

**THE  
MACARONI  
JOURNAL**

**Volume 38  
No. 9**

**January, 1957**



## IS YOUR PACKAGE DESIGNED FOR SELF-SERVICE?

Great changes in merchandising methods, in consumer self-selection, and indeed in their buying power, have come about in the last few years. Unless your macaroni package has been re-designed in these same recent years it probably is under a tremendous handicap in Self-Service stores, today.

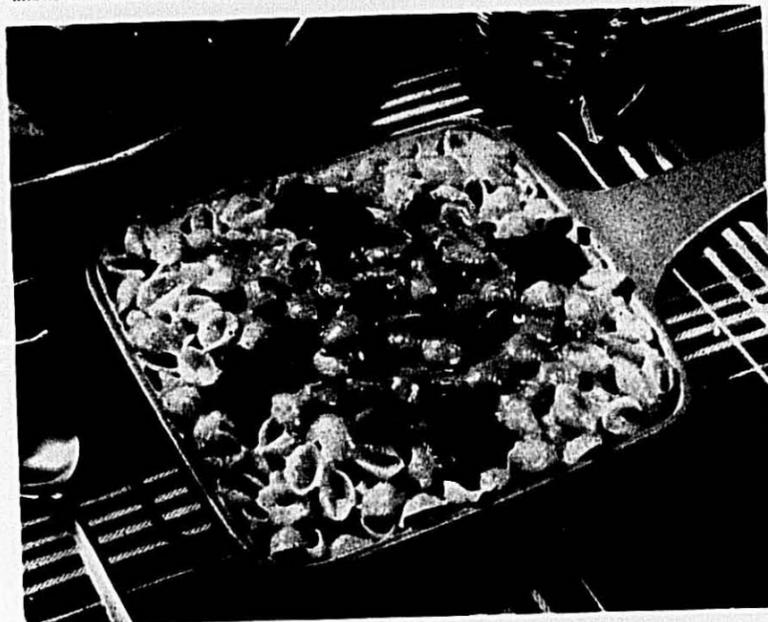
The package that shows the product in use . . . demonstrates additional uses . . . stresses the benefits to the consumer . . . clearly and legibly explains how to prepare and use the product . . . points out the time and trouble saving advantages — in short, the package that establishes DESIRE and gives the shopper a reason for buying — that's the package that will lead the parade from the retail shelf to the market basket.

Such a package will interest the retailer, too, because he knows that over half the purchases in his store are un-

planned, point-of-purchase impulse buys. And he's the fellow who assigns the shelf space to your macaroni product.

Perhaps it's time to re-examine your package? Remember — your package is your only personal sales contact with the potential buyer in the self-service market.

Perhaps you're thinking of modernizing your package. Perhaps merchandising methods of today are convincing proof that a new approach in your sales promotion picture is what you need. May we suggest that you consider us when you're ready to go into new, up-to-the-minute packaging? We've taken all the "perhaps" out of the problem of package design. We'll be glad to show you, without obligation, how we go about this all-important business of designing and producing successful sales-winning macaroni packages.



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, appealing 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

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## AN OLD PLEDGE for the NEW YEAR

Throughout 1957 Amber Milling will maintain its reputation for color, uniformity and service.

If you are pledged to maintain superior quality standards in your macaroni products, depend upon Amber's Venezia No. 1 Semolina, or Imperia Durum Granular.

"GOOD TO SEE YOU"  
May we visit with you at the Winter Workshop? We'll be there to learn, exchange information and work out mutual progress for 1957 with our many customers' friends.



## AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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

# The MACARONI JOURNAL

January, 1957  
Volume 38, No. 9

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## Cover Photo

Cut yourself in on Lenten profits. Clinton E. Hentrich, merchandising director of the American Dairy Association, and Robert M. Green of the National Macaroni Institute, team up for a picture of related items getting a lot of Lenten push.  
*National Macaroni Institute photo*

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## Building a Better Business

Macaroni makers to discuss  
important industry matters

THE theme of the national convention of macaroni-noodle makers and their allies at the Hotel Flamingo, Miami Beach, Florida, January 22-23-24, 1957, will be "Building a Better Business."

This Winter Workshop will be conducted largely on a round table conference basis so that macaroni problems can be closely analyzed and ideas and experiences readily exchanged.

President Lloyd E. Skinner will greet the convention delegates opening day.

### Why Does She Buy It?

Elihu "Robby" Robinson of Topics Publishing Company will present a motivation study "Why Does She Buy It?" This survey, which had its premier presentation at the Grocery Manufacturers of America meeting in New York, shows that 89% of impulse buying is not based on emotional or "impulsive" reasons; it is determined by "carefully considered motivations inside the store." The survey covered 4,848 purchases made by 265 shoppers at Star Market's \$3,500,000 Monroeville, Pennsylvania, store near Pittsburgh during the week of March 19, 1956. Customers were interviewed before and after shopping.

Particularly pertinent pointers for macaroni and spaghetti products were uncovered in this interesting research project.

Theodore R. Sills, public relations counsel for the National Macaroni Institute, will present in the opening convention session "The Macaroni Institute Newsreel." This presentation will total up the score for 1956 and highlight what is in store for 1957. Mr. Sills will have just returned from a European trip to Spain, Portugal, and Italy.

Business sessions are being limited to concentrated morning activity, with the afternoons left free for recreation and diversion.

The opening social event on Tuesday evening will be the traditional Rossotti Buffet served in the fine style of the Flamingo management on the outdoor terrace.

### Durum Millers Breakfast

The durum millers are planning a breakfast for everyone to start activities Wednesday morning. They have announced that an interesting recipe featuring a macaroni or noodle product for breakfast will be served, and then the work of the Durum Division of the Wheat Flour Institute will be described for macaroni manufacturers and their families.

Following breakfast, round table discussions with the Phillips 66 technique are scheduled. This communications de-



Hotel Flamingo on beautiful Biscayne Bay

vice developed by Don Phillips, president of Hillsdale College, Hillsdale, Michigan, covers an amazing amount of ground in a short period of time. Tables of six give their experiences and views on a given question or subject for a limited period of time. The several tables, in turn, have their spokesman report back to the person presiding at the meeting so that a composite of all ideas is given. "Experts" are on hand to supply technical information and guide discussions where necessary.

### The Supply Outlook

On Wednesday discussions will include information on ingredients. Durum specialists on hand for participation will include Don Fletcher, executive secretary of the Rust Prevention Association; Gene Kuhn, Amber Mills, who will report on durum stocks and usage figures; Les Swanson, King Midas Flour Mills, who will report on millers' positions on legislations and durum relations; Lee Merry, General Mills, who will report on the export situation.

The outlook for eggs will be presented by Mel Krigel of Monarch Egg Corporation, Kansas City, Missouri.

Vitamins and additives will be reported upon by members of the Association's Standards Committee, James J. Winston and Vincent F. LaRosa.

### Production and Packaging

Packaging problems will have such experts as Charles Rossotti of Rossotti Lithograph Corporation and Ennis Whitley of the Dobeckmun Company on hand for expert advice.

Plant problems, including materials handling, will be discussed with the help of several equipment manufacturers' representatives and engineering experts.

Management matters such as cost con-

trols, employee relations, and the business outlook will be discussed.

### Selling and Promotion

Thursday's schedule calls for another session of round table discussions to deal with such matters as sales administration, marketing, and trade practices.

Check lists have been developed covering questions sent in by macaroni manufacturers. Typical questions will be "What happens when salesmen call on buyers? at headquarters? at stores? What can be done to assure the salesman's proper presentation of your proposition to the buyer? What can be done to upgrade our sales force?" Manufacturers will be asked about their sales training programs and communications methods; and how they make salesmen feel that they are an integral part of the company team.

Among the topics under the heading of marketing will be promotions, cooperative advertising, deals, point-of-sale, coupons, out-of-stock problems, private brand situation, buying committees, salesmen visiting stores, advertising to do a more effective "sell" job.

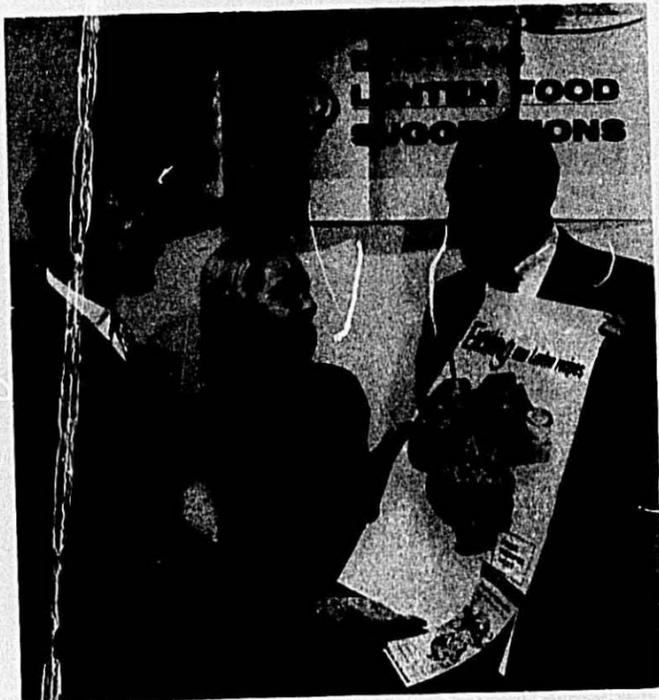
### Trade Practice Review

A review of trade practices will examine what is going on. Do we need rule changes? Enforcement problems and relationships with the Federal Trade Commission will be considered.

The final social affair will be the Association's Dinner Party followed by dancing.

With business in 1957 moving into the third year of the current phase of expansion and recovery which began in 1954, and with the inflationary spiral of wage and price advances, this business conference takes on vital significance to macaroni management who want to keep ahead of the times.

## Lots of Push For Lent



NMMA Secretary Bob Green, Joan Kagann and George C. Colledge, Carnation Company sales manager, look at Lenten merchandising material.

LENT begins March 6, 1957.

The American Dairy Association plans to advertise in the March issue of Ladies' Home Journal, circulation 5,171,000. Copy will feature "5 ways to put glamour into supper with CHEESE." Cheddar, brick, edam, blue and provolone will be illustrated, with white sauce recipes given for the use of each. The main illustration will be half of the page showing cheese sauce being poured into a noodle-shrimp casserole.

Clinton E. Hentrich, merchandising director of the American Dairy Association, has announced that reprints of the ad will be available early in January for merchandising and building related item displays.

National Macaroni Institute recipe for Noodle Shrimp Casseroles is given here. Any of the American Dairy Association cheese sauce recipes can be poured on this basic casserole.

### Noodle Shrimp Casseroles (Makes 4-6 servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces medium egg noodles  
(about 4 cups)  
1/4 cup butter or margarine

1 3-ounce can sliced mushrooms  
drained  
1 cup sour cream  
1 teaspoon soy sauce  
1 teaspoon paprika  
1 pound shrimp, cooked, shelled  
and deveined

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

Melt butter or margarine over low heat. Add mushrooms and saute 2 minutes. Remove from heat and add sour cream, soy sauce, paprika, shrimp and noodles; mix lightly but thoroughly. Turn into 4-6 greased individual casseroles, or greased 1 1/2 quart casserole. Top with cheese. Bake in moderate oven (375°) 10 minutes.

Record Retailer Vote Picks Top Promotions—headlines the Food Field Reporter.

A record high numerical vote of all elements of the trade selected 81 national promotions and 19 sectional promotions as the hundred best of an estimated 12,500 promotions carried on during the period July 1, 1955 to June 30, 1956.

The Carnation Company campaign during Lent, 1956 on "Macaroni & Cheese" won an award in the Related Item Promotions group.

Nearly 3,000 key people voted, representing 85,000 retail food outlets. Most important of all, the basis of all voting was outstanding sales results.

E. A. Gumfert, Carnation's general advertising manager for dairy products, writes:

"The award is a direct reflection of the respect the grocery trade has for your work. The success of the 1956 Lenten promotion is a matter of record. And I'm sure you'll agree that even greater merchandising opportunities exist for us in the repeat of this promotion in 1957.

"Why? Again . . . it will be backed by heavy radio, television, newspaper and magazine advertising. Again . . . it will be featured in stores by a complete package of beautiful display material.

"This year we will be working with the member companies of the Tuna Research Foundation as well as members of the macaroni industry. Joint efforts should make the 1957 Lenten promotion an even greater success than the 1956 award-winning performance."

Some twenty macaroni firms have ordered Carnation materials for Lent, 1957.

### Using His Noodle

From The Cleveland Press

There are dubs in all sports. Some people never seem to learn how to handle a knife and fork properly. There are also many novices who have never mastered the art of rolling spaghetti around the tines of a fork.

The right way to eat spaghetti, of course, is to spear a forkful, roll it against the hollow of a tablespoon held above the plate and pop the food into the mouth before it can unwind.

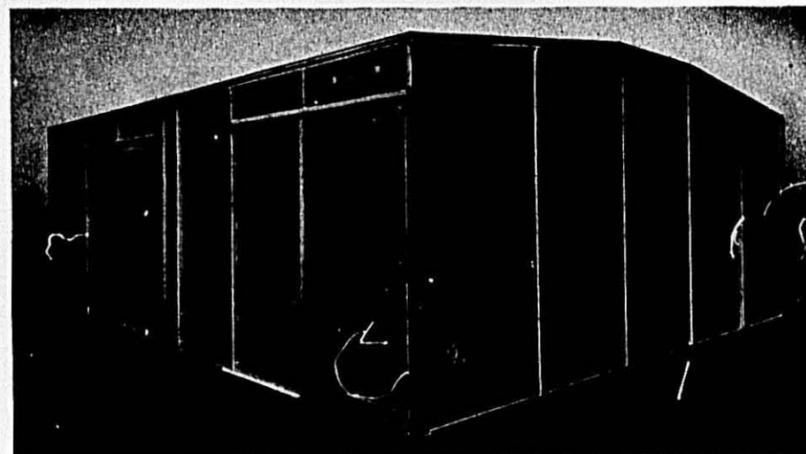
There is many a slip between the cup and the lip, alas. A beginner often loses control of the slippery strings and spatters himself with the sauce. Worse still, a few awkward individuals, lacking also in courage, chop their spaghetti, a sad sight.

It is good news to learn that a New York restaurateur, Patsy Marconi, has just patented a spaghetti bowl which eliminates entirely any peril in connection with spaghetti eating. The bowl has a channel leading from the bottom to an overhanging edge. Near the edge is a depression shaped like the inside of a tablespoon. The diner spears a forkful of spaghetti, slides the fork up the groove leading to the depression. He twirls it a few times in the spoonlike depression and uses the overhanging lip to cut off any dangling ends. It is all as simple as that.

It looks as if the end of chopping and spattering is in sight.

# NOW

the fastest,  
the most efficient  
"self-controlled" room  
on the market—



**Dries Spaghetti in less than 20 hours**  
after leaving automatic preliminary dryer

Does your existing operation contain all these?

- CHECK ✓  QUICK POSITIVE DRYING to reduce drying space  
CHECK ✓  STRAIGHT FIRM DRYING for less packing waste  
CHECK ✓  NO STRETCHING remains at die size  
CHECK ✓  SANITARY CONSTRUCTION easy to keep clean

if not . . . then call

156 Sixth Street Brooklyn 15, New York

**Ambrette**  
MACHINERY CORP.

## Wheat — The King of the Cereals



RUSSELL B. WIDDIFIELD

From WHEAT, BREAD, AND MAN — by Russell B. Widdifield, Extension Program Director at the North Dakota Agricultural College, Fargo.

### Wheat or Millet First?

THERE is some question as to whether wheat or millet is the oldest cereal. Wheat, however, soon became the king of grains and has remained so to this day. Wheat has been found in graves of the Neolithic Age which date back to the fifth and sixth centuries before Christ. Husks and grains of wheat were found embedded in the bricks of the Dashur pyramid, built about 3000 B. C. The Chinese cultivated wheat as early as 2700 B. C. and had elaborate rituals in its honor. Mention of wheat by the Assyrians and Babylonians was found in the stone ruins of Tello which are about as old as 3000 B. C.

