THE MACARONI JOURNAL

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Macaroni Journal

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NATIONAL
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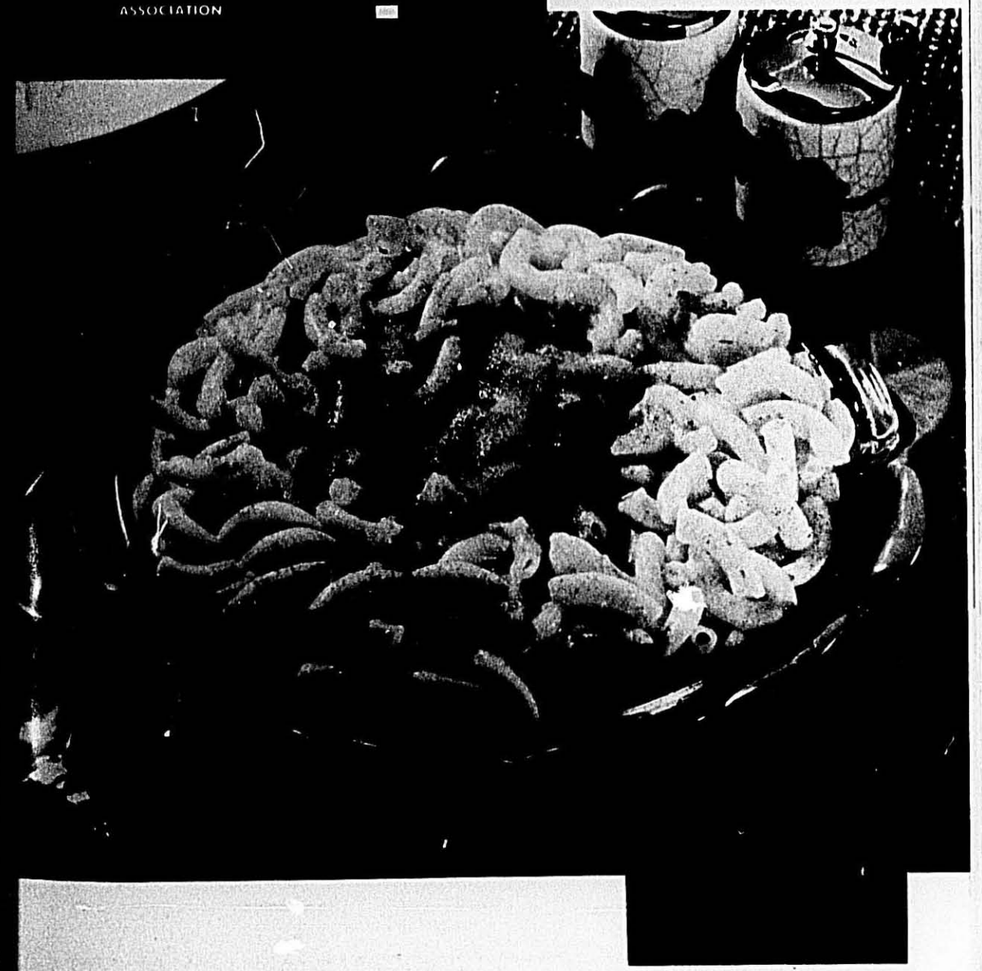

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You'll Find:

Cover Photo

Macaroni for meatless meals quickly brings to mind that old favorite combination of macaroni and cheese — but there are other combinations as well. See the recipes on pages 16 and 17.

National Macaroni Institute photo

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Macaroni Manufacturers Look at 1957

IN summing up business activity for 1956 Time magazine said: "By virtually every economic measure this was the greatest year in history. Yet, many Americans hardly seemed to notice the amazing performance of the mightiest economy mankind has ever known. Just as the nation was once resigned to a depression psychology, the U. S. was now in the heady grip of a prosperity psychology.

