presenting the bill Senator Case urged prompt passage in order to inform growers who begin seeding shortly after March 1.

The eight Senators who sponsored legislation last year to permit free planting of durum in the four states submitted a similar proposal for 1956 in bill S. 2884. This bill co-sponsored by Senators Young and Langer of North Dakota, Mundt and Case of South Dakota, Thye and Humphrey of Minnesota, Murray and Mansfield of Montana, is essentially the same as the one passed in 1955 permitting any farmer to seed as much durum as he pleases in addition to his regular wheat quota. It applies to any county in the Dakotas, Montana and Minnesota with a history of durum production in the past ten years.

A second bill, S. 2885, known as the Thompson Plan, has been sponsored by the same group of Senators. This plan provides for an increase in durum acreage on a 2-for-1 basis. Farmers could plant two extra acres of durum for every acre of their wheat allotment planted to durum. The plan would apply to the Dakotas, Minnesota, Montana, and California.

An important provision in this second bill is the exclusion of Golden Ball and Pellis durum varieties because of their poor quality.

Durum Prices in 1955

Cash grain prices reported by the Department of Agriculture in the Minneapolis market for No. 2 Hard Amber Durum in 1955 showed a steady decline throughout the year after a peak in the third week in January.

\$4.40 a bushel was the high point reached during the week of January 20. A month later the price was \$4, which held steady until the first week of April. Then it was down another dime until the end of June.

With crop reports coming in at the end of June, prices dropped a quarter from \$3.90 to \$3.65 and took another 40c drop in the first week in August when the rust scare started to subside. From \$3.25 to \$3.20 in mid-August the price was down to \$3.05 at the end of the month and ranged between that and \$3.00 until the first of November. Prices fell another 15c in November from \$3.00 to \$2.85 and another nickel in December to wind up the year at \$2.80.

Dark Northern Spring Wheat started out the year at \$2.55 a bushel and rose to a high of \$2.62 in mid-March. It dipped during the following month to \$2.47 at the end of April but rose back up to \$2.60 in mid-May. A steady descent set in then until a low of \$2.28 was hit in the week of August 11.

The price went as high as \$2.47 in the week of September 22, but fluctuated steadily downward to a close of \$2.32 at year's end.

World Durum Shortage

An article written by M. Alex Feunot, appearing in the French publication "Pates Alimentaire" presents a survey of durum crops throughout the world. According to this article, 1955 durum production may not be large enough to supply the world demand. The author expects that we go into the year 1956 with a small carryover of durum wheat. He mentioned that most of the countries bordering the Mediterranean have experienced drought or locust, which has cut down production. Turkey is the exception, but quality is not considered to be very good in that country. Italy, too, has a relatively good crop of durum, but due to her large consumption of macaroni products is never self-sufficient. The United States crop was relatively small, while Canada and Argentina have an exportable surplus. Russia was not taken into account in the survey since information is not available.

Rust Resistant Durum Seed in North Dakota

The North Dakota State Agricultural College now has approximately 100,000 bushels of their four new rust resistant Durum varieties. These four varieties Nos. 273, 370, 369 and 364 are almost completely resistant to race 15B and all have been approved by the mills as suitable for Semolina production. The college will distribute this seed at a set price to individual farmers in North Dakota for planting in spring of 1956. When this crop is harvested, the farmers will retain ownership of the entire crop and the state college will then be out of the Durum seed business.

In addition to this stock of Durum seed now held by the state college, private producers either individually or collectively through local farm organizations

have already purchased seed from the college and have sent it south for increase this winter. It is estimated that there are about 200 acres planted in Mexico and probably an additional 400 acres in Arizona which together should yield about 18,000 to 20,000 bushels of seed.

To this 118,000 bushels of the new variety, must be added an estimated 125,000 bushels of Sentry held by the North Dakota farmers. Although Sentry is not completely resistant to race 15B it has shown a very high tolerance to this rust and should be included with the resistant varieties. Consequently, it should be safe to estimate that North Dakota will have at least 245,000 bushels of rust resistant Durum for planting in the spring of 1956. If the 1956 harvest yields only 10 bushels per acre on Durum, there would still be almost 2½ million bushels available for seed in 1957, and this amount should easily satisfy all demands.

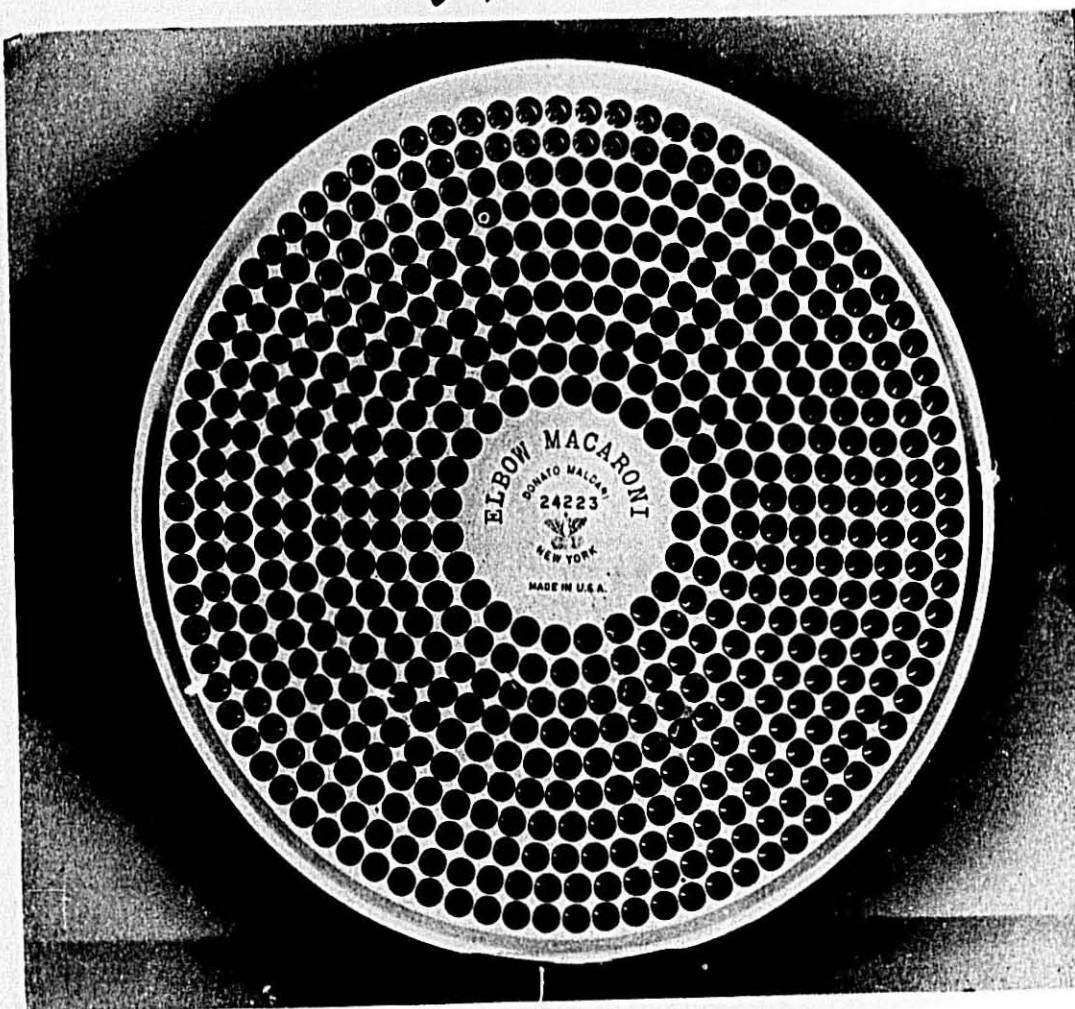
Durum Research in Canada

C. L. Sibbald, Director of the Catelli Durum Institute, reports final tests on the rust-resistant varieties DT 156 and DT 157 have shown that they are below the quality as set for Mindum. This means that, if they were to be licensed, they could not grade higher than Extra 4 C. W. Amber Durum. The Canadian macaroni industry has little interest in this lower quality durum. Naturally it is a great disappointment to see these hopeful looking varieties being down-graded after performing reasonably well in earlier tests. However, the scientists who did the job of testing and evaluating them are to be commended for their stand.