The finding of carbonized kernels of wheat by Robert Braidwood, University of Chicago archaeologist, at the recently excavated 6700-year-old site of Jarmo in eastern Iraq is described by Paul C. Mangelsdorf in the "Coop Quarterly." This is the oldest village which has yet been discovered and lends support to those who claim that wheat is the oldest domesticated grain.

Others believe that millet is the oldest grain. The Mongol and Kirghiz Nomads of Central Asia are still fond of millet. It was cultivated in India around 2800 B. C., and in primitive India a great deal of millet was eaten. Reports of Americans returning from Communist China prison

camp following the Korean war prove that a lot of millet is still eaten in China.

### Barley, Symbol of Strength

However, "barley early deposed millet from its throne," states H. E. Jacob in describing the early history of barley, oats and rye. When the Aryans descended on India they decreed that millet was unfit food for their warriors. They brought their own grain, djavos (barley). Barley in Egypt was called djot. The words were the same although there was no known commerce of merchants or sailors between the countries of Egypt and India at that time. But the seed and the name traveled from one to the other.

Barley symbolized the strength of the early people of Israel. This is emphasized in the Book of Judges, where an Israelite dreams of a cake of barley tumbling into the Midianites' camp and destroying all of Israel's enemies. In India and Babylonia and the surrounding country the strong tasting, brownish yellow barley was also the staple food of that time.

Different varieties of barley were cultivated at different times and different lands. In the territory of the Swiss lake dwellings six-rowed barley was grown. In Egypt four-rowed barley was found in an ancient sarcophagus. A two-rowed barley was not found until the third century B. C. in Greece and Italy. Barley and wheat lived peacefully side by side until the art of breadmaking was discovered in Egypt. While barley was well suited to the period before bread it did not bake well and soon fell off in importance.

### Oats, Rye and Rice

Oats have never been too strongly established as a human food. They tended to revert to the tougher beard and the looser husk of the wild oat; and if not tended carefully, they behaved like a weed. The oat was early recognized as an excellent livestock feed. Among the Romans it was not popular to eat the same food as the animals ate. They despised the Scythians and Germanic tribes who, like their horses, also ate oats.

This Roman contempt for oats as human food was passed on into the Middle Ages. The French or English knight would not touch the food of his horse. The Irish and Scots alone, who had not lived on Roman soil, were fond of oats.

Rye abruptly became a cultivated plant although at a decidedly later time. In the wheat producing area around the Black Sea, seed wheat was shipped to southern Russia. Unnoticed weed seeds in these shipments thrived and rye production soon spread to many soils that were exhausted by continuous wheat production. In the commerce of the Roman Empire, rye spread from England to Egypt and northward through the Ukraine. But it was not a lasting crop in these areas. To the eastward, however,

rye production expanded into the vast German-Russian area all the way to Siberia.

The following development of rice, corn and wheat is described in "The Story of the Cereal Grains." Rice production developed chiefly as an Asiatic or Oriental grain crop and today 95 percent of the world's rice production is grown in the monsoon area of Asia. This area extends across the southern part of Asia from India to Japan and includes all the nearby tropical and sub-tropical islands. Here the climate and soil are both favorable to rice growing and are poorly adapted for other cereals except for the millets.

### Corn from the New World

Corn is the New World cereal which had been cultivated extensively in North, Central and South America long before the first white settlers came to the New World. It was the chief cereal of the early pioneers. The adoption of corn production from the Indians by our Pilgrim fathers is a familiar story. Corn is the principal cereal of people in Mexico and Central America and is an important food crop in parts of Asia, Europe and Africa. Although corn is a very important livestock feed in the United States, wheat has largely replaced it as the human food cereal.

Of all the cereals then, we find wheat is king. It is the world's most widely cultivated plant and every mouth of the year a crop of wheat is maturing somewhere in the world. Wheat is the major cereal in the world's grain market and owes its popularity to its widespread adaptability and dependability; to its very acceptable flavor; the particular quality of its protein (gluten) which makes its flour rank above all others for making leavened breads and other baked foods; to the high keeping quality of its refined white flour, and to the excellent storage qualities of the grain itself, which enables it to be transported over long distances and to be stored for long periods when necessary.

In the next issue:  
"The Origin of Wheat."

### New Durum Seed Available

Seed supplies of the new durum varieties, Langdon, Towner, Ramsey and Yuma are limited. They will barely be sufficient to seed the durum acreage needed to produce a normal crop in that part of the spring wheat area subject to severe rust attacks. The average durum acreage and production in North Dakota alone for the ten-year period 1940-1949 was 2,236,000 acres and \$2,575,000 bushels.

Rust, in the past seven years has cost North Dakota growers \$354,000,000 by the destruction of 150,000,000 bushels of grain. Only careful distribution of available seed will permit everyone desiring to grow these new rust resistant durums, to obtain sufficient seed.

Dott. Ingg. M. G.

# Braibanti . c.

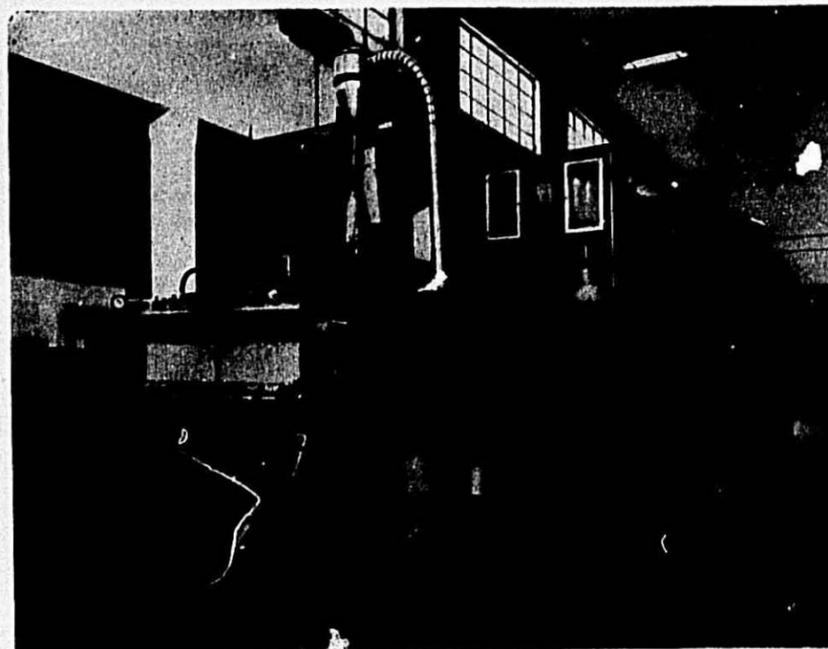
SOC. A. R. L.

Cable: Braibanti—Milano  
Bentley's Code Used.

MILANO—Via Borgognu 1, (Italy)

## A COMPLETELY AUTOMATIC UNIT for the PRODUCTION OF LONG GOODS

With automatic stripping of sticks and return of sticks to the spreader — to be installed shortly in the United States.



DAILY OUTPUT ABOUT 20,000 POUNDS

Shown in the above illustration:

Double Spreader with pneumatic return of trimmings.

Super "MACRON" Press with Pneumatic Semolina Handling System.

Preliminary Dryer — Final Tunnel Dryer.

Advantages of the above system:

Less space — 92' x 9'10" x 14'5".

Less Electric Power — 4.15 KW per 100 lbs.

Less Heat — 29,000 BTU per 100 lbs.

Perfect Quality of the Finished Product.

Send your inquiries to

Eastern Zone: Lehard Corporation, 60 East 42nd St., New York 17, N. Y.

Western Zone: Permasco Division of Winter, Wolff Co., Inc.,  
1206 S. Maple Avenue, Los Angeles 15, Calif.

## Grain Shows



Harry T. Ryan, Superintendent of the International Grain Show, Chicago, displays the prize winning entry of durum.

Class was Friedrich Julius Schulz of Alberta, Canada; third and fourth place winners were R. P. Robbins and Delmar G. Petten of Saskatchewan, Canada; Henry Wisness of Madlock, North Dakota, a winner at the North Dakota State Durum Show, placed fifth; sixth place went to G. G. Barros of Alberta, Canada; North Dakota took the next three places with samples submitted by Palmer Dahlgren of Adams, Curtis Bohm of Munich, and Carl Manson of Osnabrock.

Tenth and eleventh places went to Wilder Brothers and Larry Volland of Crookston, Minnesota.

### Amber Acres Contest

The Lower County Crop Improvement Association of North Dakota (an Amber Acres Contest this year) spearheaded by association officials and county agent John Logan. Several growers in Lower County competed for quantity and quality of durum output.

Winners of the contest were given recognition at the association's annual meeting held in Cando, October 31. Winner was Maynard Aum of Cando who produced 51.5 bushels per acre in a field of 19.52 acres. Variety was the new Ramsey and test weight was 62 pounds. The land had been cultivated in the fall and was planted to potatoes in 1955.

Runner up was Bob Parker of Cando. He produced 41.6 bushels of Ramsey per acre on a field of 16.17 acres. Test weight ran 63 pounds.

Ronald Banks of England got 48.12 bushels per acre on a 16.09 plot of Langdon durum test weighing 62 pounds.

Bill Thomas of England produced 39.76 bushels per acre of Langdon on a field of 12.98 acres.



Palmer Dahlgren accepts award won by his daughter, Bonnie, in the certified class at Langdon.

### One-For-One Incentive Favored

A serious reduction in durum acreage in 1957 will result unless Congress approves a durum program for the coming year, according to the summation of the opinions of durum growers who attended the round table discussion of durum growers' problems at the North Dakota State Durum Show.

Seventy-seven farmers completed 48 questionnaires which were distributed at the durum show upon suggestion of U.S. Senator Milton R. Young who spoke on "Durum Legislation" at the show. 40 results of the survey were tabulated by Victor Sturlaugson and Dick Crockett and forwarded to Senator Young.

The farmers who answered the questionnaires were:

*(Continued on page 11)*

### Wheat King Crowned

A 14-year-old Canadian Latin boy was crowned Wheat King at the International Grain and Hay Show for the second successive year. He is Jerry J. Teske of Beresford, Alberta. The winning entry was a 67.2 pound sample of Chinoak hard red spring wheat. Jerry will gain permanent possession of the silver trophy awarded annually should he repeat as Wheat King next year.

The International Grain Show is held at Chicago in conjunction with the International Live Stock Exposition.

A one-pound sample of Stewart durum wheat was the runner up in the Grain Show. It was submitted by Ralph E. Erdman of Barros, Alberta, Canada.

Second place winner in the Durum

## Winners at the Durum Show, Langdon, North Dakota



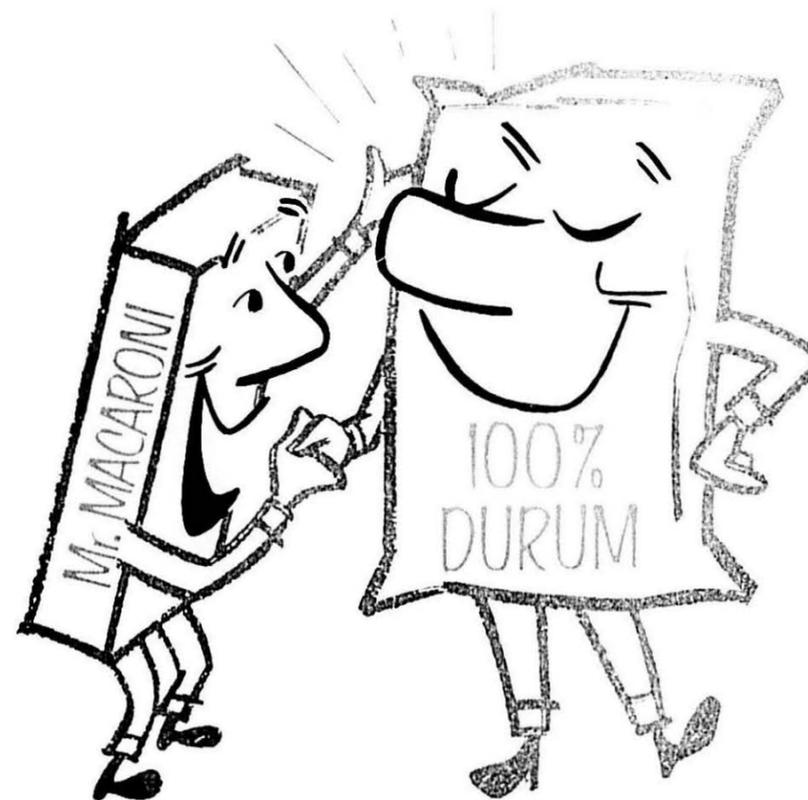
Carl Manson of Osnabrock (left, first picture) is shown here receiving the Durum King sweepstakes plaque and professional class trophy from Victor Sturlaugson, president of the Show. The National Macaroni Manufacturers Association donated the sweepstakes Durum King plaque and the Northwestern Bank of Langdon furnished the professional class trophy.

In the center picture, Henry Wisness of Madlock (left) receives the open class trophy from Paul Baldwin, agricultural agent of Greater North Dakota Association as Mrs. Wisness looks on. The award is provided by GNDA.

In the picture at the right Wayne Slatten (right), manager of the Durum Show, presents the FFA class trophy to Curtis Bohm, Munich. The plaque was provided by the Cavalier County Farm Bureau. Steven A. Baker of Michigan, winner of the 4-H class, and Bonnie Dahlgren of Adams, winner of the certified class, were not present to accept their awards, donated by the Cavalier County Farm Bureau and Northwest Crop Improvement Association, respectively.

*Photos by Hembeker Studio*

Mr. MAC. Welcomes 100% DURUM back!



Mr. Mac: "I'm glad you're back! It's wonderful to be full of flavor and rich color again. And now I'll have that just right gluten content too."

Mr. 100% Durum: "That's right! Now you'll look better, taste better, and cook better too. Remember there's no substitute for 100% Durum—That's me!"

**King Midas** DURUM PRODUCTS  
KING MIDAS FLOUR MILLS  MINNEAPOLIS

## New York Meeting

November get-together of manufacturers and allies



Lloyd E. Skinner, C. Frederick Mueller and Peter LaRosa

SOME 60 macaroni manufacturers and allies met at the Hotel Belmont Plaza in New York on Wednesday, November 14. In addition to the local New Yorkers, manufacturers came from Pennsylvania, western New York, and the Midwest. Some of the Midwesterners were among those in attendance at the Grocery Manufacturers of America annual meeting which was held during that week at the Waldorf-Astoria.

After enjoying a luncheon of chicken terrazini the group heard Association President Lloyd E. Skinner report on the North Dakota State Durum Show and the Association's committee activities at Langdon. (Macaroni Journal for December, 1956, pages 6 and 8). Mr. Skinner stated the Durum Show was the largest and one of the best on record, and the exchange of information and ideas between the growers, county agents, macaroni manufacturers, and others interested in durum was all very much worthwhile.

He reported that United States Senator Milton R. Young of North Dakota had gone on record to introduce and support legislation desired by the growers. A panel of experts at the Show discussed the durum situation and growers were asked to express their opinions as to whether the acreage allotment should be cut back from the 3 for 1 program to a 1 for 1 arrangement, or none at all. Some think that a crop of 40,000,000 bushels presents a surplus condition when the macaroni industry will only take 18,200,000 bushels during the crop year. On the other hand, with lively export interest encouraged by export subsidies, plus the natural hazards of agriculture, some felt that the pipelines are still to be filled, and a good durum crop is needed in 1957 to build up an adequate carryover. Results of the farmers' opinions show they favor a 1 for 1 program.



Emily Berckmann and Elinor Ehrman report on Macaroni Week.

Elinor Ehrman and Emily Berckmann of Sills' New York office gave a report and graphic roundup of publicity activities during National Macaroni Week in October, with some 19 breaks in women's magazines, countless color clips from food pages now using rotogravure, syndicated columns, Sunday supplements, daily and weekly newspapers all over the country, plus special market groups such as labor papers, the negro press, and farm journals - adding up to an impressive array.

The Low Calorie Quickie Dinner found fine acceptance by a vast majority of editors. (Some of them still think the topic controversial.)

On the news side, items of interest such as annual per capita consumption translated into 25,000 inches was received with interest and run in many papers across the country; portraits to politicians done in spaghetti created attention, too. Disc jockeys, radio and television shows announced the week and plugged macaroni products.