"Only when measured against production and consumption of the rest of the world was the size of the boom clearly apparent. In 1956, with barely 6½% of the world's population, the U. S. produced — and rapidly consumed — 60% of the world's goods."

Macaroni production rose about 3½% from last year's 1,042,170,497 pounds to reach about 1,081,000,000 pounds. With a population of about 168,000,000, per capita consumption was about 6.4 pounds, close to the figures of the previous three years.

Durum Comeback

1956 will be known as the year of the durum comeback. Despite drought in South Dakota, severe hail damage in northeastern North Dakota, across the board yields were good and prices favorable. With legislation giving growers extra acres to their wheat allotments, North Dakota produced 19,600,000 bushels; amazing Montana, 18,093,000; South Dakota 1,040,000; and Minnesota 874,000; total 39,607,000 against last year's 20,599,000. The durum comeback helped durum millers boost their grind 107,811 hundredweights over last year's run: 7,404,206 cwt. compared to 7,296,395.

The top cash price for No. 2 Hard Amber Durum at Minneapolis in 1956 was $2.85 during the first week in January. Prices dropped only 10-15c during the first five months, and then declined a bit more during the favorable growing season to reach a low of $2.56 in mid-September. Strong export demand created by adverse crops in Europe, plus government subsidy, strengthened durum prices in the fall. The price ranged $2.65-2.68 at the end of December.

Rust Resistant Seed

Despite some loss from hail damage there should be enough seed to plant the entire durum crop in 1957 with strains resistant to 15B rust. Combined industry and governmental action on the 15B epidemic produced amazingly fast results through efforts that should be maintained as insurance against similar catastrophes.

Eggs were plentiful in 1956. During the fall the government bought shell eggs for the school lunch program to stabilize prices. Some $6,600,000 was spent to purchase 584,134 cases. Shell egg prices in Chicago slid from 45c in January to 26.5c August 17. Frozen 45% yolks selling at 55c at the beginning of the year ranged 49-52c at year's end. Frozen whites sold at lower levels than the year previous. Apparently more dried yolk solids are being used by noodle manufacturers with prices ranging at year's end at $1.02-1.11.

All Food Abundant

All food was in abundant supply. Beef production in 1956 set a record. Pork, while slightly under last year's banner supply, was being promoted by the U. S. Department of Agriculture. Turkeys, hamburger, and lard were purchased, in addition to eggs, to strengthen prices during the fall. Potatoes, which had a two-week shortage during the summer, were back in abundant supply. In fact, all foods were fighting for a place on the American table, and industry promotions of every sort were being planned.

During Lent 1956 macaroni and cheese was pushed by the American Dairy Association while Kraft Foods advertised in Life magazine. The Carnation Company won a Topics Publishing Company award for related-item promotions with their Lenten macaroni and cheese drive.

During the summer publicity released from the National Macaroni Institute kept things humming for summer salad tie-ins. In the fall, the Low Calorie Quickie Dinner won interest and support not only from macaroni manufacturers, food page editors, radio and television broadcasters, but related-item producers as well. At year's end American Dairy Association was planning advertising featuring cheese sauce on a noodle casserole, and Carnation is again tying up with macaroni and adding tuna support to their Lenten drive.

Cautious Optimism

What about 1957? Macaroni manufacturers look at the new year with cautious optimism. With rising costs and increasing competition there is bound to be a squeeze on profits.

Just about everyone in the macaroni business looks for general conditions to hold its own, or improve. The few exceptions who look for a decline in general business think that such a drop would help macaroni sales and imply that prosperity hasn't helped them as it should.

As for macaroni-noodle sales, 70% of the respondents to a National Macaroni Manufacturers Association questionnaire look for improvement. 25% think business will hold the 1956 level; 5% look for a decline.

The Use of Durum

Surveying the swing back to durum, it appears that almost three-quarters of the firms, which was a good representative sample of both size and distribution across the country, have gone back to 100% semolina for macaroni products. A few are using only 75% durum in their blend, and an equal number are using no durum at all. One firm reported continued use of a 50/50 mix.