For a number of years now durum production in Canada has been in a state of chaos. Race 15B of wheat stem rust wiped out large acreages of it, and a general westward movement of the crop was therefore made necessary. Adding to this problem has been the long and relatively weak straw of present durum varieties, and the late maturity of them. Quality of some durum varieties on the prairies is low. But durum production came back in 1955 due to high prices and removal of the crop from the normal rust area. We anticipate that the emergency through which the durum farmers and the macaroni industry have been passing these last few years is almost behind us. Is this not the time then, with pressure easing, when our plant scientists in the Canada Department of Agriculture can and should sit down to map out a long term breeding program for durum wheat? We think it is. We think too that considerable stress should be placed on the fundamental aspects of the problem. And finally we think that it is the duty of every agriculturist, farmer and businessman concerned, to see that such a program does go into effect very soon.

**Maldari Dies are known for Quality, Workmanship, Precision—
and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-third Year



D. Maldari & Sons

180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

Sell Quality —

(Continued from page 11)

natural perversity in human nature which makes us instinctively oppose everything, no matter how helpful or valuable it may really be. Businessmen are secretly afraid of being "done," and self-preservation has created this habit just as nature makes us close our eyes unconsciously when danger threatens. It is best in such cases to disregard the excuse and play on the prospective buyer's curiosity. It is the one faculty that is more powerful in its operation than individual's natural perversity. It is a simple matter to classify these stock excuses and prepare replies for each of them which will arouse a man's curiosity.

The sincere objection to price is usually encountered after the buyer has been carried through the stages of attention and desire. This objection can be used to help the sale, but it must be done without antagonizing or boring the customer.

Nobody Likes a Price Cutter

Nobody likes a price cutter, and even those who give him business do so reluctantly. There is always a question in the buyer's mind whether he could not have purchased for less if he had held out longer, and the lingering suspicion that perhaps someone else is getting a better price.

There is a temptation for a salesman representing an old established house to depend too much on the prestige of the house and not enough on his own effort. The same is true of a salesman selling an article whose superior qualities are undisputed. He leans on the quality too much. He expects it to do his selling for him, which of course it won't. In cases where the prospect's decision is influenced largely by matching one product against another, the salesman who knows his line so thoroughly that he can visualize quality in a spectacular and impressive way will invariably get the business, whereas the man who depends on word pictures will go orderless.

One more important point to bring out in selling quality is the quality of your salesmanship. Your company is building up a large business mainly because it plus its colors to quality. You are going right along with the business so long as you keep working and progressing. If you want to achieve big things, think big. Think big orders. Visualize them. Then go and get them. When the buyer brings up petty excuses and trivial objections, show him the bigger side of the problem. Dare to presume that the customer is a big buyer and a big-visioned businessman, even though he may not look the part.

Above all, hold fast to your faith in quality. It is the rock upon which most businesses that have endured over the years are built. It is the rock upon which the successful careers of thousands of topflight salesmen have been founded.

The Chicago Tribune Advertis

The Chicago Tribune, which bills itself as the world's greatest newspaper, has been advertising to sell advertising space.

"What did the bathroom baritone tell the mezzo-soprano in Chicago?" is the headline used in a recent ad. Copy says, "Alessandro Enrico Umberto Jones loved grand opera, good food and fine wines—and had the figure to prove it. And the only music that thrilled him more than the *Sextette* from *Lucia* was the *Avvil Chorus* as played on his company's cash register."

"Alessandro Enrico (etc.) was maestro of the Mezzo-Soprano Macaroni and Spaghetti Co., which was barely ahead of 80 other competing brands in the Chicago market. M-S had only 10% of the total business, but Signor Jones figured that no matter how good a mezzo-soprano was or how loud she sang, she could not be a standout in a chorus of 80.

"But one day Joe, a bathroom baritone from the Chicago Tribune advertising chorus, strode onto the stage. 'How would you like to star as a real virtuoso in the spaghetti business, Signor Jones? Listen to me and I'll tell you how you can get into the big do-di-o-do.' This sounded like an intriguing theme, so Signor Jones put down his pitch-pipe and took a break.

"Complete dominance is entirely possible in a food field, despite heavy competition," expounded Joe. He went on to point out 15 different food classifications where one brand had taken a commanding lead over its many rivals. For example, one comparatively small meat packer has turned Chicago into a one-type wiener market, despite the competition from 3 leading meat packers with 60 different types of wiener products. In the canned spaghetti field, one brand has walked away from 20 others with 42% of the business. And one brand of tea has captured 39% of the market from 27 competitors.

"Joe pointed out that the best way to score a sensation in Chicago is to concentrate all your singing in one medium. So, following Joe's suggestion, M-S Macaroni and Spaghetti appeared solely on the Tribune stage and scored a smash hit with the Chicago audience.

"Nobody knows Chicago like the Tribune."

The advertisement winds up telling how nothing sells the Chicago market like the Tribune and why advertisers should use the medium.

General Mills' Net Down

General Mills announced, in a mid-year report to stockholders, that its net income for the six months between June 1 and November 30, 1955, totaled \$5,044,000, as compared with \$5,613,000 for the same period last year.

Board Chairman Harry A. Bullis and President C. H. Bell emphasized that interim results are not necessarily indicative of the full year's expectancy for

General Mills. "Certain elements in the business," they said, "create considerable fluctuation between the periods when earnings accrue. In addition, a six weeks' shut-down of all flour and package foods plants at Buffalo, N. Y., due to a strike in the grain elevators, had an adverse effect on the six months' results. At present, we believe that the results for the year will compare favorably with the progress we have made in past years."

Sales for the first six months of the company's current fiscal year totaled \$255,641,300. Net income per share of common stock was \$1.98 as compared with \$2.26 during the first six months of 1954-55.

Sprout-Waldron Takes Over Richmond Sifters

The many hundreds of users of Richmond Super Sifters, Gyro-Whip Sifters, Gyro-Lab Sifters, and Gyro-Pedestal Sifters will welcome the news that this equipment is now being manufactured and further developed by Sprout, Waldron & Company, Inc., Muncy, Pennsylvania, known throughout industry as manufacturers of the most modern and complete line of milling and processing equipment.

New literature just issued and available on request includes:

Bulletin No. 135-A—Gyro-Whip Sifters. A complete line of floor mounted sifters of high capacity and small floor space requirements that meet the most rigid sanitary standards. Capable of producing from 2 to 12 separations.

Bulletin No. 136—Super Sifters. A ceiling suspended type with self-balancing drive for extremely high capacity and capable of making up to 8 distinct separations. Made in two, four, or six sections, with sieve stacks containing up to 30 sieves.

Bulletin No. 138—Gyro-Lab Sifters. A high speed, dustless and noiseless sifter for experimental and research laboratories and for light production in processing plants. Makes 2 to 5 distinct separations with time limit or continuous flow operation. Can be mounted on a bench, table, or attractive cabinet with time limit switch and room for sieve storage.