James J. Winston, the Association's Director of Research, reported that Federal Food and Drug Administration's rejection of imported macaroni products because of failure to meet sanitary requirements totaled more in the past two months than rejections for the past two years, even though total quantities of imports have been dropping. He attributed the increased rejections to greater activity on

the part of FDA stimulated by Association interest and prodding.

Mr. Winston warned that the Food and Drug Administration was out to correct mislabeling of macaroni products. He underlined the fact that the Standards of Identity do not require ingredient statements, but when a statement is made on the package as to what are the ingredients of the products, those ingredients

had better be in the package. The most common fault is the declaration of 100% semolina on the package when blends are actually used in the product.

C. Frederick Mueller reported on the subjects discussed at the annual meeting of the Grocery Manufacturers of America. GMA members, including macaroni manufacturers from around the country, gathered in New York to hear about "The Responsibilities of Leadership From Farm

to Family." Reports from the convention follow in other stories in this issue.

Asked about business conditions, macaroni manufacturers at the meeting reported no gain in sales volume over a year ago, to gains ranging as high as 40%. The special circumstances in this high figure were not explained. Business, generally, for the industry across the country is ranging about 3% higher than a year ago.



Louis A. Viviano, Anthony J. Gioia, Dan Sheedy, Jay Larran, John Amato, Anthony Cantella, Anthony DePasquale, James J. Winston.

Donato Maldari, Lester R. Thurston Jr., Ralph Maldari, Ignatius Bontempi, Ignatius DeFrancisci, Sam Arena.



James T. Williams Jr., Tom Sanicola, Paul Vermylen, Alfred Sauerzapf, Ralph W. Hauenstein, William Henderson, Charles Karkalis.

C. W. Kutz, Charles C. Chinski, Ernst B. Horstmann, Raymond J. Guerrisi, Paul Ambrette, Phil Spaulding (absconded), Joe DeMarco, Jim Affleck.



Gene Kuhn, Tom Cuneo, Walter Ousdahl, Joseph Douhet, Charles F. Moulton, Andre Revon.

Louis J. Coniglio, Arthur Tarditi, Vincent F. LaRosa, Conrad Ambrette, Joe Kurtz, Charles Rossotti, Arthur Simonetti, Joseph Coniglio Jr.



A. Irving Gross, E. J. Thomas, Erich Cohn, Robert Cowen, J. J. McMahon.

John Tobia, David Wilson, Roger DiPasca, Emanuele Ronzoni Jr., Edward King, Albert Ravarino, Ettore Berini.

## Review Your Selling

by William G. Hoskins, G. G. Hoskins Company, Industrial Consultants

LET'S apply cold logic to selling macaroni and noodles. It's a very profitable thing to sit back occasionally and think objectively about some of the things that affect your business—whether in the operation of your plant or in the distribution of your product. There is a lot of room for increased sales of macaroni and noodle products in this country, but it's going to take some basic changes in method of merchandising or preparing the product to make any substantial alteration in the per capita consumption. Let us, therefore, apply some cold logic to the problems we face. What do our customers want? Where do macaroni and noodles fit into the overall scheme of things as far as food is concerned? What can we do most effectively to make our product fit in with the consumers' wants?

### The Customer—Mrs. Housewife

Mrs. Housewife may not know exactly what she is going to buy when she goes into the super market to do her weekly shopping, but she knows she is looking for food for meals that are tasty, attractive, and as easy to make as possible. She's in a hurry. And if you or the store can do something to help her in her task, she will appreciate and use your help.

The housewife—your customer—is mainly responsible for a basic change that is taking place in food distribution—the use of convenient, ready-to-eat foods. The relatively new technique of freezing foods is now being applied to complete meal-in-a-dish dinners that are tasty, satisfying and extremely easy to cook. The ingredients for these dishes may be quite diverse, and the function of the food distributor has been to help the housewife by putting all these things together before she buys them. The housewife appreciates this and is taking advantage of the gain in time and versatility that it gives her.

### Macaroni Is An Ingredient

Now, what is the basic place of macaroni and noodles in the food field? Macaroni and noodles are *ingredients*. While it is true that these products are sometimes used just with butter or olive oil, normally, on the table of the average American family they are an ingredient of a complete dish. Macaroni products do compete with potatoes, but they are really in a different class because of the fact that they are ingredients in a dish in which a lot of other food items are combined.

So, macaroni and noodles are ingredients. What does this mean to Mrs. Housewife? It means that when she thinks about buying a package of macaroni, she also has to think about buying the other ingredients that she will use to make a dinner for her family.



W. G. HOSKINS

### The Other Ingredients

What are the other ingredients? They are canned tomatoes, tomato sauce, mushrooms, ground meat, celery, canned tuna—any number of things, most of which the housewife will have on her shelf at home. That, of course, is what makes macaroni and noodles such wonderful food.

But, when Mrs. Housewife sets out to collect the ingredients for a macaroni dinner, she has a lot of places to find in that big super market. If she has five different ingredients that she has to pick up to make her sauce, she may have to do a lot of traveling from one department to another. The prospect of having to do that traveling may be just enough to cause her to say, "Oh well, let's have steak instead."

### Make It Easy

If we can make it easy for her to find ingredients, we are performing a service which will make the housewife more willing to buy macaroni.

We have felt for a long time that a great deal could be done to present really good combination dinners for sale. Frozen dishes with macaroni, spaghetti and noodles can be just as good as the products that are made at home and will eventually sell a lot of merchandise. However, the production and distribution of frozen products is a special business, which in some ways is foreign to the production of dry macaroni and spaghetti. In spite of this, some macaroni manufacturers are going into this field and apparently are enjoying increasing success.

Some manufacturers are also combining sauce, cheese and spaghetti in a single carton so that the ingredients are gath-

ered together for ready use. The market for this type of package is apparently growing. We feel that as manufacturers develop better sauce and cheeses, the market here may expand substantially.

### Stock Next to Sauce

We sincerely believe that one of the most effective things the macaroni-noodle industry could do right now to increase sales would be to somehow put the many new and tasty canned spaghetti sauces on shelves adjacent to, or in packages with the dry spaghetti. It has been amply demonstrated that spaghetti sauce can sell spaghetti. Tomato sauces containing the basic tomato paste and seasoning ingredients are used in a vast majority of the spaghetti dishes consumed. If we can somehow make it easier for Mrs. Housewife to find that sauce right where she buys her spaghetti, we will undoubtedly increase the consumption of our products.

There is going to be a great deal of resistance on the part of store managers against any rearrangement of space in the store. They are going to say that the sauces should all be in one department and the spaghetti in another, not necessarily adjacent or connected in any way.

### Greater Volume

On the other hand, a manufacturer or salesman has the good logical argument on his side that the combination foods are selling big—as evidenced by the success of the frozen combination dinners, because they make shopping and preparation easier. The store manager may be reluctant, but if he can be shown a dollar advantage in combining the spaghetti sauces with the dry spaghetti department, he is eventually going to do it. This is not going to be something that can be done quickly. But, we think every manufacturer should put continuing pressure on the people he sells to make a "Macaroni Dinner Ingredients Department" instead of a "Macaroni Department" only. Really, there are only two extra ingredients that would have to be in the ingredients department. These are canned sauces and grated cheese. Most of the other ingredients that are used in macaroni and noodle dishes are items that would normally be found either in the meat department, which is easy to find, or are the ingredients which the housewife would already have at home on her shelves.

Canned spaghetti sauces can be a wonderful contribution to the increase of sales of macaroni and noodle products. But we have to take fullest advantage of them. Tie in with them for combination sales, work on your retail outlets to put in the "Macaroni Ingredients Department," promote them through your own advertising.



You need the National Macaroni Manufacturers Association . . . the Association needs you! Plan to attend the mid-year meeting at the Hotel Flamingo in Miami Beach.

International representatives will be on hand to serve you and discuss with you our mutual industry activities, problems and plans for the future.

See you in Miami!



CAPITAL FLOUR MILLS



### One for One Favored

(Continued from page 10)

tionnaire reported that before the 15B rust epidemic their average seeding of durum was on 80 per cent of their allotted wheat acreage. Nearly all of them stated that they had participated in the durum wheat program in 1956, planting extra acres beyond their allotted acres for acres of durum planted within their allotted acres.

The cooperating farmers indicated that they would plant an average of only 45 per cent of their allotted wheat acreage to durum if there is no durum legislation for the coming crop year.

The questionnaire asked three questions regarding probable legislation: 44 of the 77 stated a preference for an act similar to the 1956 act, which gave the growers additional acres if they reduced their hard wheat acreage and 17 of the 44 stated that they would prefer a one-for-one acreage incentive rather than the two-for-one plan in 1956; 27 of the 77 stated that they would prefer a plan which would set durum aside from hard wheat and would give a farmer a durum quota in addition to his hard wheat quota; and 6 of the 77 stated that they would prefer to have no durum program.

In summarizing the report, the committee emphasized that a serious reduction in durum acreage is indicated if there is no durum incentive program for 1957. It was also pointed out that the North Dakota Farm Bureau, at its state convention in Devils Lake recommended a one-for-one durum acreage incentive program.

### Durum Wheat in Canada

Canadian farmers this year harvested the biggest Durum crop in their history. The Dominion Bureau of Statistics, in its final crop report of the season, places it at 43,300,000 bushels. The province of Alberta is reported to have an average yield of 29.9 bushels per acre, composed mainly of the variety Stewart. In Saskatchewan, while the yield per acre is not as high, the total production of durum is estimated at 27 million bushels, or better than 60% of the Canadian crop.

Due to early frosts and wet weather, much of the wheat on the prairies suffered severe grade losses. In the top durum grades for instance, there will perhaps only be 25% of the crop. This portion is expected to move rapidly for use in Canada and abroad. The remaining durum, composed mainly of No. 4 C. W. Amber Durum and Extra 4 C. W. Amber Durum, can be expected to keep up a steady movement though at lower prices. Finally there will be an undetermined volume which will have to be fed to livestock.

Despite the severity of harvesting conditions, early indications are that the Durum will be of average quality within the various grades.

### Comment

In the opinion of C. L. Sibbald, Cattell Durum Institute, there is no justification for the recent demands of one or two farm groups to have a high price for wheat that is consumed in Canada, and a lower price for wheat sold to foreign countries. Wheat producers should be wary of any attempt to penalize Canadian food firms, who are virtually the only ones in the world using 100% Canadian wheat, and who will continue to buy all Canadian wheat despite any surplus and despite any give-away program.

The reported argument that Canadians should be able to afford higher prices for bread and macaroni is a fallacy too. As a person's income rises, more of his food dollar is spent on meat and other expensive foods. The net result of a rise in the price of bread would be a reduced volume of wheat used in Canada. Since Canada is far too dependent upon the export market as it is, says Mr. Sibbald, the home market should be encouraged, not discouraged.

### Great Volume of Exporting

Estimates on wheat and flour exports from the United States in 1956-57 have been raised to 500,000,000 bushels by trade interests. Such a total would show an increase of 155,000,000 over the past year and approximate the record of 503,000,000 bushels established in 1948-1949.

The reduced crop in Europe and stockpiling on account of world tensions are primary factors in the enlarged exports. One of the heaviest sales in November was made to Turkey, 230,000 tons of Gulf hard winters, red, hard, mixed and white wheat for Atlantic outgo and at least one or two cargoes of white wheat for Pacific clearance were scheduled.

Germany ordered 350,000 tons in one week. Other buyers included Switzerland, Ireland, the United Kingdom, Morocco, Greece, Yugoslavia, India, France and Japan.

Durum has been sold to Germany, Switzerland, France and Italy. During the week of Thanksgiving, Italy bought 81,000 tons of durum, by far the heaviest overseas sale of this variety in many years. As a consequence of the big export workings, durum wheat premiums rose sharply.

In mid-November cash durum in the Minneapolis market was in a range of \$2.60 to \$2.66. Export demand jumped prices in a week 10 to 15c. Mills had marked semolina quotations down 15c a hundredweight in face of a strong durum market, but the change was actually an adjustment to the level where recent business had occurred. The drop put semolina prices where they had been a month before the export push began. The big business with Italy jumped the price of semolina 25c back to \$2.75 a hundredweight, but it failed to stimulate domestic sales.

Cash durum retreated at month's end with the termination of the export flurry to range \$2.65 to \$2.68, Minneapolis.

### Italians Consider Nebraska Wheat

For ten days last fall an Italian delegation visited farms in Nebraska, flour mills, grain companies, the State Wheat Show and University test plots to determine whether or not Nebraska's dark hard red winter wheat was good enough to supplement durum in the manufacture of high quality macaroni products.

Italian import needs were set at between 14 and 15,000,000 bushels. A deficiency of durum on the world market means they must find another top quality wheat as a substitute. Wheat suitable for extending durum is grown in Canada, Argentina and Russia. However, because of Italian agreements with these countries, they are not considering buying more wheat at this time from them.

Chief of the delegation, Sabato Visco, Director of the National Institute of Nutrition in Rome, is quoted as saying the deficiency of good wheat is beginning to be felt just now when the consumption of macaroni products is increasing all over the world.

The Italians explained that they were not interested in growing Nebraska varieties of wheat in Italy because of soil and climatic conditions. They were merely interested in buying top quality wheat for macaroni products.

Their visit to Nebraska was sponsored by the Nebraska Wheat Commission in cooperation with the Foreign Agricultural Service of the U. S. Department of Agriculture.

### Henningsens in Europe

On October 17, 1956, Mr. and Mrs. Victor W. Henningsen Senior sailed for a two month trip to Europe. Their trip will take them to England, Ireland, Denmark, Germany, Switzerland, Italy and France in that order.

Henningsen, Inc. has been vitally interested in foreign trade, since 1889, and several of the firms that Mr. Henningsen will call on have been on the books since the company was founded.

Selling quality American egg solids to Europe has been a rather difficult task in recent years, mainly because of our higher prices in comparison with the extremely low prices at which Europe could purchase egg solids from China. Chinese egg products before the war were about on a par quality-wise with our domestic egg solids. However, in the short period of time that has elapsed since then, our improved production facilities, and the progress we have made in technology and quality control have helped us to far outstrip the Chinese and have enabled us to turn out a consistently superior product. China's facilities, however, became antiquated, and whatever research and quality control they had prior to the war, deteriorated or stopped altogether.

The present situation in Europe is that of growing dissatisfaction with the Chinese product, and an increasing desire to purchase our American egg solids.

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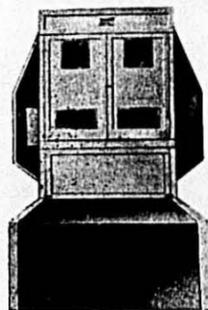
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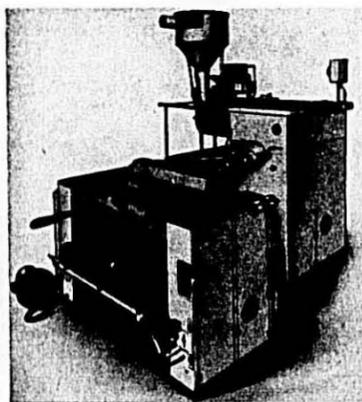


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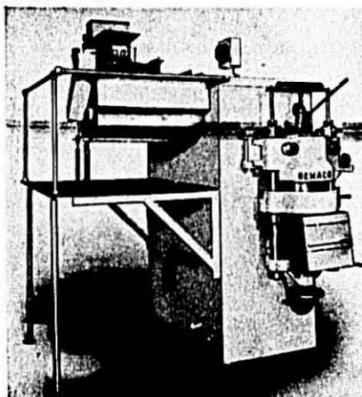
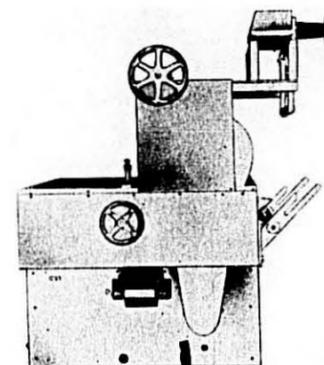
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### More Eggs

Production of eggs, broilers and turkeys in 1957 is likely to exceed the record levels established for 1956, the Agricultural Marketing Service said in a review of the poultry and egg situation. At the same time it was indicated that with the possible exception of broilers, prices are likely to average a little lower than in 1956.