When it comes to noodles, durum loses ground. While the majority reporting have gone back to 100% durum flour, the next largest category is using no durum at all. The reports indicate that a 50-50 mix is popular with a few here and there using 75-25 and even the other way around — 25% durum and 75% hard wheat.

How Much Premium?

To the question, "How much of a premium is durum worth?" an important noodle manufacturer said: "We do not feel that we are paying a premium for 100% durum." In contrast to reports a year ago when some manufacturers said they would pay as much as $2 a hundred premium, the highest figure given now is $1; several said only a 20-25c spread or in some instances 30-40c was justified, but the greatest number thought that 50c was the premium durum should command.

Five out of eight respondents are enriching their products.

One out of three macaroni manufacturers offers a sauce for sale. Here and there a few firms sell ingredients for combination dinners, and while frozen foods are in the headlines, only two or three macaroni manufacturers are actively engaged in such processing.

New Construction

Some new plant construction is on the drawing boards for 1957, and plant expansion is planned by more than half of the firms replying to the questionnaire. Packaging equipment, dryers, presses, and flour handling equipment were listed in that order. No one reported unusual processing problems.

Packaging changes are contemplated by less than half of the respondents, with the trend definitely toward visibility with protection. Polyethylene is being used by a few firms and one company has gone to a mylar package. Another firm reports discontinuing cellophane for cartons only.

Harder Selling

Increased sales forces are planned by two out of three firms reporting, with a few saying "maybe." Advertising will even get a stronger push with increased schedules planned by three out of four reporting.

On the profit side, 50% are optimistic and look for improvement in 1957, while 40% look for the same level as 1956, and 10% see profits going down.

More Macaroni Eaten

Americans consumed more macaroni in 1956. With production about 3.5% better than 1955, and exports offsetting imports, consumption by 168,000,000 diners amounted to 6.4 pounds apiece during the year. A tabulation for the past ten years follows:

Year	Macaroni Produced	Macaroni Exported	Macaroni Imported	American Consumption	Population in Millions	Per Capita Consumption
1947	931,710,000	74,634,000	793,000	857,869,000	144.0	6.0
1948	1,139,747,000	223,732,000	717,000	916,732,000	146.6	6.2
1949	955,436,000	23,200,000	689,000	932,925,000	149.2	6.3
1950	957,469,000	8,826,000	862,000	949,505,000	151.1	6.3
1951	1,045,236,000	4,750,000	981,000	1,042,467,000	154.4	6.8
1952	1,067,242,000	6,150,000	2,749,000	1,063,841,000	157.0	6.8
1953	1,027,941,000	6,512,000	2,343,000	1,023,772,000	159.2	6.4
1954	1,040,815,000	5,589,442	4,639,994	1,039,866,000	163.0	6.4
1955	1,042,170,000	5,285,450	5,262,574	1,042,147,000	165.0	6.3
1956	1,081,000,000	not yet available		1,081,000,000	168.0	6.4

Macaroni of the Month

Each month, through the offices of the National Macaroni Institute, members take turns in sending food editors around the country gift boxes accompanied by recipes prepared by the home economists of T. R. Sills & Company.

January's gift was sent by Ravarino & Freschi of St. Louis. It consisted of linguini, pastina, mostaccioli, and skroodles —R & F's patented name for a cork-screw style noodle product.

Recipes for each product were accompanied by this preface: "Streamlining has added immeasurably to our lives. Cars are sleeker, homes are easier to care for and even meal preparation has been simplified. For instance, there are many delicious macaroni products specialties that heretofore took hours to prepare and now may be made in minutes thanks to short cuts made possible by today's food processing.

"We have chosen a quartet of taste-tempting treats with timesaving aspects. Although these recipes are easy to turn out, they still have that old-fashioned flavor. In the case of the linguini with clam sauce, canned clams save precious minutes while much valuable time is gained by using canned carrot juice rather than paring, cooking and sieving carrots for the carrot pastina soup. Similarly, frozen vegetables make the assembling of a spinach mostaccioli casserole and the skroodles with cauliflower a cinch."