Bulletin No. 139—Gyro-Pedestal Sifters. A single sieve, two separation unit for handling either batches or streams of free flowing materials containing small percentages of oversizes. Furnished with casters for portability or with column for floor, ceiling, or cabinet mounting, and may be installed in a chute or spout when desired.

In an interview with the management of Sprout, Waldron & Company, particular emphasis was given to the fact that they desire to assure all present owners and operators of Richmond Sifters that a special engineering and advisory department is now maintained at their offices at Muncy, Pennsylvania, for furnishing necessary parts of any existing machines and to recommend and furnish needed additional equipment to improve efficiency or increase capacity.

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.

VEXTRAM



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.

PIONEERS IN MACARONI PRODUCTS ENRICHMENT

POINTS FOR PACKAGING

New "Simultaneous" Stapler

A new stapling machine has recently been introduced by the Container Stapling Corporation of Herrin, Illinois. Designed by customers' demands, this machine, Model CSC-2, staples tops and bottoms simultaneously of center slotted corrugated and fibre board boxes after they have been packed.

Equipped with two stapling heads, air operated with fully pneumatic controls, Model CSC-2 has no electrical connections—no relays, no solenoids, no micro-switches, no complicated electrical wiring, and no fuses. The air valves are operated by completely mechanical means. The machine is fully equipped with air filters, lubricators, regulators, and gauges. It was designed by Werner Schafroth and manufactured exclusively by Container Stapling Corporation.

The range of carton sizes which may be closed with Model CSC-2 is equalled by no other machine of this type presently on the market, and it is designed with four safety features which insure rapidity of operation without danger of damage to cartons or machine, as follows:

(1) Upper head is hinged to prevent damage to cartons or machine when a higher carton has not cleared the upper magazine of the machine when a smaller carton is to be stapled.

(2) Foot valve always returns upper head to top position, keeping it there until foot treadle is depressed, preventing accidental descent of head.

(3) Separate manually operated valve controls the centering and compression device at the operator's option. This allows independent compression whenever required—important on cartons with "bulging" contents.

(4) After stapling, head may be lifted as little as one inch to permit movement of box before driving the next staple, insuring speed of operation.

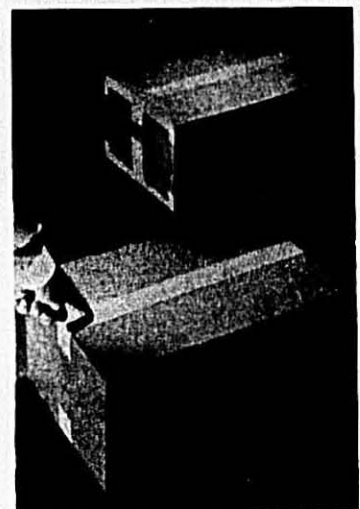
Model CSC-2 is 70" long, 37" wide and 86" high. Telescoping legs permit adjust-

ment of conveyor top from 21½" to 33" in height. It weighs 490 pounds, and upper head has 250 staple capacity, lower head 350 staple capacity (equipped with automatic air-operated whistle reloading indicator). It has a ball bearing roller conveyor 29½" in width and 70" in length, and will handle carton sizes of any length, width 2" to 25", height 2" to 46".

Two-Strip Sealing

Easier to open, less costly to seal—yet it insures safer shipments with less possibility of damage.

That's what many companies find when they revise their method of sealing cartons by using the "two-strip" method with paper tape reinforced with glass fiber yarn. Just glue one piece of tape

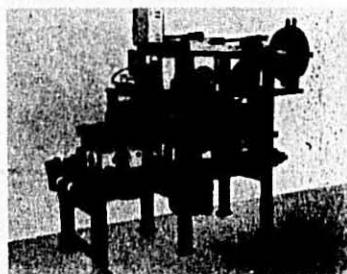


on the top, one on the bottom, and the carton is ready to ship.

Don W. Lyon, Manager of Textile Sales of the L.O.F. Glass Fibers Company, which makes the yarn, says his company's shipping department reports a net saving of six cents for each ten cartons sealed. He points out that the two-strip method cuts labor costs over other types of closures presently on the market.

"The two-strip method contributes to materially strengthening the carton at vital closure points because the glass fiber yarn gives added strength where it is most needed," Mr. Lyon explains.

L.O.F. Glass Fibers' adoption of the new method was made possible by a change in the Uniform Freight Classification Rule 41, he adds. This means that products packed in corrugated boxes, sealed by the two-strip method using tape reinforced with glass fiber yarn, can be shipped by rail.



New Tape Sealer

A new single strip tape sealer for containers cuts costs under newly amended rule 41. The machine is engineered and manufactured by General Corrugated Machinery Company, Palisades Park, New Jersey.

C. D. Keely, company vice president, states: "This new machine automatically tapes 25 or more cases per minute, single-strip, top and/or bottom flaps only, plus end-panels, as required. Tape sealing assures safe delivery. It is also dust and pilfer-proof and allows convenient opening without injury to container, contents or person. Machine has minimum length of 7 feet. Full information is available on request."

Folding Boxes Have Big Year

The growing importance of the supermarket with its rise in demand for cartons and packages with strong sales impact was the biggest factor in giving its highest volume in history in 1955. So says Leonard Dalsemer, executive vice president of the Lord Baltimore Press, Baltimore, Maryland. He said even bigger prospects are in store for the coming year.

Reviewing the industry and his company's progress, Mr. Dalsemer reported Lord Baltimore's foremost development was a die standardization process which it will soon release to all users of paper boxes. It standardizes respective dimensions for flaps and tucks of all size cartons, simplifying packaging by modern, high-speed machinery.

He predicted that pictorial effects on packages will be in greater demand in 1956. Citing the quadrupled volume of the paper box industry in the past decade, Mr. Dalsemer said "packaging has become one of the top industries."

Paperboard Output Record

Paperboard output in 1955 totaled 14,013,251 tons, the largest for any year on record, the National Paperboard Association reports. And both orders and backlogs are currently running ahead of a year ago.

NEW GROCERY RECORD IN PROSPECT

by Paul S. Willis, President, Grocery Manufacturers of America

Food and grocery consumption in 1955 set a new high record, and even further increases are in prospect for 1956, according to Paul S. Willis, president, Grocery Manufacturers of America. "Total consumer food expenditures in 1955 have apparently established a new all-time record of about \$68 billion, compared with \$64½ billion in 1954 and \$16 billion in 1939," he said, "and with population continuing to grow, and with consumer income on the increase, food spending can readily top \$71 billion next year."

Taking a longer look ahead, Mr. Willis foresaw the distinct possibility of a \$100 billion annual food expenditure by 1965—provided grocery manufacturers and distributors would work even "harder and smarter" to meet the increasingly effective competition of other industries which are bidding so vigorously for a larger share of the consumer's dollar. "A sizeable share of food and grocery expenditures is already in the discretionary category, and there is no automatic factor which will keep grocery purchases climbing," he stated. "The grocery industry will grow only if the people in it make it grow. Rising income and a growing population provide a wonderful potential. It is up to us in the industry to convert that market potential into a sales reality."

"American consumers, already the best and most conveniently fed in the world, can look forward to a continuing abundant supply of well-known food and grocery products, plus a continuing flow of new and improved products from the laboratories and test kitchens of the nation's grocery manufacturers," said Mr. Willis. He noted that grocery manufacturers are spending about \$100 million a year on product and market research to bring the homemaker new and better groceries. "About one-third of today's grocery department sales are on items that did not exist ten years ago, or were there only in token quantities. As compared with 1929, about half the sales of present-day grocery departments are on items introduced since that date. New grocery products with their 'built-in kitchen services' are leading the sales parade."