Egg production on farms in 1957 is likely to exceed slightly the record output of 169,000,000 cases expected this year, with margin of gain around 2%. In the first half of 1957, output will be from a flock almost the same as a year earlier, while in the second half the flock may be smaller due to a possible reduction in number of replacement chickens to be raised. The usual year-to-year increases in rate of lay are likely to offset considerably, and perhaps completely, the effects of smaller flock size, with the result that egg supplies will continue large throughout the year.

A continuation of record volume broiler output would likely result in broiler prices to farmers averaging not much different from the 20.2c U. S. average for the first 10 months of 1956, according to the A.M.S. The price in mid-October was 17.6c per lb., while the 1955 average was 25.3c.

### Record Processed Egg Production

Liquid egg production during October was the largest for the month since 1944, the Crop Reporting Board announced. Production totaled 13,514,000 pounds, compared with 7,244,000 pounds in October last year and the 1950-54 average for the month of 8,330,000 pounds. The quantity used for freezing was more than double last October and the quantity used for drying was 89 percent larger. The quantity used for immediate consumption was 12 percent less than October 1955.

Egg solids production totaled 1,205,000 pounds during October, compared with 1,186,000 pounds in October last year and the 1950-54 average for the month of 1,010,000 pounds. Production consisted of 263,000 pounds of dried whole egg, 383,000 pounds of dried albumen and 559,000 pounds of dried yolk. Production during October last year consisted of 38,000 pounds of dried whole egg, 781,000 pounds of dried albumen and 317,000 pounds of dried yolk.

Frozen egg production during October totaled 8,724,000 pounds, compared with 4,087,000 pounds during October last year and the 1950-54 average of 5,340,000 pounds.

Frozen egg stocks decreased 20 million pounds during October, compared with a decrease of 28 million pounds in October last year and the 1951-55 average decrease of 26 million pounds.



MARVIN R. PAINTER

### Ballas Egg Products Completes Expansion

One of the most modern egg drying plants in the country has just been completed and added to the already expanded facilities for greater production of frozen and dried eggs of the Ballas Egg Products Company at Zanesville, Ohio.

The new division will be managed by Marvin R. Painter. Mr. Painter has had a lifetime of experience in the dried egg business. Before joining the Ballas Company he managed one of the largest egg drying operations in the middle west. He supervised the drying of millions of pounds of dried eggs during and after World War II, producing for both the armed forces and civilian uses. He is well known and has many friends among egg solids users throughout the world.

Mr. Painter's experience will enable the company to serve the noodle, candy, confectioners and bakery industries with pan-dried flake, granular, and powdered egg white solids; also spray dried egg yolks, whole egg and egg white solids, and special formulas to customer specifications. He will welcome the opportunity to discuss and work with all users of egg solids.

Mr. Painter states that with the addition of the egg solids plant to the freezing and cold storage facilities of the company, Ballas is one of the few firms in the egg industry that can give a complete service to the noodle, candy, confectioners and bakery industries.

### About Contracting

Last Spring Henningsen Headlines discussed briefly certain advantages and disadvantages pertaining to contracting for egg requirements during the Spring months. Aside from quality considerations, they traced the trend of prices during the years 1953, 1954, and 1955. As we approach the end of 1956, they now review what has happened so far in the year 1956.

Egg white solids were at their highest level during January and February, reach-

ing a peak around the middle of February. By the end of March, prices had declined to a level of about twelve percent lower than peak prices in February. Prices remained about steady through April and in the latter part of May, again declined to a point where, in early June, prices were about five percent lower than April 1st and about sixteen percent lower than February. Prices remained steady through July, declined during August, and held steady during September. The month of October brought another sharp decline and prices as of the end of the month averaged between thirty-five to forty percent less than peak prices in February.

Naturally, the sixty-four dollar question is "Where will it go from here?" No one knows. It is interesting to point out, however, that the only time prices were lower than present during the last five years was during the last half of 1954.

The price trend of egg yolk during 1956 has been considerably more erratic than that of egg white. However, the fluctuations compared to the last five years have been relatively small. Lowest prices were recorded in March and August while highs were registered in early January and again in April and May. November prices averaged about six or seven percent lower than during the so-called heavy breaking season of April-May. Compared to the past five years when prices swung as much as thirty and forty percent, this year's swings of around ten percent have been small.

Taking a look at the entire year thus far, and summarizing, it would appear that while yolk remained fairly constant, general lowering of shell egg prices in the country were reflected by steadily declining egg white prices.

Henningsen emphasizes that they are neither for nor against contracting. They do, however, seriously oppose the old idea that prices are most attractive to the buyer during the heavy Spring laying season. They also point out that one of the greatest single advantages in using egg solids versus frozen or liquid egg is the availability (with the exception of color) of uniform quality egg products throughout the year.

### UN Truce on Spaghetti

Swedish volunteers for the United Nations peace police in Egypt learned something about eating in Italy.

The newly arrived Swedes all pitched eagerly into the spaghetti with tomato sauce at their first meal in the Capodichino Staging Area, Italy. Many asked for second helpings. Then they pushed back their plates, heaved contented sighs and told the mess hall attendants, "We couldn't eat another bite."

Offended Italian military chefs rushed in protesting. They had prepared meat and vegetable courses, too.

"You'll eat it all," they told the Swedish soldiers in solemn ultimatum, "or tomorrow you'll get no more spaghetti."

The Swedes ate it all.

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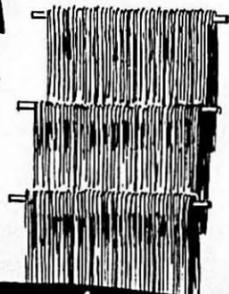
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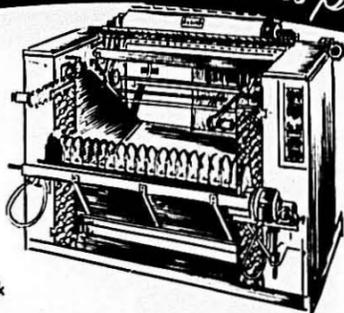


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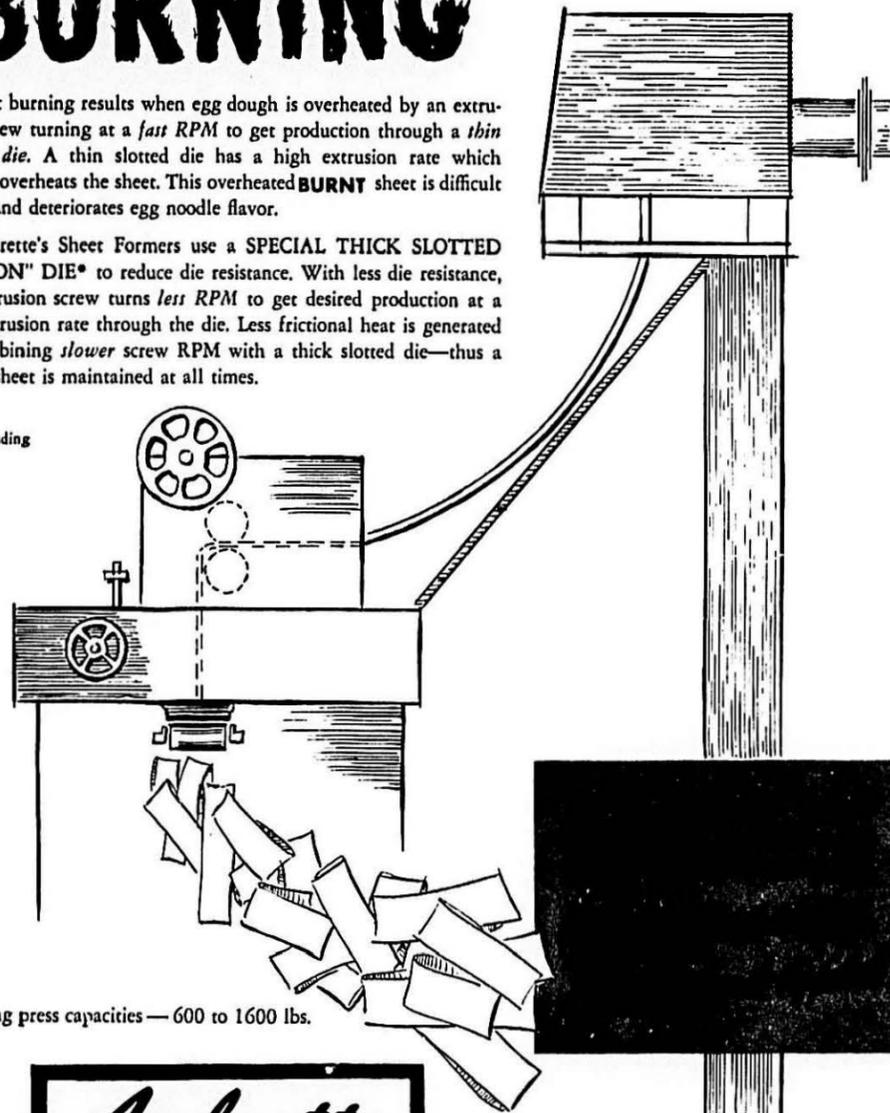
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## Responsibility of Leadership

THE growing American food and grocery industry has earned a leadership role in the nation's economy, an industry spokesman told the 48th annual convention of the Grocery Manufacturers of America. Paul S. Willis, president of the association, said that the industry has greater stature than ever before in its history.

Supporting its increased importance, Mr. Willis said that "almost one out of every three working people in America is employed directly or indirectly by this industry. That includes people who work on farms, in grocery manufacturing and distributing establishments, those who manufacture cans, cases and labels, those who make food machinery, and thousands of others."

He praised the nation's grocery manufacturers, who make up the membership of GMA, for the forward-looking job they are performing. "You operate several thousand factories all over the United States. You employ about 2,000,000 people. You have an investment today of \$16,000 per production employee. You do an annual volume of about \$40 billion.

"You produce most of the trademarked packaged products available in super markets. You employ more than 6,400 scientists and technicians in research laboratories, which helps explain the fact that about two-thirds of today's grocery store volume is accounted for by items which are entirely new or basically improved in the last ten years.

"You are the largest customers of farmers for their agricultural crops and livestock.

"You are the largest users of TV-radio programs and other advertising media, which have a great influence on the thinking of the public.

"You have contributed greatly to promoting better public understandings, better employee relations, trade relations, agricultural relations and government relations."

Other members of the "Life Line of America" represented at this industry-wide meeting also were commended for their contributions. Speaking of the modern grocery market, Mr. Willis said, "In many respects it symbolizes the accomplishment of our Free Enterprise system. It is free choice at its best, from abundant supplies."

Looking to the future, Mr. Willis found many reasons to be very hopeful. He said that this would be the best year ever for overall business, and that gross national product, personal income, employment, earnings of manufacturing workers, retail sales, and retail food store sales would reach new peaks this year. He noted that grocery inventories were in good balance with sales and that farm income would show an increase for the first time since



PAUL S. WILLIS

1951. Retail food prices, he pointed out, have remained stable in 1956 and are still three per cent below the all-time peak of 1952.

Mr. Willis said that there was still another major plus factor, the administration in Washington "and the favorable climate it has created for the continued growth of the nation. It has conducted government in a business-like way and in a manner designed to operate in the best interest of all the people. While business cannot look to Washington for special favors," he declared, "we can expect, on the whole, to receive logical and fair consideration."

"It is evident," Mr. Willis continued, "that this administration recognizes the fact that our economy is dependent upon business to produce the goods, to furnish employment, to meet payrolls, to pay taxes, and so on."

Mr. Willis said that in planning the meeting three areas had been singled out for special attention. These were salesmen, advertising, and trade practices. With respect to salesmen he stated that the objective is to explore the possibilities of what can be done to help them do a better selling and merchandising job under today's changing conditions. He suggested that discussions be held to determine how advertising can be made more effective in selling goods.

Mr. Willis took a firm stand on trade practices. He suggested that there be discussions with both manufacturers and distributors on ways in which to slow down the growing pressure now prevailing in some areas for allowances, discounts and

handouts of all kinds. He said that in some areas this had become a regular "rat race" with both manufacturers and distributors participating to see who can get the most.

"We have enjoyed a fabulous growth, especially during the past sixteen years," he stated, "and if we expect to maintain this progress, we must build on a solid foundation of selling values."

### The Consumer is Boss

"Mrs. Brown" has taken her place as the real boss in the nation's food industry. George L. Clements, president, Jewel Tea Company, a Chicago grocery chain, said that the "food industry's first leadership responsibility is to Mrs. Brown, the ultimate consumer." He said that members of the industry should have "less anxiety about what competitors are doing and more concern over what each of us might be doing for her (Mrs. Brown) and then discover helpful things we might be doing in her interest that we are not doing."

Acknowledging that the food industry's first responsibility was to the consumer, seconding the keynote remarks by Paul S. Willis, president of GMA, Mr. Clements said that all segments had three principal responsibilities that would raise the efficiency along the "Life Line of America" from farm to family table in building greater acceptance of the food industry.

These responsibilities are:

1. "To conduct our businesses with such intelligence, foresight and imagination that we will deliver the greatest possible volume, variety and convenience of foods to the largest possible number of consumers at the lowest possible cost.
2. "To attract to the food industry the best brains of both the present generation and the new generation now receiving its education in order to keep pace with our country's steadily increasing productivity. This, he said, was necessary, if the food industry was to stay competitive with other industries and it should take fullest advantage of the rapid advances in science, technology and business administration.
3. "All segments of the industry should cooperate to compete constructively, imaginatively, creatively in our service to the consumer, rather than in a spirit of narrow-minded, short-sighted self-interest.

Henry J. Eavey, president, Henry J. Eavey Company, a Fort Wayne, Indiana grocery organization, declared that the greatest responsibility of food industry leadership was to "once again devote full resources, energy and merchandising talents to selling food not gimmicks."

The view supported the firm stand taken by Mr. Willis, earlier in the pro-



Comet No. 1 Semolina . . . one of the largest day after day, season after season, to measure  
selling brands of Semolina in America for right up to your quality standards. Be sure to  
macaroni production. Count on Comet No. 1, put Comet No. 1 on your next Semolina order.



## Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

gram that "there be discussions with both manufacturers and distributors on ways in which to slow down the growing pressure now prevailing in some areas for allowances, discounts and handouts of all kinds."

Mr. Eavey reported the principles by which his business was conducted which could rest as a standard for the distributing area of the food industry.

He said:  
"I believe that business is not an end in itself. It is only a means to an end. I believe that each of us has a driving necessity to give life—or that portion of it we are in—a stamp of our own personality."

"I believe that none of us lives alone—no man is an island to himself. Nothing of significance will be created by one man through his own efforts. All the good that is created is done through people."

Joseph G. Foy, general manager, Grand Rapids Wholesale Grocery Company, urged manufacturers to take full advantage of two of the very basic sales tools available to them—display or promotional allowances and advertising allowances. He stated that "the time is now for every distributor and every manufacturer to understand what these tools are and then determine how they should be used so that they will accomplish their purpose."

Mr. Foy suggested that manufacturers write up their policies on cooperative advertising and promotional allowances for retailers to see.

The leadership of each segment of the industry must recognize it as their responsibility to insist upon integrity rather than expediency as the basis of their policies for sales, advertising and promotional allowance program.

He stated that it was a responsibility of the distributor to handle the manufacturer's products as inexpensively and as completely as possible. Greater teamwork can come about, Mr. Foy said, with more meetings between manufacturers and distributors "to work out problems for the mutual well-being of both."

Mr. Foy said that a greater teamwork between manufacturers and distributors could be realized specifically through:

1. "The development of more striking methods of acquainting the consuming public with a greater understanding of how we in the food industry serve them."

2. "A greater awareness on our part for attracting the cream of our youth to the wonderful personal opportunities for them in the industry."

3. "A pride on our part in this industry so that each of us in his own way, in his own community, will become the epitome of what we would like our industry to represent."

All leadership in the industry must assume the responsibility of leadership, Mr. Foy said, "to restore, to develop, to transmit the importance of integrity in all our relations—with our customers, with our employers, with ourselves. There can be



ELIHU ROBINSON

no responsible leadership without integrity above all else."