Food Expenditures Up

Total consumer food expenditures in 1956 established a new record topping $70,000,000,000, compared with $67,000,000,000 in 1955 and $16,000,000,000 in 1939. In addition, consumers bought more than $5,000,000,000 worth of other grocery products—soaps, detergents, cleansers, waxes, household paper goods, etc.

Paul S. Willis, president of Grocery Manufacturers of America, Inc., states: "With the industry's peak productivity, with a growing population, more families earning higher incomes, and more people wanting to live better, food spending may well reach $73,000,000,000 next year, and substantial increases are also expected for other grocery products. Along with this considerable rise in volume, we expect that 1957 will be a year in which management will consolidate its gains, strengthening its financial position, and integrating its operations."

Since 1946, when materials and new equipment first became available after the war, grocery manufacturers have invested record amounts in expanding and replacing plant and equipment. The cumulative investment for this 10-year period adds up to about $6,000,000,000. Now with the catch-up factor out of the picture, with many new plants built and in operation, and with money supply tight, the investment picture enters a new phase—one of consolidation and integration.

Mr. Willis sees the job so well done that it poses a challenge for the future. "A good portion of our food spending is in the discretionary category; and this will be increasingly so in the future. Most people are already well and conveniently fed. That means that further grocery sales increases must be obtained in competition with other industries, which are these days bidding louder and more vigorously than ever before, for a larger share of the consumer's dollar."

Outdoor Advertising

Use of outdoor advertising by grocery product manufacturers will set a new record in 1956. When the figures are added, it is expected that they will total well in excess of the $51,595,000 invested in the medium by food, soft drink, and beer advertisers in 1955.

As a case in point, an outstanding sales experience is that of the San Giorgio Macaroni Company. Several summers ago this Pennsylvania manufacturer occupied ninth place in macaroni sales in the Philadelphia market, and had no chain store distribution. In June they bought a small poster coverage in the Philadelphia market to promote the idea of macaroni salad. No other media were used. The results were startling. Although the company had a large inventory on hand, demand for their product became so great that plans to close down the factory for the annual two-week summer vacation had to be cancelled. Within two years, San Giorgio achieved full chain store distribution and captured sales leadership in Philadelphia.

Proponents of outdoor advertising contend that their medium is particularly effective under today's increasingly busy and complex living patterns. They say that contemporary living, with its multiple interests, anxieties, and preoccupations, tends to make people inattentive and forgetful. Accordingly, advertisers need just what outdoor provides—big, colorful messages that transmit a quick, yet complete, selling idea, with constant repetition.

Durum Prices

The Grain Market News put out by the Grain Division, Agricultural Marketing Service, U. S. Department of Agriculture, reports the price range of No. 2 Hard Amber Durum per bushel at the Minneapolis market. Here is a tabulation of weekly ranges through 1956:

January 5	$2.70-$2.85
January 12	2.70- 2.82
January 19	2.70- 2.82
January 26	2.62- 2.77
February 2	2.57- 2.70
February 9	2.60- 2.75
February 16	2.60- 2.75
February 23	2.60- 2.72
March 1	2.60- 2.70
March 8	2.60- 2.70
March 15	2.65- 2.75
March 22	2.65- 2.70
March 29	2.65- 2.70
April 5	2.65- 2.70
April 12	2.65- 2.70
April 19	2.65- 2.70
April 26	2.65- 2.72
May 3	2.68- 2.72
May 10	2.68- 2.73
May 17	2.68- 2.73
May 24	2.68- 2.73
May 31	2.68- 2.73
June 7	2.70- 2.75
June 14	2.58- 2.63
June 21	2.56- 2.63
June 28	2.56- 2.63
July 6	2.57- 2.65
July 13	2.56- 2.65
July 20	2.57- 2.67
July 27	2.57- 2.68
August 2	2.55- 2.65
August 9	2.54- 2.65
August 16	2.55- 2.65
August 23	2.50- 2.61
August 30	2.48- 2.59
September 6	2.50- 2.57
September 13	2.52- 2.59
September 20	2.50- 2.56
September 27	2.50- 2.56
October 4	2.50- 2.56
October 11	2.50- 2.57
October 18	2.50- 2.60
October 25	2.51- 2.58
November 1	2.60- 2.66
November 8	2.61- 2.66
November 15	2.62- 2.66
November 21	2.75- 2.78
November 29	2.67- 2.71
December 6	2.69- 2.72
December 13	2.66- 2.69
December 20	2.67- 2.71
December 27	2.65- 2.69