As it applies to brands, Mr. Willis said, consumers are showing steadily increasing preference for the well-known advertised brands of grocery products. In a study made for presentation to the recent GMA Annual Convention, the A. C. Nielsen Company found that for 41 commodity groups surveyed, major advertised brands accounted for 76 per cent of the market as compared with 74 per cent in 1951. Because of their popularity with consumers, these brands have a distinct sales and inventory advantage to

grocery distributors. As a group they have a 61 per cent greater turnover than other brands, and stores stocking a wide assortment of these leading brands reap a real sales benefit. The Nielsen study showed that stores stocking seven brands of a given classification have sales ranging from 48 per cent to 375 per cent greater than stores stocking only one brand.

Taking a closer look at the food supply situation for the year ahead, Mr. Willis noted that our crop harvest this year equaled the all-time record of 1918 and

He called particular attention to the relationship between retail food prices and the prices of raw farm products. The question has been raised as to the extent to which declines in the prices of farm products in recent years have been reflected in reduced prices of food to consumers. On the basis of a proper comparison, about two-thirds of the decline in farm product prices has been passed on to consumers since the retail price peak in 1952.

Mr. Willis said, "In 1952 farmers received a price of \$182 for the quantity of raw farm products entering into the family market basket of farm foods. In 1955, farmers received \$100 for this same quantity of raw farm products—a decline of \$82. The price which consumers paid for this basket declined from \$1035 in 1952 to \$980 for 1955—a decline of \$55. Thus, slightly more than 2/3 of the farm decline was passed along to consumers. The fact that more was not passed along was due to the increase in the marketing margin (spread) to cover costs of processing and distribution which rose from \$553 in 1952 to \$580 in 1955—an increase of \$27."

This increase in spread is explained by three main factors, Mr. Willis said: higher costs of wages, taxes and transportation—the latter being made up largely of wages and taxes. "Our studies show that these three have accounted for better than 80 per cent of the increase in dollar spread since 1946. Wage and salary costs alone represent more than 3/5 of the increase and have been increasing more rapidly than the other two factors in the past two or three years. Wage rates of food industry employees have increased about 20 per cent since the beginning of 1952. Employee 'fringe benefits' have generally increased more rapidly than wages."

Mr. Willis concluded with the comment that net profits of grocery processors and distributors represent a declining portion of the consumer food dollar, thereby partially cushioning the effect of higher costs on farmers and consumers. The net profits of a representative group of 89 grocery manufacturers have declined from 4.6 cents of the sales dollar in 1939 to 2 and 5/10 cents in 1951. "Full data are not available for 1955," he said, "but our estimate based on the first nine months of available companies reporting is 2 and 4/10 cents. This is, of course, calculated on the manufacturer's sales dollar. On the consumer's dollar the manufacturer's average net profit rate is about 2 cents; the distributor's about 1 cent, for a combined average net profit total of not much over 3 cents of the consumer's food dollar."

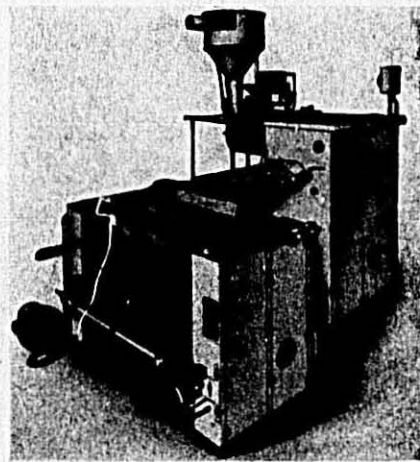


PAUL S. WILLIS

livestock production is also at an all-time peak. Meat consumption, for example, in 1955 was at a 47 year high of 161 pounds per person, and supplies are expected to be adequate to maintain this high level in 1956. On an overall basis, frozen and canned fruits are expected to be in record supply. Processed vegetable supplies will be close to the 1954 level, with declines in some commodities being offset by increases in others. A good supply situation exists generally throughout the food and grocery industry, and no shortages of any major commodity appear to be in prospect.

Mr. Willis reported that retail food prices in 1955 averaged about 2 per cent below 1954 and nearly 5 per cent below the all-time peak in the late summer of 1952. Barring any further sharp increase in wage rates, taxes or transportation cost, which today are major factors in the retail price of groceries, he foresaw little change in the retail food price level in 1956.

DEMACO SPREADER



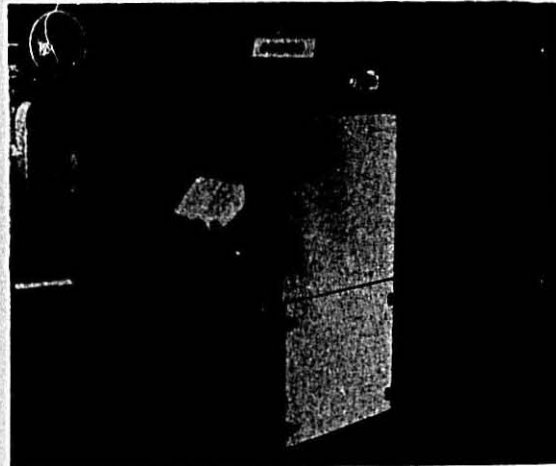
FULLY AUTOMATIC MECHANICAL SPREADER

The Spreader Attachment with:

- No Electrical Timers
- No Limit Switches
- No Brake Motors
- No Complicated Electrical Wiring
- Runs on a standard 1 HP Motor
- Equipped with DEMACO VACUUM

Capacity 1,000 lbs. and 1,500 lbs. per hour.

DEMACO SHEET FORMER

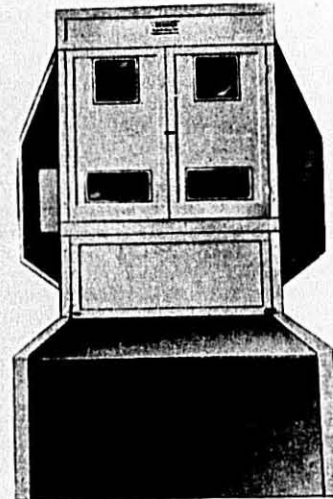


The "secret" of the perfect extruded sheet noodle. New type die that extrudes a single sheet with perfect texture.

Production, 600 lbs., 1,000 lbs., 1,300 lbs., and 1,500 lbs., per hour.

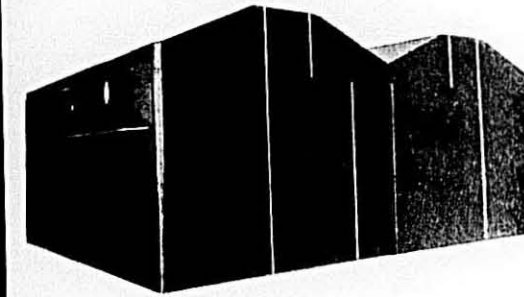
Sheet Former can also be attached to any existing Short Cut Press, thus making a combination Short Cut Press and Sheet Former.

DEMACO DUAL PRELIMINARY



Newly designed Dual Preliminary Dryer that performs as a Preliminary Dryer and a 2nd Stage "Tempering" Dryer. Fully controlled with Taylor Temperature and Humidity Controls. The one dryer that will bring the humidity of vacuumized long goods to the optimum low, thus no white spots or marbled effects on your long goods. Dryer is offered on an exchange basis with a minimum of down time.

DEMACO FINISH ROOM



A completely new concept for long goods finish rooms. Fully automatic with controls and with new air circulation system. The drying room that is independent of weather conditions and with the DeMaco Dual Preliminary Dryer we guarantee that spaghetti of .075" diameter can be dried in 24 hours or less.