Jim Godfrey, president, the Godfrey Company, Milwaukee, saw the needs of business leadership as an opportunity for the greater development of teamwork between manufacturers and wholesalers for the overall good of the retailer and ultimate benefit of the consumer.

Leadership in the food business, Mr. Godfrey said, calls for a lot of vision. It means developing new policies that will better fit the business to the changing pattern of food distribution.

Mr. Godfrey described the Godfrey organization, in business since 1875, as one which had kept up with the times by changing its entire selling approach in every generation of the business's development. The organization, associated with IGA, has developed a wholesale-retail program which has seen the emphasis on executive time change, Mr. Godfrey said, from simple filling orders, to placing major thinking to retail store development, retail planning, operations, sales promotions and wholesale distribution.

Manufacturers must continue to think of their distributors more and more as part of their sales team and count on them with full confidence for better selling of food.

#### Why Does She Buy It?

The question of just how "impulsive" is impulse buying in the grocery store was explored in a presentation before the annual meeting of the Grocery Manufacturers of America.

Elihu "Robbie" Robinson, promotion director of Food Field Reporter and Food Topics, told of a new approach to impulse buying in a pilot study conducted by his publications in conjunction with

Star Markets, Inc., a prominent Pittsburgh food chain. The study analyzed some 4,848 purchases made by 265 Star Market customers in the chain's Monroeville (Pa.) store during the week of March 19th, 1956.

The study showed that a surprisingly small percentage of purchases—only 11 per cent of the measured impulse purchases—were actually based on emotional or "impulsive" reasons. Almost nine out of ten of the so-called impulse purchases were determined by carefully considered factors, which were resolved inside the store. In other words, before a customer selected a previously unplanned can of corn or box of cookies for her shopping basket, she gave plenty of thought to her reasons for buying. Major motivations given by customers for such purchases were quality and freshness (31%), to please family (20%), price (11%), product convenience features (7%), and to supplement the menu (7%).

While, as might be imagined, brand switching was somewhat more in evidence on impulse purchases than on specifically planned purchases, the findings confirmed the strength of brand loyalties. About nine out of ten stayed with the purchase of favored brands on planned purchases, and about eight in ten on so-called impulse purchases. If the shopper is more prone to persuasion by full shelf assortments, attractive floor or aisle displays, special deals, contests, and so on, so is she extremely loyal to her favorites.

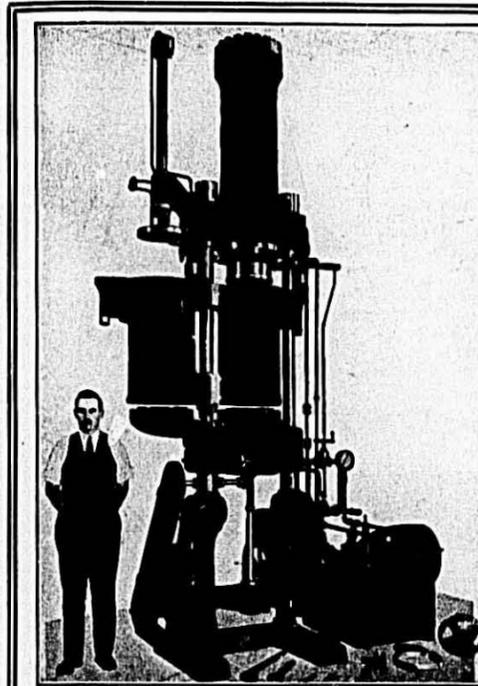
As was expected from existing knowledge of supermarket shopping patterns, the Star Market study showed that 53 per cent of all purchases by those customers interviewed were additional impulse sales, not planned when the customers first entered the store. Certain types of products ranked notably high as impulse items. For example, 89 per cent of confectionery items were bought on impulse, 74 per cent of the condiments. Macaroni products, fresh meat, frozen foods, produce, baked goods, canned foods, jams and jellies, desserts, and household supplies all scored higher than 50 per cent as impulse purchases.

The actual field interviews and tabulations comprising the Star Market Impulse Analysis were conducted by S. W. Wilkerson Associates, Inc., the same firm that supervised the noted DuPont Impulse Buying Studies of 1955.

#### Economic Prospects Bright

The good times we are enjoying today are almost sure to last until the middle of next year and probably beyond that point. This was the opinion of a noted economist, Charles T. Broderick, chief economist for Lehman Brothers, who spoke before the annual meeting of the Grocery Manufacturers of America at the Waldorf-Astoria Hotel in New York.

The reasons for this optimistic view are that consumer expenditures, which represent two-thirds of the entire economy, are almost certain to move upwards



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in the immediate future; that government spending for military and non-military purposes will probably expand slightly; and that there is no sign as yet of a let-up of the boom in private capital outlays.

Mr. Broderick cautioned that there are two question marks confronting us, neither of which looms very large. The first is the behavior of hard goods inventories. The recent steel strike, he said, helped to bring stocks of hard goods back into balance with sales. Yet the rebound may become too exuberant and hard goods inventories may again begin to pile up on the shelves of manufacturers and distributors.

The only other question mark, Mr. Broderick continued, is the possibility of a hangover from the current binge of industrial expansion. For more than a year and a half, expenditures for plant and equipment have been rising at the rate of 26 per cent a year, whereas the general economy has been growing eight per cent annually. Sooner or later the capital outlays will come back into line with the pace of general business activity. Should this coincide with the accumulation of heavy stocks of hard goods say around midyear 1957, the economy might have to guard against the possibility of a mild recession.

Mr. Broderick predicted that the current tightness in the money market will not impair the operation of the economy as a whole. He explained that money is short only to the degree that the capital spending boom of the last eighteen months or so has outrun savings, which are keyed to the growth of the economy at large. This pressure should be relieved as soon as the present rate of industrial expansion moderates, perhaps in the last half of 1957, he declared.

#### Improve Agency Relationships

Marshall Lachner, president of the Pabst Brewing Company, called for greater integration of manufacturer-advertising agency relationships as one answer to meeting the growing competition in the food industry.

Mr. Lachner stressed that the advertising agency personnel should be brought into all meetings and decisions with the closest possible cooperation between personnel at all levels.

Manufacturers should at all times take their agencies into their confidence. This would lead to a better understanding of problems and ultimately a better solution of these problems.

He said that clients should ask for, and advertising agencies provide, extra services. Most important of these services which the agency should offer are in the creative area which would spell results in productive ideas. However, he cautioned, clients should realize that demands for too many extra services endanger agency costs making it necessary for agencies to eliminate other things.

Another area for greater agency-manu-

facturer cooperation is marketing services especially in the development of new products, Mr. Lachner declared, and new product ideas. He said agencies could contribute greatly from experience in the fields of packaging, marketing techniques, number of items in cases, pricing and best methods for product introduction.

Agencies can be of great help, too, Mr. Lachner said, in creating "the climate" for products and marketing that, through the use of various marketing tools within an agency organization, can point the way to long range profit and income.

He said that backing up advertising proposed by agencies should be a "full chain of factors."

These factors include best marketing services, creation of product reputation, and introduction of the product at the retail level at the right time at the right price.



SIGURD ANDERSON

#### Local Marketing Most Successful

Emerson Foote, executive vice president, McCann-Erickson, told an executive session of the Grocery Manufacturers of America that "the greatest advance to be made in the successful marketing of national brands lies in the area of intensive localization."

He said the extent of localizing national brands would have to be greater than anyone had yet thought "desirable, necessary or possible."

Mr. Foote declared that as an industry, food manufacturers have not done enough about "taking regional and local variations into account" acknowledging the obvious fact that national brands cannot have separate and distinct advertising and merchandising efforts.

He called for greater flexibility in the application of advertising and other promotion to enable the manufacturer to ad-

just his marketing activities to meet local situations.

Discussing the growing trend toward stamps, he declared that at a time when consumer money was tight, stamps performed the function of providing people with the opportunity to buy items which they otherwise couldn't afford. The same tight money situation which has made stamps successful, Mr. Foote pointed out, means that manufacturers must keep value and convenience of his products uppermost to meet growing competition.

Mr. Foote said that national brands will always have three kinds of competition — other national brands, local or regional manufacturer-owned brands and distributor controlled brands.

The so-called house brand which is now offering the greatest pressure of competition on the nationally advertised merchandise calls for increased research to "find out more than we presently know about the motivations of people now buying this type of merchandise." He said that although the grocery industry was rich in the "factual kind of marketing research," that provided information on what the consumers do, emphasis must now be placed on learning "why consumers do what they do."

Mr. Foote concluded by saying that the private label "is a perfectly legitimate competitor which has made its way because it has something to offer." The national brands "must practice localization to a greater extent than ever before. We must be local — be thought of as local — to survive successfully — nationally."

#### "Talk Turkey" FTC Commissioner Urges

Sigurd Anderson, commissioner, Federal Trade Commission, asked members of the food and grocery industry, the largest business in the world, to come in confidence to FTC offices in Washington to "talk turkey" about marketing abuses in the industry. He declared it to be an obligation that members of the industry had to the American people. He spoke before some 2,000 leading executives in attendance at the Grocery Manufacturers of America's 48th annual meeting at the Waldorf-Astoria.

He said that the FTC invited "the cooperation of the greatest industry in the country to see that its competition was fair and honest." This, he said, was the only way in which the food industry could continue its remarkable growth.

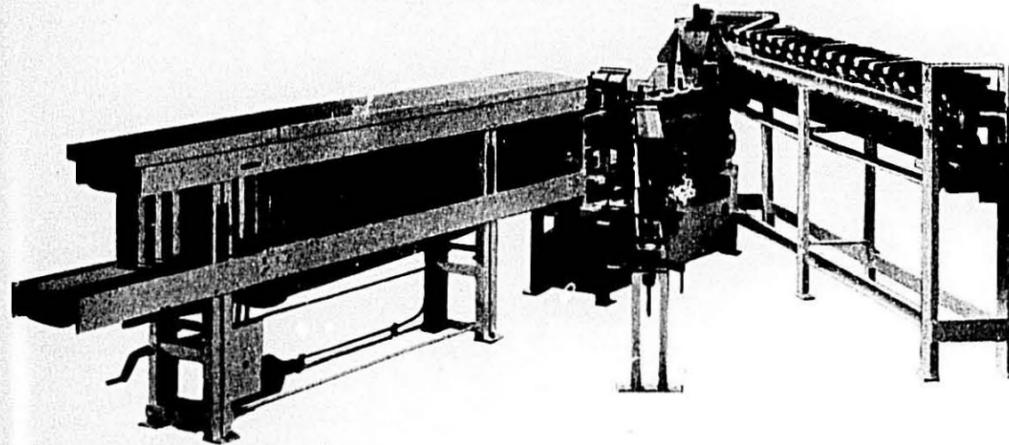
American business must set an example for the entire world, Mr. Anderson said, because the countries which are attempting to reestablish their economies are looking at America — and if what they see is not good, they may adopt another form of government.

The Federal Trade Commissioner charged food manufacturers with the responsibility for taking stock of its practices as individual companies and with making certain that each listens to his



INTRODUCES

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business conscience. "The future of the nation," he said, "is based on the honesty and fairness of its businessmen."

He said that it is better to be regulated than controlled. "It would be to the greatest credit of the food industry," he declared, "if you do any necessary clean-up yourself rather than wait for regulatory bodies."

Mr. Anderson said that the FTC sought the council of members of the food industry and urged businessmen to discuss troubles, tell of abuses and present the facts.

He said that business had created its own regulations when abuses crept in prior to the establishment of the Sherman Act in 1890.

The commissioner concluded with the charge that manufacturers were "caving in" to the demands of stores which asked for special discounts, deals, and allowances disguised as special promotions for anniversaries or special openings.

#### New Company

A new company, the Major Italian Food Co., has been formed by Joseph Merlino, veteran Seattle macaroni products manufacturer, to manufacture and distribute Majorette Brand macaroni, spaghetti and noodles.

The company will move into all phases of the macaroni industry in the future, with tentative plans calling for a complete line of frozen Italian foods.

The company is building a \$300,000 new plant on Corgiat Ave., with production equipment said to include "the newest, most efficient and modern" that is available.

Construction work is being done by Dale Madden, general contractor, with Ken Ripley, A.I.A. as architect.

Merlino's sons, Mike and Ernest, are his associates in the new company. Mike will serve as production and plant supervisor; Ernest as sales and promotion manager.

Merlino said the company will be a home-owned, locally-operated Italian macaroni manufacturing firm able to supply quality macaroni products at competitive prices.

Distribution plans include the states of Washington, Oregon, Idaho and Montana and the Territory of Alaska. Advertising Counselors, Inc., of Seattle, will handle advertising, promotion and public relations.

#### New Macaroni Plant

The American Beauty Macaroni Company, manufacturer and distributor of macaroni products, Kansas City, Mo., will occupy new and modern quarters in a move from a group of antiquated buildings at 552 Campbell Street.

About March 1, 1957, American Beauty will have a 1-story office, manufacturing and warehouse structure at Funston and Dodge Roads, in the Fairfax district, Kansas City, Mo., providing nearly 94,000 square feet, a 50 per cent expansion in

operating area and an incalculable acquisition of efficiency.

Present payroll of 75 persons will be doubled, to 150 employees, P. F. Vagnino, president of the company, announced.

A 3½-acre site at 501 Funston has been acquired from the Kansas City Industrial Land Company for the American Beauty operation.

The new plant will be the latest in design, and will include new equipment for the output of macaroni products, which include spaghetti and shell-style macaroni. Output will be increased by 50 per cent, with American Beauty operation producing about 6,000 miles of macaroni products each 24-hour period.

Reinforced concrete footings, native stone foundation walls, brick wall exterior with colonial mingled face brick, steel sash, cast stone window trim and pink Kasota stone entrance details will be featured in construction.

Pre-cast lightweight Haydite columns, beams and purlins, with a poured gypsum roof deck over the entire building area except the 3,356 square feet of office space will be incorporated in the main structure. The latter will be of steel joist and deck construction.

Four bin storage towers on the west side of the building will have an enclosed reinforced concrete frame. These storage areas will hold 6 million pounds of flour, a 2-week supply for the company. They will be 40 feet high and have a 12-foot diameter.

The building will be divided into about 25,000 square feet for manufacturing and an equal amount for packaging. Storage will total about 43,000 square feet.

Parking for 41 cars will adjoin the main building. Dock space will be available for both trucks and railroad cars. The plant will have its own electrical transformer substation and an incinerator for waste material. Among the features will be a laboratory and employee cafeteria.

The manufacturing areas will have walls of glazed tile, floor to ceiling, plus other hygienic attributes.

The firm was founded in 1912 at its present address.

Kansas City is the headquarters for the company which operates five other plants at St. Louis, Wichita, Denver, Salt Lake City, and Los Angeles.

The new plant in Kansas City will be the largest of the six American Beauty operations.

#### Golden Grain Appoints Lee

Golden Grain Macaroni Company, San Leandro, California, has retained Paul Lee as its Southern California sales manager.

Lee, formerly with Budget Pack, Inc., has organized a crew of top flight men to sell and service Golden Grain in the Southern California market.

Vincent DeDomenico, Golden Grain's general manager, in announcing the appointment of Lee, also said his company has opened offices and a warehouse at

5413 East Whittier Blvd., Los Angeles. He said preliminary studies are underway to locate a suitable site for a Golden Grain plant which will exceed in size and production any similar operation in that area.

Budget Pack was sold at auction recently. The highest bidder was an auctioneer.

Lou Stafford, former Golden Grain sales manager in the Los Angeles and Southern California territory, will be transferred to headquarters, San Leandro. He will head sales in Northern California.

Golden Grain is the largest producer and packer in the West of spaghetti, egg noodles, other macaroni products, beans, rice, dried fruits and candy.

#### New Signature

A new corporate signature for General Mills is bringing uniform identification to the company's broad line of products.

J. S. Fish, director of advertising for General Mills, said the identification symbol results from a new policy adopted after several months of study. It has the words General Mills encased by an outline shaped like a TV-screen. Emphasis is placed on the word "Mills" through a bulls-eye dot over the "i." The word "General" is printed in smaller type.