The Origin of Wheat

RUSSELL B. WIDDIFIELD

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

THE origin of wheat is unknown. There are several theories, however, as to its origin. In a series of articles entitled "What I Know About Wheat," published in 1928 and 1929 in "The Dakota Farmer," the late Dr. L. R. Waldron discussed the origin and geography of wheat.

Wheat has been grown for several thousand years in Europe, Asia and Africa. So it has been difficult for man, in relatively recent times, to trace down the origin of wheat to any definite area. To add to the difficulties we now recognize three groups or kinds of wheat which are of interest to us. Their great variation in characteristics indicates a separate wild origin for each type.

Authorities differ as to the number of distinct species of wheat. Nikolai Vavilov, the Russian botanist, recognized 14 species. The three groups of interest in this discussion are einkorn, durum and the true emmer, and the group which contains our common wheat.

Einkorn

Einkorn, which means one-grain in German, is of least importance today but is probably the oldest wheat. It may have been the chief cultivated wheat in Europe in the New Stone Age, about 10,000 years ago. It is of little economic importance today although it is still said to be grown in remote areas of Spain, Italy, Switzerland, Greece and the eastern Caucasus. The hull sticks to the kernel, and einkorn is not a bread wheat.

Wild einkorn is still found in Armenia and Georgia of the Soviet Union, in Turkey, the eastern Caucasus and in western Iran. It is a common grass on the sides of low hills in Greece and Bulgaria and is a weed in the vineyards of Yugoslavia. Carbonized kernels of both einkorn and wild einkorn were found in the excavations at Jarmo, the 6700-year-old village in eastern Iraq. When these are compared with carbonized kernels of present day einkorn, the resemblance is remarkable.

Both einkorn and wild einkorn have only one seed in each spikelet. The heads shatter readily when ripe and the hull sticks tightly to the kernel. Einkorn is used mainly for livestock feed. Although some scientists believe that einkorn is the ancestor of all wheats, Dr. Waldron believed that it was impossible for man to have selected durum or common wheat from einkorn.

Durums

This group of wheats includes durum, Polish and Poulard wheat, emmer, wild emmer and others of less importance. These wheats have definite advantage to man as compared to einkorn. Some can be used to make bread. A small amount of emmer is grown today in North Dakota, but we call it "speltz." It is used only for livestock feed because the hull remains attached to the kernel after threshing.

Wild emmer has been found in the Holy Land on the slopes of Mount Hermon, where it is a winter type wheat. It may have been the ancestor of our cultivated wheat. In prehistoric times emmer may have been the main wheat cereal of Africa and parts of Asia. Well preserved spikelets of emmer, differing little from our emmer of today, have been found in Egyptian tombs of the Fifth Dynasty. It is still grown by some of the primitive peoples in the Old World where there is little contact with the outside world.

Durum is the only wheat in this group that is of any great economic importance. When emmer is threshed, the head breaks into pieces leaving the kernel enclosed in the hull. The durums thresh clean and some varieties make bread of comparatively good quality. Considering these and other differences the evidence is not strong that durum originated directly from wild emmer. Perhaps durum resulted from a cross between emmer and some other wheat or closely related plant.