DEMACO

For the best in macaroni making equipment and dryers consult DeMaco-DeFrancisci Machine Corporation. At your service is our staff of graduate engineers with complete research, planning and development facilities.

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CORPORATION

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IN THE GROCERY FIELD

Independent Grocers Make Big Plans

Members of the National Association of Retail Grocers of the United States will set a record in new store construction in 1956, building at least 10,000 new stores during the coming year, which is approximately 2700 more than constructed in 1955, according to Mrs. Marie Kiefer, secretary-manager of the country's largest trade association.

"Since the importance of building activity is universally recognized as a potent ingredient of prosperity for the nation as a whole, the building plans of independent grocers may be an insight into what's ahead for all Americans in 1956," she said.

Capital investment in food store equipment and machinery in 1956 will be very heavy, nearly doubling 1955 purchases in several categories, Mrs. Kiefer declared.

The National Association of Retail Grocers of the United States, with headquarters in Chicago, Ill., is spokesman for the nation's independent food merchants who handle 64% of the country's total retail food business.

According to Mrs. Kiefer, independent grocers expect increased sales volume in 1956, due to increased population and present strong domestic demand for more expensive and highly processed foods.

Pointing out that food prices in retail stores during 1955 were slightly lower than the previous year, Mrs. Kiefer said retailers expect them to average about the same in 1956 as in 1955.

"While retailers expect food prices to remain relatively stable in 1956," she said, "the future of food prices depends to a great extent on what happens to wage rates. Through increased efficiency and profit cuts, the food industry so far has been able to offset rising wages and keep prices from spiraling."

She continued:

"Increase in wages, taxes and transportation are responsible for about 80 per cent of all increases in the food price spread since 1939. Retailers cannot reduce profits beyond the present 1% and 1½% of sales and stay in operation. In 1956 retailers expect large volume sales and increased store efficiencies to offset increased costs."

Among the special problems independent food retailers face in 1956 is the preservation of a national policy against price discriminations that are harmful to competition in the distribution of food and grocery products to the consumer, Mrs. Kiefer stated.

"We have no argument with manufacturers passing on to large buyers cost savings reflected in their purchases," she said. "These price differentials are justified, but price discriminations occur

where a favored buyer receives a lower price he does not deserve by reason of cost savings. A policy of preventing such discriminations gives to every merchant, regardless of size, equality of opportunity to succeed and grow larger, depending on his own ingenuity and efficiency. In that way true competition is preserved and the consumer is benefited."

Mrs. Kiefer said that another problem of concern is the growing number of mergers in the retail food distribution industry and that Nargus is making a study to determine whether this trend is harmful to competition.

Mrs. Kiefer said that independent retailers, especially Nargus members, are setting their sights higher and higher, trying not to underestimate their sales potential or be too conservative in their planning.

"Their faith in their industry, in their country, and in their form of government is steady and practical," she said.

Safeway's Policies

DWIGHT COCHRAN, vice president of Safeway Stores, Inc., third largest retailing organization in the country, explained company policies to Grocery Manufacturers of America at a breakfast meeting at their 47th Annual Meeting.

(1) As long as we in Safeway are in the business of operating retail food stores to serve the consuming public, we know we must be able to efficiently and courteously provide merchandise in those stores that consumers want. The food manufacturing industry has had great success in creating those consumer wants through the construction of their strong brand franchises. It is foolish for anyone to believe that a food store can operate successfully and ignore those franchises.

(2) We want to sell as much merchandise, as we possibly can of every brand that is stocked in our stores. It is not good business for a retailer to buy a product and hide it. We also want our customers to get all brands bought in our stores in the finest and freshest condition possible. A damaged, or stale product, is as great a reflection on the retailer as it is on the owner of the brand under which it is sold.

(3) We believe that food manufacturers should regard retailers' private labels no differently than they regard the competition of another manufacturer's brand. Private labels have been in existence long before Safeway was in existence. I think that private brands are here to stay. In fact, they are encouraged by many of the successful food manufacturers, who own well-established advertised brands, by their active solicitation for sales of unbranded or private-label products to wholesalers and retailers. Retailers should not seek to give unfair preferred treat-

ment to their own brands. Likewise, manufacturers should not, through their promotional activities, attempt to force retailers to give unfair preferred treatment to their advertised brands. No retailer objects to any amount of advertising or promotion employed by a manufacturer to build up his brand, but many do not like efforts by manufacturers to require the retailer to incur expense, or loss in profits, to further that brand's success.

(4) To serve the public best, we believe that all segments of the food industry should constantly seek more efficient means of food distribution from the primary producer to the consumer. Not to do so, subjects the whole industry to criticism from farmers, legislators, and consumers who attempt to blame the middlemen for high prices to the consumer and low prices to the producer. We believe, therefore, that where a means is available to help accomplish more economy in food distribution, unrealistic or traditional sales policies that prevent its use are detrimental to the entire industry.

(5) We believe this food industry of ours will serve the public best if all of us have the proper regard for the other fellow's position. You may be sure that we will not try to run anyone else's business but our own. Similarly, we reserve the right to oppose activities of others that we believe constitute interference with our own management prerogatives.

We hope and believe that in this era of prosperity, and under our cherished system of free competition, that all of us can go on to even greater heights of growth and accomplishment, in friendship and with a unity of purpose.

Wholesale Food Prices Fall

The Wholesale Food Price Index compiled weekly by Dun & Bradstreet, Inc., started 1955 at a figure of \$6.78. It rose the first month to a high of \$6.88 in the week of January 25 and then began a steady descent with some peaks and valleys until a 5½-year low was reached December 13 with an index of \$5.96.

There was a 2-week rally in June that brought the index from \$6.35 back up to \$6.51, but the decline set in again until the end of August when there was a brief rally. There was a steady falling from October to the end of the year.

The Index represents the sum total of the price per pound of 31 raw foodstuffs and meats in general use. It is not a cost-of-living index. Its chief function is to show the general trend of food prices at the wholesale level. The high point of 1954 was \$7.46 on May 25 while the low was \$6.59 on October 19. In 1955, December 29 marked the high of \$6.81 coming up from a low early in the year of \$6.15 on February 3.

LOVELY LUREX

Dobackmun product given in door prizes at Winter Meeting

TO HEAR someone say a sweater is strictly from corn sounds like a sarcastic dig, but the fact is that the statement is a downright truth. You can buy sweaters today made of protein corn fiber.

In fact, nowadays apparel and furnishings fabrics are made from a variety of strange bedfellows like wood, milk, glass, whale fat, rubber, coal, salt and limestone.

So, it really shouldn't surprise anyone to hear of cloths being made from metal, especially since luxurious metallic fabrics have been in production for over 3,000 years.

Down through the ages, mankind has been entranced by the beauty of fabrics shot through with precious metals like gold and silver.

There is reference to them even in the earliest books of the Old Testament. For example, Psalms 45-13: "The king's daughter is all glorious within; her clothing is of wrought gold."

Cloth of gold was made by weaving gold thread usually into velvet. The threads were of almost solid metal, unalloyed, skillfully woven on a core of silk

Silver Highlights. The subtle shimmer of Lurex, the non-tarnishing metallic yarn, and sterling silver accessories combine in a buffet setting focused on simplicity and elegance. A new interpretation of silver Lurex in a tablecloth of cotton and rayon boucle. Bands of silver Lurex in the cloth and napkins echo the glimmering flecks in the rich boucle weave.

"Mountain Spun" tablecloth by Felix Tausend and Sons loomed by Fieldcrest. Available in a variety of sizes, including place-mats, matching napkins and round table cloths. White cloth with silver, gold, blue, green Lurex. Also pink with silver Lurex.