Study revealed nothing distinctive about the "General" in the corporate name. But the word "Mills" was found to be both distinctive and descriptive. Webster defines "mills" as: "A building or collection of buildings with machinery whereby the processes of manufacturing are carried on." The name General Mills, Fish said, was intended to embrace this broader meaning.

Hundreds of designs, circles, squares, triangles, rectangles, ovals and futuristic shapes and combinations were considered. The TV screen, one of the most looked-at shapes in America today, provided an outline fitted physically to the name General Mills.

The new corporate symbol will be used as the signature for advertising, promotional material and product packages. It will also serve on stationery and business forms, physical structures and vehicles, publications and other literature.

#### Letters to the Editor

General Mills Writes:

"We have been deluged with requests from foreign countries for color photos and transparencies offered in our advertisements. That is why it has become necessary to limit future offerings to our customers, the manufacturers in the United States.

We can say that the Macaroni Journal certainly gets its readership from its foreign subscribers, as evidenced by the number of requests we have had.

Recent requests have come from Argentina, Australia, Japan, Denmark, Switzerland, England, Ireland and New Zealand."

**KEYS TO BETTER MACARONI ENRICHMENT**

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**B-E-T-S ENRICHMENT TABLETS**

**VEXTRAM**, the original starch-base pre-mix, enriches continuous process macaroni products to Government standards easily, accurately and economically. It is free-flowing, uniformly fed and dispersed, assuring uniform enrichment.

**B-E-T-S**, the original food enrichment tablet, enriches batch method macaroni with minimum cost and maximum accuracy. Speedy disintegration and uniform dispersion throughout the batch are your guarantees of uniform enrichment.

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SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

## Business Decisions That Affect Your Tax Return

*This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants, and checked for technical accuracy by the Internal Revenue Service.*

LONG-RANGE tax planning in today's business world of high tax rates is no longer "big business foolishness." Last-minute tax worrying with no year-around tax thinking can result in the loss of sizeable savings for small and medium-sized businesses when it comes time to file a tax return.

For example, assume that last summer you were forced to replace your air conditioner. You shopped around and found you could either sell your old unit to a private party for \$500, or a dealer in town would give you a trade-in allowance of \$500 on it. That seemed like six-of-one-half-a-dozen-of-another to you; so without thinking—or worrying—about tax matters you traded in the old air conditioner.

To prove how such a seemingly simple business decision such as this can affect how much tax you will have to pay, let's assume further that the air conditioner which you traded had originally cost \$2500 and that you had taken \$1000 in depreciation on it. This meant its cost for tax purposes was \$1500, and you were going to "lose" \$1000 whether you accepted the dealer's trade-in allowance of \$500 or sold to the private party for \$500.

So far still six-of-one-half-a-dozen-of-another, but now since you elected to trade in your old air conditioner, let's see how you can claim a deduction on a tax return for your \$1000 loss. The answer is simple. You can't. All you can do is add the amount of the loss to the cost of your new unit, and eventually receive tax credit for your loss in the form of slightly higher depreciation deductions.

### Bona Fide Sale

On the other hand, if you had made a bona fide sale of your old unit to the private party and a separate purchase of a new unit from a dealer, you would have established a \$1000 loss which could be claimed as a loss deduction on a tax return and used to offset regular income.

It is not always true, of course, that a loss deduction on the tax return is worth two in the bush of depreciation, but a general rule to consider when you are trying to decide whether it would be more advantageous taxwise for you to sell or trade-in an asset is: sell "loss" property to

obtain a deduction, and trade "profit" property to avoid the tax which must be paid on any profit realized from the sale of an asset.

You may find that you have sold yourself into a capital gains tax or traded yourself out of a loss deduction if you have not figured your depreciated costs correctly. This is a matter you should discuss with a certified public accountant. Not only can he verify the accuracy of your mathematical computations, but he can also explain the advantages and disadvantages of the various methods used to compute depreciation. It could be that the method you used or are using is not the one most suited to your business needs from a tax standpoint.

For example, if you asked a CPA whether you should use the straight-line or declining balance method to depreciate your new air conditioner, one of the first questions he might ask you would be: what are your cash requirements and what are your profits likely to be? If you are thinking of expanding and need additional cash within the next few years, he might recommend that you use the "new" declining balance method to compute depreciation.

### Declining Balance Method

The declining balance method "speeds up" or increases depreciation rates. This starts the chain reaction to your objective of retaining cash in the business, because when you increase depreciation rates you also increase allowable depreciation deductions on your tax return. The amount you may write-off the first year is twice what it would be if you used the straight-line method; so by applying a \$1000 instead of \$500 depreciation deduction against your regular income, you are going to reduce your taxes, and cash that does not have to be paid out in federal taxes can be retained in the business for expansion purposes.

It seems all good things eventually come to an end, however, and while in the first year the declining balance depreciation rate may be double that of the straight-line, this differential diminishes in succeeding years until declining balance deductions are even less than they would be under the straight-line method. This is why it is important that you consider current and future earnings before you select a depreciation method.

For example, if your current earnings are low, or if you are putting in a new line of merchandise and the results of this expansion will take a few years to

show in your earnings, it might be more advantageous taxwise for you to use the straight-line method of computing depreciation.

The straight-line method does not "speed up" depreciation deductions. It spreads them out equally over the estimated useful life of the asset; so when you use a straight-line method you are saving, in a sense, for a rainy day. When your earnings improve or increase, you will have more substantial depreciation deductions to apply against those earnings. There usually is no point in increasing a loss or reducing low earnings by claiming additional depreciation deductions when you do not need them.

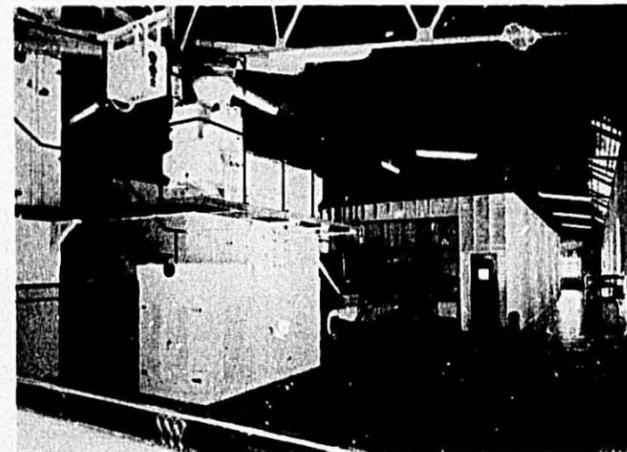
A point to remember when you are trying to decide whether to buy new or used equipment is that second-hand equipment must be depreciated by the straight-line method. This tax factor should be considered, because loss of the opportunity to use the declining balance method with its rapid write-off feature may cancel any immediate savings effected by the purchase of used equipment.

The matter may have been decided and forgotten many years ago, but a basic question businessmen should consider from time to time—and one which has many tax implications—is whether to do business as a proprietorship, partnership or corporation. There may be personal or professional factors that force the selection and maintenance of a non-corporate form of organization, but depending on the earnings of the business and the amount of those earnings you may need to withdraw, there are certain tax advantages to be gained by incorporating a new or expanding company.

### Tax Rates

Since proprietorship and partnership income is taxed at individual rates, which range anywhere from 20 percent to 91 percent, and corporation earnings are taxed at corporate rates of 30 percent on the first \$25,000 earned during the year and 52% on the excess, it might appear that if you have relatively low income the proprietorship-partnership rates are lower. However, you must also consider that the corporate tax carries with it the privilege of deducting a reasonable salary paid to an employee-owner. The employee-owner has to pay a personal tax on his salary, of course, but if he were not incorporated, he would have to pay a personal tax on all the money earned by the business.

If the retained earnings of the company



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 a little higher than 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

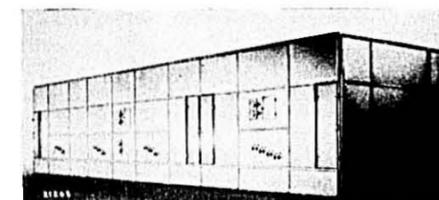
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 3) 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.
- 4) 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.
- 5) 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.
- 6) 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

are taxed at a corporate rate which is lower than the personal tax rate would be, the employee-owner would benefit by having additional funds available in the corporation for expansion purposes. These funds may be accumulated in a corporation up to \$60,000 without further tax penalties, and even higher if the corporation can prove a need for them.

These advantages—while they may cut your current tax bill and increase working capital for expansion needs—can be lost if you have jumped into a corporation without first reviewing your own long-range cash requirements. If you are continually forced to withdraw money from the corporate earnings to pay personal expenses, you will have to withdraw these funds in the form of dividends. That means the corporation will have to pay tax on the earnings you are withdrawing as dividends, and you will have to pay tax on the dividends received. The "double tax" on earnings and dividends can nullify any tax advantage from incorporation when earnings must be withdrawn immediately as dividends.

Many businessmen seek professional advice about tax matters as they do professional assistance with their golf game—when the slice has become almost unbearable. You can save tax dollars by realizing that business decisions made in the fall affect the amount of tax you must pay in the spring. Practice year-around tax thinking, and consult a certified public accountant when you are in doubt as to the tax effect of even the most routine business decision.

#### Money For Taxes

Do your employees realize how much time they must spend in working for Uncle Sam each year?

You might call it to their attention. It's a pretty effective way of bringing home the size of their tax burden.

For instance, the average production worker in the United States who is married and has one child labors nearly five weeks out of every year to pay his tax bill.

Figures obtained from the Bureau of Labor Statistics show that the average production worker in the United States earned \$80 a week in September, 1956. At this rate the tax on his annual income of \$4,160 is \$392 if he is married and has one child. To meet this tax bill, it is necessary for him to work a total of 4.9 weeks.

The same average production worker who is not married faces a tax bill of \$655 a year, and he'll have to work 8.2 weeks to pay it.

The rule is "the more dependents, the less tax." Under this inverse ratio, the average production worker must be supporting his wife and five children before the tax wolf stays away from his door. And he could augment his income with spare time work up to \$4,650 before he would once again become a part-time employee of the federal government.

The number of weeks the average production worker would have to work to

pay off his tax (according to the number of his exemptions) is as follows:

Number of Exemptions	Amount of Tax	Weeks to Pay
1	\$655	8.2
2	512	6.4
3	392	4.9
4	272	3.4
5	152	1.9
6	32	.4
7	0	.0

#### Ten Commandments of Management

A code of behavior for executives of business, government, labor and education is proposed by Lawrence A. Appley, president of the American Management Association.

"Ten Commandments of Management," based on management research and experience, are suggested by the head of the national management educational association. All but two of these commandments directly involve human beings. "It never fails," Mr. Appley points out, "Whenever people get together to discuss management, to talk about leadership, to review their most serious problems and their most successful attainments, they spend most of the time talking about people and human relationships."

Much is being done, Mr. Appley notes, in research, study and analysis to identify appropriate management knowledge and experience, codify it, and make it generally available. "Probably never in all history has so much effort been spent at one time to put knowledge in acceptable form as is now being exerted in the field of management. Our universities and colleges, management consultants, professional societies, and management practitioners are increasing their efforts and expenditures so rapidly that it is almost impossible to keep track of everything that is going on."

#### Significant Principles

Any summary of the most significant principles that have emerged from this study, Mr. Appley says, must be in terms of the thinking and evaluation of the individual doing the summarizing. To him, he writes, the following seem to be the ten most important commandments for people who are engaged in leadership responsibilities:

1. Identify the people of an organization as its greatest asset.
2. Make profit in order to continue rendering service.
3. Approach every task in an organized, conscious manner so that the outcome will not be left to chance.
4. Establish definite long- and short-range objectives to insure greater accomplishment.
5. Secure full attainment of objectives through general understanding and acceptance of them by others.
6. Keep individual members of the team well adjusted by seeing that each one knows what he is supposed to do, how well he is sup-

posed to do it, what his authority is, and what his work relationships with others should be.

7. Concentrate on individual improvement through regular review of performance and potential.
8. Provide opportunity for assistance and guidance in self-development as a fundamental of institutional growth.
9. Maintain adequate and timely incentives and rewards for increase in human effort.
10. Supply work satisfactions for those who perform the work and those who are served by it.

#### Office Contribution to Company Profits

Modern office thinking and methods are becoming more and more important in business profits, Kelly Y. Siddall, administrative Vice President, the Procter & Gamble Company, emphasized at the Annual Office Management Conference sponsored by the American Management Association.

Today, he pointed out, clerical workers outnumber agricultural workers, and there are half as many office employees as there are factory employees in the nation. In 1900 one employee in 40 worked in the office; in 1930, one in 12; in 1954, one in 8. These figures, he said, reflect the great magnitude and complexity of American industrial growth, which calls for "a thorough and precise job of accounting, bookkeeping, record keeping, reporting, communications, and all other functions involved in amassing, organizing, and using the vital facts and figures of the business."

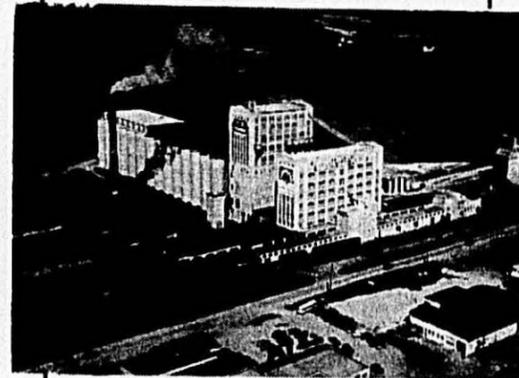
An era of unprecedented industrial and national expansion lies ahead, Mr. Siddall predicted. Investment in research is now estimated to be at a rate of more than \$5 billion a year. More than half of Procter & Gamble's business, he said, is in products that did not exist ten years ago, and the company's research facilities and activities are virtually twice the size they were ten years ago.

This means, according to Mr. Siddall, that "all our basic thinking in business must be keyed to the long-term implications of the expansion of our economy." It is highly important, he declared, that both company managements and office management people recognize the vital role of office administration in this expansion.

#### Nerve Center

If the modern office organization is to be the "very nerve center of cost control and operational efficiency," Mr. Siddall declared, the office manager must be alert to such new dimensions in office management as automation, cost accounting and other financial controls, communications handling, office services to increase executive efficiency, and human relations.

Over and above all these new dimensions, Mr. Siddall emphasized, is the responsibility of sound and adequate planning, the number one responsibility



Best Wishes to  
The Macaroni Industry  
For A Prosperous  
1957

NORTH DAKOTA

MILL AND ELEVATOR

Grand  
North

Forks  
Dakota

of management. Office management is the one function that logically cuts across research, engineering, manufacturing, marketing, finance, and all the other functions of management; it must keep pace with them.

Office managers, he declared, must "contribute to advances in company operations, not simply adjust to them." Office management must carry forward its own long-range planning program as an integral part of the planning throughout the company.

Procter & Gamble, he said, came face to face with this problem when it began to plan for the new office building into which it is moving in Cincinnati. The building was designed from the inside out. Instead of planning a structure and then dividing its space among departments, the company based the architectural designs on the present and future space requirements of each function within each department. The result, according to the speaker, is a maximum of flexibility—by means of movable partitions—that will permit the company to keep up with changing business conditions and improved equipment and methods.

Another example of planning cited by Mr. Sidelall is the work of P & G's office methods planning department. It is making studies for installation of a large-scale electronic data processing system and is planning for other types of mechanization to simplify operations and improve work flow.

#### Pennies Saved are Dollars Earned

Pennies saved in the office can have just as much effect on net profits as dollars earned. Thomas H. McDonough, Manager, Office Services, H. J. Heinz Company, reminded the conference.

"If any of us went to the general sales manager and gave him an idea that would increase sales \$100,000, we would be welcomed with open arms," Mr. McDonough said. Yet in a company like Heinz, which earns about 3 per cent net profit on sales, a \$100,000 increase in sales would have no more effect on profits than would a \$12,000 saving in stenographic salaries.

That kind of attitude toward profits is the responsibility of every employee, particularly of every supervisor, Mr. McDonough emphasized. Many office managers, he noted, feel they should be a part of corporate top management. "While there might be a limit to the number of top management men as such, there certainly is no limit to top management thinking."