It is believed that the original home of durum was in northern Africa. This region contains most of the botanical varieties that are known. There are many durum varieties in southern Europe, Russia, Asia and America. Durum is milled into semolina which is made into macaroni and spaghetti products. It is an important cash crop in North Dakota where from 85 to 90% of the durum of the United States is produced.

Common Wheat

The third group of wheats include spelt, club wheat and common wheat. In most parts of the world where wheat is grown today, the term "wheat" refers to common wheat. Spelt resembles emmer in that it retains its hulls after threshing. It is grown to some extent in Germany and some other parts of Europe. Club wheats have dense, compact heads. It is grown some in our Pacific northwest and also to a limited extent in Asia.

The third wheat in this group is called Triticum vulgare in Latin, which means "common wheat." The number of these wheats is even beyond the imagination. Some plants are of economic importance to us in their wild state but common wheat was of little value in the wild state. There are several theories as to its origin and development. One theory is that common wheat originated as a "sport" or mutation from emmer or durum. This explanation is hard to accept when you consider the vast number of common wheats and their wide variations as compared to emmer and durum.

Another theory was advanced by Percival of England. There is a wild grass called Aegilops found in southern Europe and southwestern Asia. It resembles wheat, and when it is grown close to common wheat, it crosses quite commonly. When these crosses are back crossed with wheat, and recrossed a number of times, a true wheat may finally result. Percival had the idea that a cross of this sort may have occurred between durum or emmer and this Aegilops.

A more recent theory is that common wheat came about through crossing with rye. In certain Old World regions where not much attention is paid to purity of seed, winter rye is a permanent mixture in winter wheat. When emmer was commonly grown as the wheat crop it also contained rye. Under certain climatic conditions emmer and rye intercross freely and although this theory is impossible to prove, it might have been the source of common wheat.

(Continued on page 42)

Industrial Design Gains Importance

JIM NASH Associates, Inc., leading industrial and package design firm, sees a boom year ahead for the design consultant. Jim Nash, president, feels that an industrial design organization's ability to combine scientific research with creative flair will be called upon with increasing frequency in 1957, as business expands and takes a more precise aim at its targets.

The growing trend toward business mergers, for example, is expected to throw a spotlight on trademark design. "Experience with our clients shows that the manufacturer has three alternatives in choosing his trademark strategy," says Mr. Nash. "*First*, he can continue to operate the newly purchased companies as individual enterprises with individual trademarks. This is often preferred when the new brands have good acceptance, good trademark recognition, and can be given advertising budgets of their own. *Second*, he can submerge the identities of the newly acquired companies and use an over-all corporate trademark. This is often done when the corporation has a strong, familiar trademark and the new products have only regional acceptance. The *third* alternative is to keep the individual brand trademarks and to use the over-all corporation trademark as well. In this way, the new brands gain an added endorsement, and at the same time can retain their own consumer franchises.

"Thus, the manufacturer must carefully evaluate the relative strength and weakness of the entities being merged. He must also make his choice in the light of the advertising and merchandising programs which will be used to promote the newly acquired brands."

Special-Offer Package Designs Must Shout "Bargain"!

Assignments now in the studios of Jim Nash Associates, Inc., indicate that 1957 will be another big year for multiple-unit packaging and special-offer deals. "In launching these special promotions," say the Nash designers, "take a tip from the circus barker. It doesn't do to be timid or discreet in designs for the cartons and bands used for special offers. They must fairly shout BARGAIN! even to the extent of obscuring the basic package design. Otherwise, shoppers will feel there's nothing special about your special."

Are Private Labels Harming Nationally Advertised Brands?

In recent months, the criticism has been voiced that private label food merchandise in the large chain stores is damaging the sales of nationally advertised brands. "On the basis of our experience with three large food chains who are constantly bringing more private brands under their own labels, I must refute this claim," says Mr. Nash. "It has been the experience of each of these chains that their private label brands brought so many more customers into their stores that both the sales volume and the number of nationally advertised brands sold has been sharply increased."