Feltware: "1810" pattern by International Silver Co.

Silver Accessories: Georg Jensen.



or cotton to produce a thread which was possible to weave.

Since the time of Alexander the Great, historians have traced the thread of gold from which were woven cloths which reflected, in their metallic lustre, man's artistry and skill.

Roman armies first brought cloth of gold back with them, along with other gorgeous fabrics, from their conquests in the Near East. This gold cloth became so popular with the upper classes and led to such extravagances that in 216 BC the Roman Senate banned the wearing of colored togas and limited the amount of gold that could be used on any costume.

Nevertheless, it remained the fashion rage. A Roman Empress was buried around 400 AD in cloth of gold; when the cloth was dug up a thousand years later and melted down, it yielded 36 pounds of gold. In Medieval times, old hangings and clothing were often burned to recover the gold in them.

After trade with the Orient was resumed, following the Crusades, cloth of gold was one of the most sought-after imports. Marco Polo brought back dazzling tales of Kubla Khan clothing 12,000 of his barons in gold cloth, ornamented with jewels and covering 5,000 elephants with figured silk and gold.

In the time of the Renaissance, cloth of gold spread its glittering surface over all of Europe. It was mostly used for church decoration and regal pageantry. At events of state, the clothes worn by kings and queens were so stiff with gold and jewels, they could stand alone. At a coronation, the English king would be enveloped in 10 yards of the gold cloth, his horse covered by another 10 yards.

Once the Spanish mines in the New World began to send a steady supply of gold to Europe, cloth woven with gold thread became ever more popular. It was used to cover the tombs of kings, for rich clerical vestments and altar pieces, for banners, palace and church draperies and magnificent tapestries. It became the fashion for the young ladies of the nobility to wear so much of this rich, heavy gold cloth, their moving around was actually impeded.

Thus, those who were fortunate enough to possess such treasures willingly tolerated their attendant disadvantages, such as the discomfort of their heavy, harsh textures, their tendency to tarnish and to acquire an objectionable odor.

Today, metallic fabrics glow even more importantly as a symbol of luxury. But today's needs differ from those of earlier times, for ours is an age of large-scale demand where millions want beautiful



"Tiara" (left). The most regal swimsuit at the beach is this model in shimmering golden Lurex fabric. The rounded neckline with curving halter strap is encrusted with topaz, jewel trim, and the long, slim torso and tailored skirt, outlined in tailored cuffs, are designed to make you look like a queen. Lurex is the non-tarnishing yarn that stays beautiful in water as well as sun. By Rose Marie Reid.

"Spellbound" (right). Molded into lines of purest flattery, this swimsuit in rose-pink Lurex fabric will make yours the prettiest figure on the beach. Wide tucking forms a curving bustline above a jewel-studded midriff in perfect balance with the slim but rounded skirt. Lurex is the non-tarnishing metallic yarn that stays beautiful in water as well as sun. By Rose Marie Reid.

things and without sacrifice of comfort or convenience.

About eight years ago, a manufacturer of laminated packaging films and foils, The Dobackmun Company of Cleveland, Ohio, met this challenge with the development and introduction of Lurex, a non-tarnishing, odorless metallic yarn, produced by sandwiching aluminum foil between two plies of clear plastic film.

Soft and yielding, yet strong enough to run on a loom to produce luxurious fabrics with performance properties never before dreamed of, in eight short years it has become an important tool for the weavers and designers in a never-ending procession of rich new cloths.

In its original natural state, Lurex is silver; but a whole range of opaque and transparent metallic colors has been developed by a unique process of adding pigments to the adhesive.

In all cases, the color is protected by the crystal clear film and cannot flake off or tarnish. Also, there is no odor, and Lurex fabrics can be dry-cleaned and laundered many, many times.

(Continued on page 46)

An Amazing New Money-Maker for Any Plant Packaging 3000 or More Bags Per Day!

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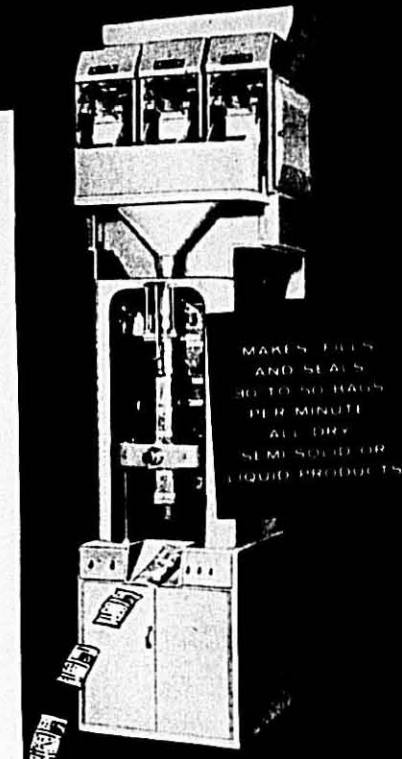
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IN THE INDUSTRY

Ronzoni Makes Film

The creativeness and the attention to detail that has raised "The Children's Theater" to one of the top juvenile television programs, has brought about one of the most understandable and interesting films on food processing made to date. Ray Forrest, genial host of the program which is sponsored by Ronzoni Macaroni Co., Inc., on Saturday mornings on WRCV-TV (channel 1), has completed a twelve-minute film on the making of macaroni.

The film, entitled "Ronzoni, Sono Buoni," was shown for the first time on Ray Forrest's program of January 7, 1956, at 9 A.M. Repeat showings are planned during the course of the sponsorship by Ronzoni.

Forrest has created a reputation as a producer of his own films which have done much to characterize his program for its believability, its authenticity and its audience interest. He has applied this formula in making the movie on macaroni with his audience in mind. Ronzoni executives were so pleased with the film that they plan to use it for special dealer showings after it has been shown by Forrest on his program.

As with all his films that he prepares for his program, Forrest employs a special technique that goes to the heart of his subject in an informal, personal-eye-view approach that omits all staging, props and make-believe. Because he narrates his own story, the combination of sound and film results in a news story that has in it much of the documentary and much of the current events portrayed.

To make the picture, Forrest spent several sessions with the Ronzoni management in their Long Island City plant to understand the tone of their enthu-



STORY CONFERENCE. Host of "The Children's Theater" sponsored by Ronzoni Macaroni Co., Ray Forrest (center) stops to discuss point in the story outline of the movie on Ronzoni macaronis. In the picture taken at the Ronzoni plant in Long Island City with Forrest are, left to right: Emanuele Ronzoni, Jr., president; Rino Negri and Milton Guttenplan, account executives of Ronzoni's advertising agency, Emil Magul Company, Inc., and Gerry Benedict, Ronzoni advertising and sales manager.

siastism for their products and their pride in the modern machinery and facilities used to make them. Having caught this feeling, Forrest prepared his own story outline and set about to shoot his picture.

The weeks of listening, looking and planning made short work of the actual shooting. Forrest has found that to achieve naturalness none of the routine of his subject, whether it be scenic, or commercial, should be interrupted. Accordingly, though the film goes into every corner of Ronzoni's huge plant and takes in the many operations involved in the preparation of the various macaroni

products and sauces, not one minute was lost in the manufacturing process during the filming.

In commenting on the film at a special preview, Mr. Emanuele Ronzoni, Jr., president, said: "Mr. Forrest has caught the spirit that characterizes our regard for our product and for the automation of our manufacturing processes. He tells a believable story in a way that we would like to tell it ourselves. The film should go a long way in acquainting consumers of our contribution to their daily well being. We are very happy with it and congratulate Mr. Forrest on a really remarkable achievement."