Heinz did save the equivalent of \$400,000 in sales, he reported, by installing telephone dictation in engineering. It saved the equivalent of \$750,000 in sales by converting manually operated elevators to fully automatic operation. It saved the equivalent of \$450,000 of sales by reorganizing the janitorial service to permit better scheduling and better supervision.

Profit-making is not the only area of office services in which top management thinking can be applied, Mr. McDonough

emphasized. Office services play a vital part in the smooth functioning of all other departments. The office manager has a real responsibility for public relations; he should make frequent checks to see that office service and other personnel handle outside contacts in such a way as to build good will. He can do much to make the office a better place in which to work—one that reflects to the public and to employees the care the company takes in the manufacture of its product.

The office manager also has the responsibility, Mr. McDonough suggested, to provide opportunity for training and development of employees. He should "take a sincere interest in those who may seem to be less than stars—not for what we can get out of them, but for what assistance we can be in their progress and development." A good way to get "ordinary people doing extraordinary jobs," according to the speaker, "is to plan with every employee at the time of an increase in earnings a program to provide a good reason for his next increase."

#### Keep Up With Technology

Other office management responsibilities emphasized by Mr. McDonough were to keep abreast of technological developments and to develop plans to combat the shortage of stenographic help. "There just does not seem to be enough graduate stenographers to take care of the demand," he said, but "we have more qualified personnel to handle our correspondence than we need." Stenography as such is not necessary, the speaker asserted; telephone dictation does a better job faster. "And, furthermore, I think we should pay typists who use modern dictating equipment more money than we pay most stenographers strictly on the basis of their production." He also suggested use of copying machines to alleviate the stenographic shortage and declared that the number of letters written in business could be sharply reduced without any noticeable reduction in efficiency.

#### Small Business Aid

In a letter to a New York State businessman, President Eisenhower recited what his Administration had done and planned to do for small business. What's more, he implied, though he did not promise, that he would ask the next Congress to drop the tax on the first \$25,000 of corporate income from 30% to 20%. Above \$25,000, the tax is 52%.

The cut was recommended in August by a special Cabinet Committee on Small Business. Authoritative estimates are that it would cost the Treasury \$600-million the first year.

Eisenhower also indicated that he would seek legislation to:

- Raise the ceiling on security issues exempt from full SEC registration to \$500,000 from \$300,000.
- Stretch out the time for paying federal death taxes when estates are made up largely of investments in closely held, family-type companies.
- Put corporations that have only a few

stockholders on the same, more favorable tax terms as a partnership.

#### Eating Out is Big Business

Facts from Jack W. Payne, sales promotion manager of the American Restaurant Magazine appeared in the publication Food Business.

"Eating out" has become a desirable and necessary element in the daily lives of millions of Americans. Today, as every day, upwards of 70 million meals will be consumed away from home.

To illustrate the magnitude of this market, these 70 million meals represent about 10 percent of the total retail business done in the United States.

In a year's time, \$16 billion will pass through the restaurant till, 46 percent of which, in turn, will be spent by the restaurant operator for food and beverages alone. This means over \$7 billion a year (wholesale), or \$2 million per day.

And here are some additional facts about the restaurant market:

One dollar out of every four spent for food is spent on a meal away from home.

The capital investment in restaurants represents an average of \$800 per seat.

Today there is one restaurant for every 700 persons in the United States.

The renowned Twentieth Century Fund survey predicts that by 1960, 7.1 percent of the consumer's disposable income will be spent for food and beverages consumed outside the home.

These facts point up the "impact-filled" significance of this dynamic, mass-market for food.

And what are food manufacturers doing about it?

American Restaurant magazine resolved to find out by conducting a survey, not among its restaurant readers, but among food manufacturers themselves. Such questions as these were asked:

"Do you maintain a separate Restaurant, or Institutional Division? What channels of distribution do you use? What merchandising aids, point-of-sale material, etc., do you employ? Do you use cooperative advertising programs, sales incentives? What percent does your restaurant budget represent, of total budget?"

The findings were extremely enlightening. Here are the highlights:

55.5 percent have Restaurant Divisions.

71 percent offer merchandising aids to restaurants.

76.3 percent provide their salesmen and distributors' salesmen with point-of-sale material (i.e., sample case, loose leaf display folders, sales literature, etc.).

11 percent have cooperative advertising programs.

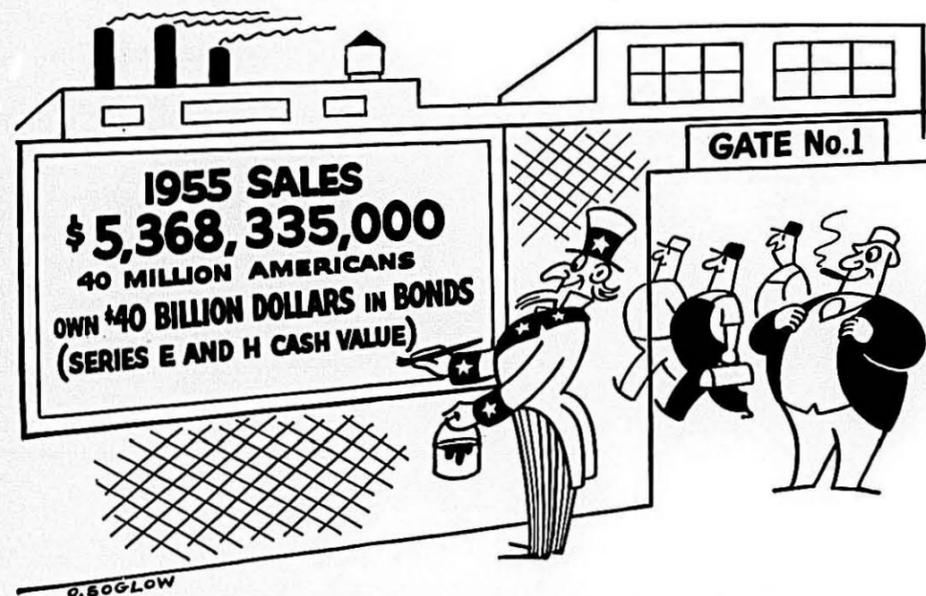
62 percent sponsor periodic sales contests and other incentives.

Average restaurant volume (of total volume) was 28.3 percent.

Average restaurant market budget (of total budget) was 5 percent.

#### Curiosity

Curiosity is one of the permanent and certain characteristics of a vigorous mind. —The Rambler, Samuel Johnson.



## SAVINGS BOND BUSINESS IS GOOD— and Good for Business

1955 was a tremendous year for Savings Bonds.

Cash sales of Series E and Series H Bonds hit a ten year peak: \$5,368,335,000; an increase of 10% over 1954 and 23% higher than 1953.

Sales of E and H Bonds exceeded total redemptions of both series (maturities and cashings) by \$716,834,000; up 61% over 1954.

Sales of Series H Bonds—the current income bond sold only to individuals—exceeded \$1 billion for the first time in any year since their introduction in mid-1952.

As of December 31, 1955, the cash value of E and H Bonds held by 40,000,000 individuals totaled more than \$40 billion—the highest amount on record.

Between May, 1951, and December, 1955, Series E Bonds with a face value of \$19.9 billion, had reached maturity. Of these, bondholders still held approximately 70%—\$13.9 billion—under the optional automatic extension terms. The additional interest earned in their extended life increased the cash value of matured E Bonds

outstanding December 31st to \$14.6 billion.

During 1955, 8,000,000 employees (of 40,000 companies) invested \$160,000,000 per month in U. S. Savings Bonds through the Payroll Savings Plan.

How many employees were added to your Payroll Savings Plan last year? What is the percentage of employee participation today? The average investment in Bonds per month per employee? If you don't know the answers to these questions, why not pick up the phone and get the figures?

If you find that less than 50% of your employees are enrolled in the plan . . . or if you do not have the Plan . . . phone, wire or write to Savings Bond Division, U. S. Treasury Department, Washington, 25. You'll be surprised to learn how easily you can install a Payroll Savings Plan or increase participation in an existing plan to 60%, 70% or higher.

Savings Bond Business is good—and good for business. Act today.

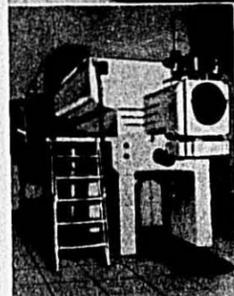
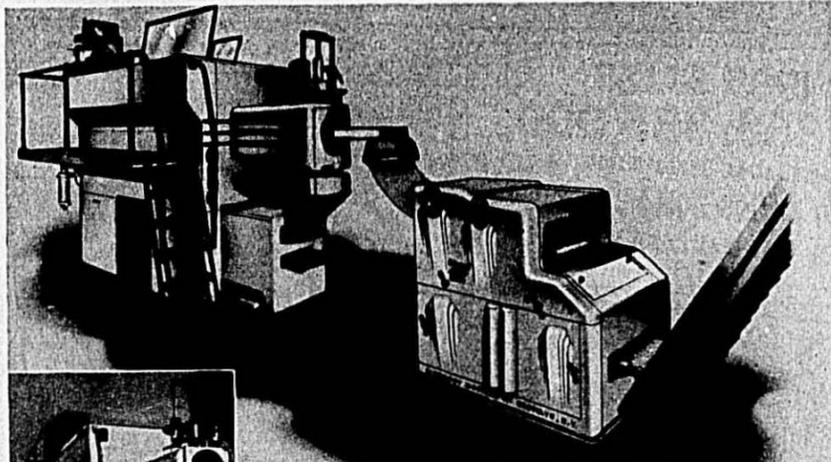
The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

## MACARONI JOURNAL



## Clermont's Unique New VMP-3 Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-1 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

**FOR THE SUPERIOR IN NOODLE MACHINES**

**IT'S ALL WAYS Clermont!**

Machine can be purchased with attachment for producing short cut macaroni.

**TAILOR-MADE FOR THE NOODLE TRADE**  
Available with or without vacuum process

**Capacity range** - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

**Large** screw for slow extrusion for better quality.

**Engineered** for simplicity of operation.

**Rugged** construction to withstand heavy duty, round-the-clock usage.

**Matchless** controls. Automatic proportioning of water with flour.  
Temperature control for water chamber.

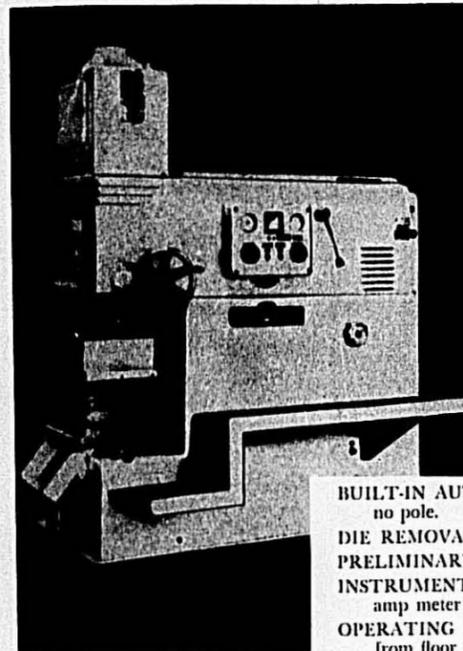
**Only** one piece housing. Easy to remove screw, easy to clean.  
No separation between screw chamber and head.

**Newly** designed die gives smooth, silky-finish, uniform sheet.

**Totally** enclosed in steel frame. Compact, neat design.  
Meets all sanitary requirements.

*Clermont Machine Company*

266-276 Wallabout Street



Short Cut Press, VMP-1

## Clermont's Short Cut Press, VMP-1

with or without vacuum process  
350 pounds per hour

**AUTOMATIC SIFTING DEVICE.** Flour feeder sifts flour before flour enters mixer.

**MIXER** built within the housing forming a one piece construction.

**REMOVABLE MIXER SHAFTS AND PADDLES** for rapid, thorough cleaning.

**WATER TANK** built inside the machine affording extraordinary sanitation.

**WATER SPRAY DEVICE.** Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.

**ONE PIECE HOUSING** simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.

**BUILT-IN AUTOMATIC CUTOFF ATTACHMENT.** No extension arm, no pole.

**DIE REMOVAL** accomplished by turning handwheel to lower die holder.

**PRELIMINARY SHAKER INCLUDED,** installed underneath the machine.

**INSTRUMENT PANEL BOARD** contains pressure gauge, vacuum gauge, amp meter and temperature control.

**OPERATING MECHANISM** all at operator's finger tips. Machine operated from floor level.

## Clermont's VMP-2 Sets New Standards in Macaroni Presses

with or without vacuum process  
450 pounds per hour

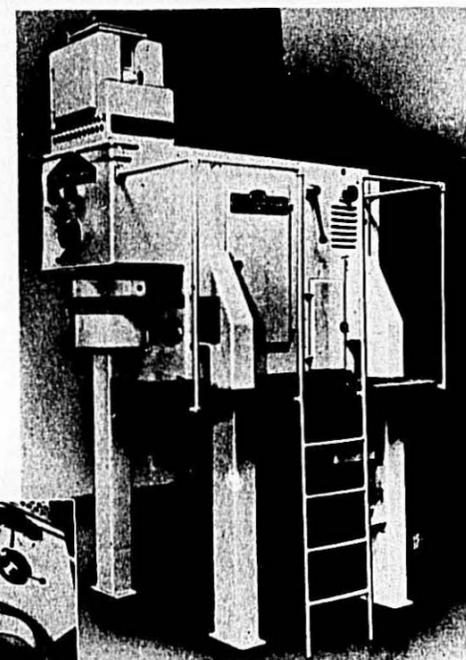
**BENEFITS PLUS**

Most versatile of all medium production presses

By addition of optional attachments, can be applied for production of extruded noodle dough sheet and for operation in conjunction with a Fidellini machine.

**THE SURE WAY  
Buy Clermont!**

Close-up of cutoff attachment



VMP-2, Combination Short Cut and Long Goods Press

Brooklyn 6, New York, N. Y., U. S. A.

### We Buy the Box

From the Decatur Review.

"We don't buy food anymore. We buy the box it comes in."

So says a merchandising expert who has us shoppers all figured out.

"The average woman takes exactly 20 seconds to cover one aisle in a supermarket," he says, "so you have to have a carton that attracts and hypnotizes this woman, like waving a flashlight in front of her eyes."

I suppose this goes for the average man, too, although I'm sure I take longer than 20 seconds to negotiate an aisle.

I'm not a very good driver and I'm always running into things while reading my shopping list. Women don't use lists; they have total recall.

This may be why I enter a supermarket for a can of sardines and a box of crackers and stumble out two hours later with a paper bag as big around as a sewer tile that contains \$20.79 worth of groceries.

Those colorful cartons have hypnotized me, although you can bet my wife will snap me out of a trance when I get home.

Color seems to be the important gimmick. Red and yellow are the best eye stoppers, although sometimes a package designer will outsmart the competition and put a product in a box that stands out among like products around it.

Thus, if the other brands of cake mix are in red or yellow, a stark white box for your brand will sell like crazy.

That's what the man said.

The idea is to stop you and make you pick up the box. It's a lot easier to drop it in your cart than put it back on the shelf.

(Imagine people sitting around all day figuring out this stuff.)

To help get the carton into your hand, they put pictures of mouth-watering frosted cakes on the box. A can of mushrooms might have a picture of a sizzling steak with mushrooms around it.

As we merchandising experts say in the trade, the trick is to get your imagination to leap ahead to the end product.

They've gone further.

Food boxes soon will be printed with fluorescent paint to catch your eye. I see some risk involved here—a luminous package might blind you as you are making a left turn and cause a seven-cart collision.

Package designers also are tinkering with a box that will "talk." It has a plastic sound strip that will emit the brand name of the product when rubbed with a finger.

So help me Hannah. What will they think of next?

Probably a box that will reach out and trip you. Better still, a food package that leaps right into your cart.

Why don't they start over?

Why don't they make manufacturers put up food in white boxes only, with nothing on them but the name of what is inside and, in fine print, the company?

That would be the most dangerous kind of competition, for pretty soon we would be buying cake mix for its quality and not for its colorful package.

That's the kind of idea that could wreck our economy overnight. I'm almost sorry I thought of it.