Only Limit to Self-Selection Packaging Is in the Eye of the Beholder

Commenting on the general outlook for packaging, Mr. Nash states, "No alert manufacturer should overlook a single opportunity to package his product for self-selection. Textiles, drugs, glassware, hardware, housewares, notions, toys, and even apparel will see tremendous packaging activity in the next twelve months. There is no limit to the sales opportunities offered by self-selection. The only possible limit lies in a manufacturer's inability to see the potential for his particular products or his unwillingness to secure sound advice from a qualified design organization which specializes in self-service packaging."

Equipment and Materials Need Faithful Audits, Too

The Nash organization has observed that many manufacturers, even the largest ones, are guilty of poor follow-through when they adopt new package designs. "We are constantly surprised," says Mr. Nash, "to discover clients who have adopted new package designs over the years and expanded their volume, but have not made a single change in their package production methods or materials. Some resist changing their own equipment. Others show a blind loyalty to a certain supplier whose equipment can no longer efficiently or economically handle the new designs and increased volume. This just isn't good business.

"Every manufacturer should audit his equipment and materials, as well as his product and package designs, as faithfully as he does his financial statements," he continued. "The person best equipped to do a production and materials audit is the engineering expert of a qualified industrial design firm. He, alone, can be completely objective, since he is neither buying nor selling. The consultant's fee can often be amortized in a single year by increasing production efficiency and at the same time creating packages that produce more sales."

Nash Predicts Closer Designer-Agency Relationship

Jim Nash Associates, Inc., sees a closer relationship developing between the industrial designer and advertising agency. "There's no point in having your slogan or jingle on everybody's lips if they can't identify your product at the point of sale," says Mr. Nash. "This means that trademark, product and package design must become an integrated part of the total merchandising effort. Many of our most successful designs are now developed in close cooperation with the client's advertising agency or department. Everyone benefits. The agency can produce a more effective campaign with a well-designed product and package; the industrial designer is guided by his knowledge of the agency's plans and problems; and the manufacturer's sales force is handed a well-coordinated fistful of sales ammunition.

"In the course of the study and research which are frequently a part of our work, it is almost inescapable that we discover and develop sales and merchandising ideas of value to clients and their agencies. That is why a few industrial and package design firms have broadened their services to include sales and merchandising counsel. The purpose is to help manufacturers realize the full pay-off on their investments in trademark, package and product design."

Package Must Sell

Package eye-appeal must be mass-oriented—not designed for one person's taste . . . the client's.

This warning was voiced by Albert Kner, director of design for Container Corp. of America, Chicago, during the annual meeting of American Marketing Association's Philadelphia chapter.

In his talk "The Industrial Designer and Creative Marketing," Mr. Kner criticized designers who work merely to please the client—and not to sell merchandise.

"That magic OK doesn't mean a thing," he observed. "It means only that an executive has approved a design he likes. This offers no assurance of commercial success."

Mr. Kner, pointing out the importance of the human eye in buying, said that in the past the ear decided most grocery purchases but today the eye makes nearly all buying decisions.

Push Button Super

He predicted a super market of the future where a shopper will ride a motorized car down the aisles, pushing buttons to make packages fall into her cart.

"When this comes, we'll have 100 per cent eye-appeal," Mr. Kner said. "And package designers must realize that it's coming soon."

Mr. Kner went on to say laboratory tests often showed a good package has hidden values and this intangible quality makes the customer do a "double-take," stop, come back and buy.

He believes the customer will "respond to this psychological appeal" and will "often walk right by a product that tries too hard to sell."

The designer emphasized the subtle de-

(Continued on page 12)

Better Flexible Packaging

From Glenn G. Hoskins Company "Industry Echoes"

Polyethylene, Mylar, cellophane, aluminum foil and many other materials are presently being used for packaging. One film supplier is offering as many as 1000 laminations of the various films to provide special properties to solve special packaging problems. The DuPont Company has prepared the following chart which compares various properties of certain of the films.