La Rosa Introduces Minestrone Soup

Newest addition to the line of Italian-style foods by V. La Rosa & Sons, Inc. is Minestrone Soup in a 1 1/2-oz. can to retail at 25c to 28c. To introduce this new soup, La Rosa is backing it with a smashing advertising campaign in television, radio, and newspapers. Advance consumer sampling of the new soup indicates large potential sales.

There is food news in this new item for the housewife, for La Rosa Minestrone differs from most minestrone Americans have tasted in that the flavorful broth is made entirely of vegetables, cooked with just enough liquid so that it can be called a soup. This accounts for the unusual and delicious flavor — and it also makes La Rosa Minestrone a lively candidate for Lenten and other "meatless meal" sales. It will be promoted accordingly.

Over 20 ingredients go into La Rosa

Minestrone (it's a meal in itself, as a matter of fact). And the can is so generously filled with vegetables there's hardly room for the broth. Each vegetable, furthermore, is cooked to its own particular perfection: the baby lima beans are tender, but not soft; the green beans are almost crisp. Like all La Rosa's recipes, the minestrone recipe is traditionally Italian, and it includes a special type of La Rosa Macaroni.

In New York, New England and the Philadelphia area, La Rosa Minestrone will be promoted on the popular 30-minute TV show, "Watchdog", with Preston Foster. In addition, there will be a heavy barrage of TV spots, radio spots, and 1,000-line newspaper promotion on the "Tin Tin" show, backed up with an unusually heavy newspaper schedule.

All indications point to La Rosa Minestrone as a fast-moving, big-selling item, and La Rosa is investing heavily in its promotion to get it off to a flying start.

Merck Enrichment Macaroni



MERCK VITAMIN PRODUCTS FOR

Preparations give your Products increased consumer appeal

Enrichment packs a potent appeal for nutrition-conscious consumers. It can help your macaroni products two ways.

1. By enriching your products you'll create preference for your brand over unenriched macaroni.
2. Your enriched macaroni products can compete more effectively with many other food products.

Our technical service staff is always ready to help you apply whichever of the following Merck vitamin products is best suited to your process. Or, if you prefer, ask the mills to use MERCK ENRICHMENT MIXTURES in your flours and granulars.

For Continuous Production

MERCK ENRICHMENT MIXTURE No. 32P—feeds readily, flows easily, and can be distributed uniformly with the usual mechanical equipment.

MERCK ENRICHMENT MIXTURE No. 34P—offers all the advantages of No. 32P plus special formulation for use in currently available flours and granulars.

For Batch-Type Operations

MERCK ENRICHMENT WAFERS—dissolve quickly, promote uniform enrichment because they resist chipping and dusting, disperse uniformly as the batch is mixed.



ENRICHMENT OF MACARONI

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for the Nation's Health*



MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY

PERSONALS

R. M. Stangler Killed in Crash

Robert M. Stangler, 66, general manager of the North Dakota Mill and Elevator in Fargo, North Dakota, for the past 16 years, was killed when the car in which he was riding to Winnipeg went out of control and was hit by a truck five miles north of Morris, Manitoba, on the evening of Friday, December 30, 1955.

Morris is 40 miles south of Winnipeg and 24 miles north of the North Dakota border.

Mrs. Stangler, who was driving the car, was put in the hospital with an injured hip and ankle and a cut over her right eye. Her injuries were not considered serious.

According to Constable R. N. Bradford of the Royal Canadian Mounted Police, the car went out of control on slippery ice on Highway 75 while traveling north. It skidded broadside and was struck on the right side by the truck near where Mr. Stangler was sitting. Although both the truck and the car were considerably damaged, neither vehicle tipped over. The accident occurred at 6:05 p. m.

The driver of the truck and a passenger were hospitalized in Morris with cuts and bruises, and another passenger was treated for cuts and bruises.

Prominent throughout the state and active in civic affairs in Grand Forks, Mr. Stangler served as president of the Chamber of Commerce in 1948 and as chief de gare of the Grand Forks voiture of 40 and 8 in 1952. He was a member of Grand Forks Elks Lodge 255 and of St. Mary's Catholic Church.

Born in Fingal, North Dakota, April 17, 1889, Mr. Stangler attended grade school at Lucca, North Dakota, near Fingal, and high school in Minnesota.

Moving to Jamestown, he served as cashier and trust officer of the National Bank and Trust Company for four years.

In 1933, he went to Bismarck as manager of the Bank of North Dakota. He was appointed to the post by the State Industrial Commission, headed by the then Governor William Langer. Later he took over the credit department of the bank.

When Owen T. Owen, North Dakota Mill manager for only seven months, was ousted by the Industrial Commission in 1939, Stangler was appointed to the post by Governor John Moses. He assumed his duties July 26, 1939. He had served two terms on the North Dakota public welfare board.

He is credited with managing the mill on such a profitable and non-political basis that no administration has tried to remove him from the post, although



ROBERT M. STANGLER

he had received Nonpartisan League support in his appointment.

The position will now be filled by the present Industrial Commission made up of Governor Norman Brunndale, Attorney General Leslie Burgum, and Commissioner of Agriculture & Labor Math Dahl.

Governor Brunndale said, "The news of Mr. Stangler's death comes as a great shock to me. I feel that the state has lost a valuable public servant, a man who has made a success of managing the North Dakota Mill since 1939 and who has had the confidence of every governor and every Industrial Commission since that time. He was always pleasant, capable and efficient."

He was well known and respected by his friends in the macaroni industry.

Whiteside Named Sterwin President

Robert S. Whiteside has been elected president of Sterwin Chemicals, Inc., to succeed the late P. Val Kolb who died in December. Announcement was made by J. Mack Hiebert, president of Sterling Drug, Inc., of which Sterwin is a subsidiary. At the same time, Dr. Reginald C. Sherwood was named vice president and technical director, and William X. Clark became vice president in charge of sales.

Mr. Whiteside has been associated with Sterwin Chemicals since 1941 when he joined the company as technical director, later becoming assistant to the president and in 1952 being elected vice president.

He was born in Washington Court House, Ohio. He attended the University of Cincinnati. Prior to joining Sterwin, he was associated as chemist with Rodney Milling Co., Kansas City, the Kroger Company, Cincinnati, and as chief chemist with Schultz-Baujan Mills, Beardstown, Illinois.

He is the author of a number of tech-

nical papers and is a member of the American Association of Cereal Chemists, American Society of Bakery Engineers, Bakers Club of New York, American Pharmaceutical Manufacturers' Association, Drug, Chemical and Allied Section, New York Board of Trade and other groups.

Dr. Sherwood joined Sterwin Chemicals in 1946 as technical director. From 1929 to 1943, he was associated with General Mills as divisional vice president and general manager of research laboratories.

He is author of more than 60 technical articles in scientific journals on cereal chemistry and vitamin enrichment. He received B.S., M.S., and Ph.D. degrees from South Dakota State College and holds a Ph.D. from the University of Minnesota.

He is a past president of the American Association of Cereal Chemists and is currently president of the New York Institute of Food Technologists.

William X. Clark joined the company in 1941 and became assistant sales manager of Sterwin the following year. He became sales manager in 1948.

Mr. Clark graduated from Fordham University School of Business Administration. He is a member of the American Society of Bakery Engineers, Bakers Club of New York and many other trade organizations.

Marie Palazzolo Weds

Mr. and Mrs. Peter J. Palazzolo have announced the marriage of their daughter, Marie Antoinette, to William J. Zimmer, Jr. The marriage took place at St. Mary Church of Cincinnati, Ohio, on Saturday, the 28th of January.