### La Premiata in Mylar

A new departure in spaghetti packaging has been recently initiated by the La Premiata Macaroni Corporation of Conneville, Pennsylvania. For their 3 pound unit of spaghetti, vermicelli and thin spaghetti they have chosen a 100 gauge sheet of Mylar polyester film, lustrous printed in 3 colors by Milprint, Inc., Milwaukee, Wisconsin.

According to Mr. Vincent J. Cuneo, president of La Premiata, "The application of Mylar eliminates all breakage previously encountered with transparent films from the sharp ends of the product, and allows us to enjoy the greater sales appeal of a visible package without returns and complaints." Added merchandising and advertising appeal is afforded by unique strength characteristics of Mylar enabling La Premiata to offer a prize to anyone able to break the package.

This new package joins a family of over 35 different items all packaged in transparent films and newly designed by Milprint, Inc. Distribution is throughout Pennsylvania, Eastern Ohio, and West Virginia.

### Skinner Cereal Boxes

Separate cereal boxes for boys and girls, each containing suitable premiums, have been introduced by Skinner Manufacturing Co., makers of macaroni and cereal products.

The redesigned Skinner packages feature basic blue coloring for boys and pink for girls. The five free gifts and prizes contained in each box are illustrated on the back of the unit.

Front design features a photograph of a boy on one unit, and a girl on the other.

The raisin bran package "for boys" includes: A toy novelty such as a hammer, miniature street sign or whistle; one of a series of sports car trading cards; instructions for a magic trick; a brain-teaser riddle, and a sports tip.

Items included in the pink package "for girls" are: A full-color doll trading card; one of a series of new party game ideas; a riddle; instructions for a magic trick; and a feminine toy novelty such as a charm, plastic animal or a story book character.

In addition to the in-package prizes, Skinner is offering a do-it-yourself model sports car kit for boys. The dolls appearing on the trade cards are available to girls.

A heavy advertising and merchandising program has been launched in Southern areas to introduce the new Skinner cereal boxes. Newspaper ads, directed to youngsters are being placed on comic pages, and television and radio are also being used.

Bozell & Jacobs, advertising agency, designed the new packages.

### Snowflakes and Spaghetti

from the Durum Wheat Products Division of the Wheat Flour Institute.

Remember all the many wondrous designs that snowflakes come in? Each flake has its own remarkable personality. But what possible relation could they have to spaghetti?

Spaghetti, macaroni and noodles are made in many wondrous and exciting designs, too. These good foods are available in more than 150 different shapes. And what fascinating shapes they are: shells, bows, stars, alphabets, spirals, corkscrews, little pipes, large tubes, turbans, straight ribbons and curly ribbons, long spaghetti, elbow spaghetti, spiral spaghetti, flat spaghetti, fat spaghetti, thin spaghetti, fine noodles, medium noodles, broad noodles.

What an incentive they are to the imaginative cook! The artistic and creative stimulation offered by these interesting foods is difficult to match.

Generally speaking, all macaroni foods may be used interchangeably. Just substitute them weight for weight. Naturally, the small shapes are best in soup, while the larger, thicker varieties take better to appearances with sauce.

Exercise your culinary imagination by cooking the more unusual shapes of these good foods. Many of them may not always be on the shelves at your food store, but do keep on the lookout for them. The unusual varieties are becoming more available, and can be purchased in most metropolitan areas. And they usually can be found in specialty food stores, Italian groceries, and gourmet sections of department stores.

Here's an important buying tip. For best quality macaroni foods, look for information on the label telling that the product was made from durum wheat or durum semolina. Such products will hold their shape in cooking, and have a high protein content. Remember that macaroni foods are best when they are slightly chewy . . . do not overcook them.

### Buffalo Macaroni Queen

Alice Partridge, Food Editor of the Buffalo Courier-Express, ran the following story during National Macaroni Week:

Swedish Surprise is the name Miss Carol Timm, Buffalo's Macaroni Queen of 1956, has given her favorite macaroni dish. When I stopped in to talk with her the other day at Buffalo State Teachers College, where she is a junior in the home economics department, Miss Timm told me this concoction makes a good one-dish meal.

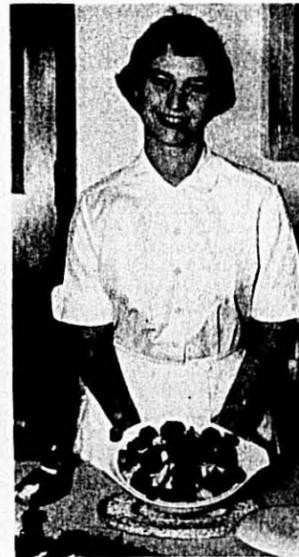
She and Miss Ruth Buddenhagen of the faculty had a sample for me to inspect, attractively arranged in a casserole flanked with flowers and ceramic pheasants.

Miss Timm, who lives at 134 Elmer St., told me that the inspiration for the dish came from Swedish meatballs. Here is her recipe:

#### SWEDISH SURPRISE

- 2 slices bread
- 1/2 cup water
- 1 pound hamburger steak
- 1 onion
- 1 teaspoon salt
- 1/2 teaspoon pepper
- 1 teaspoon nutmeg
- 1 egg
- 1/4 cup butter
- 1 sweet red pepper
- 2 cups macaroni, uncooked
- 3 beef bouillon cubes
- 4 tablespoons flour

Soak the bread in the half-cup of water.



CAROL TIMM

Buffalo Courier-Express photo

Add hamburger. Grate onion, add salt, pepper, nutmeg and egg. Mix well and shape into tiny meatballs. Sauté in 1/4 cup butter. Add sweet red pepper, sliced, to meatballs.

Cook macaroni in at least one gallon of rapidly boiling, salted water for about nine minutes. Drain. Use three cups of water from the macaroni and add to it three beef bouillon cubes.

Put macaroni on the bottom of a casserole dish with meatballs and red pepper slices arranged on top.

With fat left in frying pan, make a gravy. First add flour, let cook, then add the three cups of bouillon and let mixture come to a good boil. Pour gravy over other ingredients, and bake at 350 degrees for one-half hour.

Miss Timm, chosen queen in a competition among home economics students of State Teachers College, was officially crowned on Helen Neville's WGR-TV afternoon show, and received a \$200 scholarship from the Gioia Macaroni Co.

### Careers in Retailing

Career opportunities and advantages for young people in America's largest and fastest-growing industry—food retailing—are described in a new booklet published by the National Association of Retail Grocers, 360 N. Michigan Avenue, Chicago 1, Illinois.

Entitled "Food Retailing Career Opportunities," it is believed to be the first book to "spell out" opportunities which exist in food retailing. It traces the growth of the industry, discusses food retailing's "unlimited future" and describes, as well as graphically charts, the types of positions available for beginners and those

## JACOBS - WINSTON LABORATORIES, Inc.

James J. Winston, Director  
156 Chambers Street  
New York 7, N. Y.

"Prompt and Efficient Service"

## BIANCHI'S Machine Shop

221 - 223 Bay St.  
San Francisco 11, California

Western States  
Macaroni Factory Suppliers  
and  
Repairing Specialists

40 Years Experience

## RETROSPECTIONS

by  
M. J.



### 35 Years Ago — January, 1922

- C. F. Mueller, Jr., president of NMMA, passed away at his home in Jersey City, New Jersey, December 13, 1921, age 49 years.
- B. F. Huestis of Huron Milling Company, Beach Harbor, Michigan succeeded to the presidency of NMMA.
- B. R. Jacobs of National Cereal Products Laboratories, Washington, D. C. represented the NMMA at a tariff hearing on industry's appeal for a higher tariff duty on macaroni products under the pending Fordney Tariff Act.
- Senator E. F. Ladd of North Dakota proposed a tariff duty of 2½¢ instead of the current 1½¢ rate.
- A call has been issued for a special Tariff Convention in Washington D. C. January 30-31.
- Mr. J. A. Newlin of the Forest Products Laboratory, Madison, Wisconsin, gave manufacturers suggestions on proper nailing of wooden macaroni boxes.
- How far will a dollar carry a ton? Freight rates are about double those of 1914. The railroads have lately agreed that a slight reduction would have a beneficial effect on all shipping and they voluntarily offered a 10% cut which is now before the Interstate Commerce Commission.

### 25 Years Ago — January, 1932

- Farina macaroni defined — as "plain alimentary pastes in the preparation of which farina is the only farinaceous ingredient used."
- B. R. Jacobs of the Macaroni Educational Bureau reports finding artificially colored Kansas flour being sold.
- The 1931 durum crop is officially placed at 21,037,000 bushels, smallest since 1916.
- "Amalfi" trademark is registered by the Napoli Macaroni Company, Los Angeles, California.
- There are 15 distinct varieties and about 400 types of American-made cheeses which are protected by label requirements according to Dr. W. B. White, Federal Food & Drug Administration.
- Strike among workers in bulk manufacturing plants in the East settled by arbitration.
- Terse Business Talk: Business was not dead in 1931. For many it was very much alive. For some it was merely asleep. In volume it may have been 10 or even 15% below normal, but there were still billions upon billions of it left. Let's admit that we have been buried by an economic earthquake, but let's look forward to dig-

ging ourselves out, not being buried deeper with a tombstone holding us down and bearing the inscription, "Here lies a man who would not even try."

### 15 Years Ago — January, 1942

- Fifteen leading food manufacturers formed the Nutrition Foundation for cooperative scientific research with a starting fund of \$1,000,000.
- The Beech-Nut Company, Canajoharie, New York, will share \$230,000 as a war bonus among its 2,800 employees.
- North Dakota durum declared "best in the world" by M. H. Graham, publisher of the Devil's Lake (North Dakota) Journal.
- News was released of the marriage of Lucien Constant, son of one of the oldest macaroni makers in Manitoba, to Miss Christine Webster, both of Winnipeg, Canada.
- The Macaroni Journal, through its editor M. J. Donna, continues its successful fight against the use of the word "paste" with reference to macaroni foods. "Pasta" is permissible but "paste" is gluey — ough!
- The shortage of macaroni in Greece is attributed to the heavy appetites of its many Italian prisoners of war.
- Industry's War-Time Conference at Chicago's Morrison Hotel considered the industry's position in war conditions, a review of macaroni standards hearing, stabilization of prices, war-time regulations, and taxes.

### 5 Years Ago — January, 1952

- Salute to Brooklyn, New York, "the nation's biggest small town." Home of the first commercial macaroni manufacturer in the United States; center of macaroni processing equipment manufacture; major manufacturing center of macaroni, spaghetti and egg noodles.
- Pneumatic feeding of flour and semolina is discussed in an article by Giorgio C. Parenzo, engineer for M. E. G. Braibanti of Milan and New York.
- Macaroni's man of the year was John Q. Public, who ate about a half a pound more of macaroni products in 1951 than he did in 1950.
- Guido Merlino of Mission Macaroni Company, Seattle, serves as co-chairman of the Seattle Italian Flood Committee to help victims of the Po Valley disaster.
- V. Viviano & Bros. Macaroni Manufacturing Company, Inc. of St. Louis filed suit against Viviano Foods, Inc. of the same city to prevent use of the name "Viviano" on its products to resemble those of Viviano & Bros.

- Paul M. Peterson was elected vice-president of International Milling Company.
- Emphasis on marketing was the theme of the winter meeting held at the Flamingo, Miami Beach, Florida. "The Macaroni Market" was discussed by John T. Betjemann of the A. C. Nielsen Company, market researchers.

### CLASSIFIED

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### Retailing (continued)

with varying degrees of experience and training.

"The growth in this industry," the booklet states, "has brought with it improvement in employment conditions. Hours have been shortened and salaries now match, and many times surpass, those in the professions. Hospitalization programs, retirement plans, profit-sharing schedules, and many other 'plus' benefits, as well as many chances for advancement, make it most attractive to young people who are looking for permanency and security, or for the opportunity of operating their own business enterprise."

With an expected population increase of 30 per cent by 1975, food stores will be doubling and tripling the items on their shelves with corresponding expansion of stores and markets, the career booklet points out. Accordingly, food retailing offers the opportunity to build a career in one's own community, with no need for relocating as is so often required in many other businesses.

The booklet further points out that today's modern food stores require "experts" in many lines, including personnel, marketing, advertising, engineering, cost accounting and merchandising. "Market changes must be watched carefully, price ratios to insure profit of the store are important, and advancement planning of promotion and advertising is a basic necessity for successful food retailing," it reports.

## The Vital Story of FARINA and PASTINA ENRICHMENT

by Science Writer

This article is one of a series devoted to the story of vitamin enriched or restored cereal foods; white bread and rolls, white flour, corn meal and grits, macaroni products, white rice, breakfast cereals and farina.

**What is Farina?** Sometimes called the "heart of the wheat," farina is wheat (other than durum varieties) which has been ground and bolted in granular form and from which virtually all of the bran coat and germ have been removed.

It is an excellent source of food energy, providing 370 calories per 100 grams. Its composition is largely carbohydrate (77.4 grams per 100 grams) with some protein value (10.9 grams per 100 grams) and low fat content.

This excellent, palatable food makes a fine dish for infants and children at any meal. For adults it is particularly good as a breakfast food when served with cooked or dried fruits. Being bland, it has a special place in the diets of the elderly and invalids of all ages.

**Pastina Defined.** Pastina is the product which is derived from durum wheat and with which egg yolks and sometimes other ingredients are processed. It, too, is an excellent food for babies and children and has a special place in adult diets, being used as a cereal or by being added to soups and broths.

**Why Enrich Farina and Pastina?** Because so much of the vitamin and mineral content of the wheat is contained in the germ and bran which must be removed to make farina and pastina, enrichment to restore important values is absolutely necessary.

**New Enriched Farina Standards.** The Food and Drug Administration of the U. S. Dept. of Health, Education and Welfare in June of 1955 changed the standards which all enriched farina, sold in interstate commerce, must meet. The new maximum and minimum levels (in milligrams per pound) are:

	Min.	Max.
Thiamine (vitamin B <sub>1</sub> )	2.0	2.5
Riboflavin (vitamin B <sub>2</sub> )	1.2	1.5
Niacin	16.0	20.0
Iron	13.0	*

\*No maximum established

In addition to the above, the F. & D. A. allows the addition of other food elements at the manufacturer's option.

Among these are:

Vitamin D . . . 250 U.S.P. units per pound  
Calcium . . . 500 milligrams per pound

Enriched Pastina. Enrichment requirements for macaroni and noodle products, of which *pastina* is one, are as follows. All figures are in milligrams per pound and

### INSIDE SCIENCE

include allowances for losses which may occur in cooking. These are standards established for the consumer by the Food and Drug Administration.

	Min.	Max.
Thiamine (vitamin B <sub>1</sub> )	4.0	5.0
Riboflavin (vitamin B <sub>2</sub> )	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

Again, the F. & D. A. allows manufacturers to add optional ingredients including vitamin D and calcium in the quantities noted below.

	Min.	Max.
Vitamin D	250	1000 (U.S.P. units per lb.)
Calcium	500	625 (mg. per lb.)

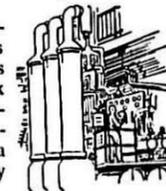
**Enrichment's Simplicity.** Enrichment is really a simple process. The enriching ingredients (vitamins and minerals) are added to the food during processing. The consumer then receives farina or pastina which equals or exceeds the values of the original wheat in vitally important vitamins and minerals.

Physicians, nutritionists, dietitians — and consumers — support enrichment enthusiastically. It is such an important factor in public health that not only farina and pastina and other macaroni products, but family white flour, white bread and rolls, corn meal and grits and white rice are enriched.

**Duplicating Nature.** The science of chemistry is so advanced these days that many of Nature's complex substances can be duplicated in the laboratory. This has happened with many vitamins. First, the chemical composition is learned. Second, the pure substance is isolated. Third, a "duplicate" is made by synthesis. And fourth, the laboratory techniques are extended to large scale operation. The manufactured duplicate is identical chemically and in biological activity with Nature's own product. A vitamin is still a vitamin regardless of its source. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.

The Hoffmann-La Roche people make top-quality vitamins actually by the tons. To do this they use amazingly complex processes with scientific production controls and the latest equipment which fill buildings each a city block square and many stories high.

Reprints of this article, and all others in the series, are available without charge. Please send your request to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada, Hoffmann-La Roche Ltd., 286 St. Paul St., West, Montreal, Quebec.



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