Mr. Palazzolo is the head of A. Palazzolo & Company, food distributors, and manufacturers of macaroni recently merged with Delmonico Foods of Louisville.

Adolfo Minni Dies

Adolfo E. Minni, 60, died December 23 from a heart attack in his plant, the Phoenix Macaroni Manufacturing Company, Phoenix, Arizona.

Mr. Minni left Los Angeles 2 1/2 years ago to go to Phoenix and establish his business. It was not easy. "His death came just when the company's products were beginning to catch on," said a salesman for the firm. "We've had a tough time introducing the products of the factory. Now when we were beginning to be successful, Mr. Minni was taken."

Mr. Minni was born in Italy and came to the United States 45 years ago. He was a past president of the Italo American Club of Phoenix. He was also a veteran of World War I.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
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- 5—Sanitary Plant Inspections.

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RETROSPECTIONS

by
M. J.

35 Years Ago — February 1921

- Macaroni Window Display Week for macaroni products, February 27 to March 5, planned as a pre-Lenten move to popularize this food.
- The big question, "How hard are you working for higher macaroni tariff?"
- Number of work days a year according to Bolshevik plan: The year has 365 days. Allowing for 8 hours sleep daily would account for 122 of the days leaving 243 days. 8 hours rest daily accounts for another 122 days leaving 121 days. Deducting 52 Sundays leaves 69 days. Half holidays for Saturday account for 26 days leaving 43 days. Allowing 1 1/2 hours daily for lunch and sickness totals 28 days leaving 15 days. Two weeks vacation, 14 days, leaves ONE work day.
- Morgantown Macaroni & Supply Co., formed at Morgantown, W. Va., with capital of \$250,000.
- Manufacturers agree to combine in fight on weevils.
- The Executive Committee of the National Macaroni Manufacturers Association meeting in Chicago picked Detroit as the site of the 1921 convention.

25 Years Ago — February 1931

- First Macaroni Week, March 2 to 7 for Lent.
- The closely knit, smoothly working NMMA held an enthusiastic meeting in the Palmer House, Chicago, January 19, 1931. President Frank L. Zerega presided. George Rector, renowned food authority, and Miss Jean Rich, counselor and author of the Association's "Jean Rich Cook Book," were leading speakers.
- A new bulk macaroni plant was opened at 80 Hebbard Street, Rochester, N. Y., by F. C. Panepinto.
- P. George Nicolari of New Haven Macaroni Co., New Haven, Conn., confirmed reports that his firm has suffered seriously from price competition that is quite prevalent in Eastern markets.
- V. Viviano & Brothers Macaroni Mfg. Co., St. Louis, Mo., wired President Herbert Hoover that it would manufacture free any quantity of macaroni products up to 100,000 pounds for the relief of the needy in the drought stricken area.
- John S. Tharinger, 52, secretary-treasurer of the Tharinger Macaroni Co., Milwaukee, Wis., died February 2.
- Cost Knowledge vs. Guessing—Sure Cure for Ruinous Price Cutting. The need for a uniform cost system in the industry was considered at midyear meeting in 1931.

15 Years Ago — February 1941

- "Shall Ingredients Be Enriched?" was first discussed officially at the mid-year meeting in Chicago, January 20, 1941.
- Another "hot" subject discussed at that meeting was "Package Tolerance."
- Two supply firms assumed NMMA associate memberships, namely: North Dakota Mill & Elevator Co., Grand Forks, N. Dak., and Rossotti Lithograph Co., North Bergen, N. J.
- The 1939 Census of Macaroni Manufacturers reported 309 plants in operation, employing 805 executives and 6,018 wage earners, producing products valued at \$85,977,221.
- The National Macaroni-Noodle Trademark Bureau of the NMMA is reported doing a lively business in trademark registrations.
- Director of Research Ben Jacobs reports law enforcement activities: 40% of samples submitted deficient in egg solids; 320 samples examined for work on standards; 375 samples examined for deceptive containers.

5 Years Ago — February 1951

- Minneapolis, Minn., semolina capital of the U. S. A., was appropriately saluted in the February Macaroni Journal with semolina mills and macaroni plants illustrated.
- P. M. Peterson, chairman of Semolina Millers Group, reported at the 1951 mid-year meeting at Miami Beach, Florida, on the durum prospects. Peter La Rosa, chairman of the Macaroni Institute Committee of NMMA, reported on plans to meet existing conditions.
- Mrs. H. Constant, wife of the owner of Constant Macaroni Products, St. Boniface, Manitoba, passed away January 10, 1951.
- James T. Winston was named NMMA Research Director, succeeding Benjamin R. Jacobs who resigned after serving the Association and the industry for 31 years.
- Colburn S. Foulds, well known manufacturer connected with Foulds Milling Co., Libertyville, Illinois, since childhood, died January 6, 1951.
- 1950 production of macaroni products was placed at 955,426,000 pounds.
- Easy Three-some Lenten Promotion announced by General Mills: Macaroni Saute (requires no pre-cooking), Spaghetti with Scallions, and Egg Noodle Omelet.

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WANTED: Second-hand Cecco Machine.
Write: Macaroni Journal, Box 121,
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FOR SALE: Clermont short cut press in
fair condition. Write P. O. Box 840,
Terre Haute, Indiana.

A NOODLE MANUFACTURER is interested in seeking a spaghetti manufacturer who does not manufacture noodles, but has a noodle trade. The noodle manufacturer would purchase his spaghetti needs from the manufacturer. Address: Macaroni Journal, Box 122, Palatine, Illinois.

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Lovely Lurex —

(Continued from page 39)

Where would one be likely to see today's modern luxury metallics? The answer is almost anywhere in men's and women's clothing and home furnishings. Lurex has become particularly important in furniture and automobile upholstery, draperies, tablecloths, women's evening fashions, blouses, negligees, sportswear, suits, coats, hats, shoes and accessories, ties, waistcoats, sport shirts and even jewelry.

So, the demand of 3,000 years for rich-looking decorative metallics goes on, but with one big difference. The elegance is no longer reserved for the ultra-wealthy few. The Midas touch is now a vital touch to all modern living.

Again, as he has at the past several conventions of the National Macaroni Manufacturers Association, Ennis P. Whitely, Dobeckmun's Vice-President for Distribution, brought beautiful products with Lurex to be distributed as door prizes. The prizes included a stole, bag, and jewelry, all containing luxurious Lurex.



"The Most Important Single Factor"
To increase PASTINA sales...

Here's exactly what one of the leading advertising executives serving the macaroni industry states:

"We all know that the health appeal is tremendously important in the sale of all food products, especially macaroni. However, in the sale of pastina products to mothers the health appeal is all-important.

For pastina, I feel that enrichment is the most important single factor, from an advertising and selling point of view."

Mothers want the very best foods for their children so they will grow strong and healthy. What can make your pastina—and all of your macaroni products—better? One word gives the answer—enrichment. Why does enrichment make them better? Because enriched foods are nutritionally more valuable. Doctors and diet experts support enrichment for its great health value.

When you enrich your pastina you add

three essential "B" vitamins—thiamine (B₁), riboflavin (B₂) and niacin—plus iron. By enriching, you restore those valuable food elements which are unavoidably lost during milling and processing.

Make plans now to boost the sale of your pastina by enriching it, and by featuring enrichment's powerful appeal to mothers in all of your advertising and on your packages, displays, posters.

ROCHE Vitamins for enrichment

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.
In Canada: Hoffmann-La Roche Ltd., 264 St. Paul Street, West, Montreal, Quebec



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

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



CAPITAL FLOUR MILLS