Polyethylene is rapidly becoming an important factor in the macaroni and noodle industry because of its better shelf life as compared with cellophane. Much has been done in the past few months to improve the clarity of polyethylene. Outstanding new uses are being developed where polyethylene is used as a coating on other materials. Some of the polyethylene-coating films presently in use in other industries are:

1. Foil and poly coating—an opaque, readily heat sealable frozen food wrap with a low moisture-vapor transmission rate.
2. Foil, paper and poly coating—a stiff, economical, heat-sealable wrap with good moisture protection.
3. Glassine, foil and poly coating. Crystal clear and greaseproof glassine can be reverse-printed (to "trap" the printing). The glassine permits the foil to show through and it covers any pinholes in the foil. Combined in this case are good properties of all three materials.
4. Foil, paper, foil and poly coating. Here foils serve both as moisture barriers and decorative media for this strong, heat-sealable material.
5. Tissue, foil, and poly coating. Tissue does not add strength to the composite material. It may be replaced with a heavier pouch paper when the paper doesn't have to take a good print job.
6. Gravure paper, foil and poly coating. This provides a good printing paper, along with the protective properties of foil and polyethylene, plus heat-sealability.
7. Paper (bleached and unbleached kraft pouch and gravure type papers) and poly coating. This combination provides heat-sealable wraps with opacity derived from papers instead of foil.
8. Glassine coated with poly is still another example.

The development of Mylar is being watched with a great deal of interest. Mylar has been laminated with a K-type cellophane to provide heat-sealing characteristics. It is still too expensive to be used straight for flexible packages of macaroni, but additional productive capacity and laminations with less expensive material are working to bring the cost of this new material down. The advantages of Mylar are high clarity, high tensile strength, impact resistance, thermal stability, dimensional stability and chemical resistance. Mylar makes an excellent material to be used in window-type cartons.

The inability of Mylar to heat-seal has recently been solved both by laminations and by the use of a combination of heat and a solvent (benzo alcohol). DuPont is expected to make heat-sealing even simpler by introducing a wax-coated Mylar.

	Mylar Polyester Film	Poly-Ethylene	Saran	Vinyl	Kraft Paper	Aluminum Foil
Strength	5.0	1.0	2.5	2.0	.5	.33
Shelf life	5.0	5.0	5.0	5.0	4.0	5.0
Low Temperature durability	5.0	5.0	1.0	2.0	3.5	5.0
High Temperature durability	5.0	2.5	4.0	2.5	3.0	5.0
Heat Seal	1.0	5.0	5.0	5.0	0	0
Moisture Vapor Impermeability	1.5	1.5	5.0	1.0	0	5.0
Gas Impermeability	3.0	.7	5.0	1.0	0	5.0
Dimensional Stability	5.0	.5	1.0	1.5	3.0	5.0
Solvent Resistance	5.0	2.0	5.0	2.5	4.0	5.0
Printability	5.0	5.0	3.5	2.0	5.0	5.0

Note: Characteristics range from high of 5.0 to 0.

New Method of Sealing Polyethylene

Bakelite Company has announced a new molten bead sealing principle making it possible to continuously seal polyethylene film at a rate of 500 ft. per minute. The research department of Bakelite developed the idea of feeding a continuous bead of molten polyethylene resin between layers of film to fuse them together at high speeds. Conventional methods which seal 10 mil film at a maximum of 25 ft. per minute and 1½ mil films at 150 ft. per minute, apply heat from the outside.

This new method is suitable for sealing polyethylene-coated paper or polyethylene laminates.

Package Must Sell

(Continued from page 10)

sign registers deep in the mind.

Mr. Kner, noting rules of good packaging, emphasized consistency. He said, develop a packaging theme that can be used for every product the company makes, use it in advertising and communication and then stick with that theme.

Speaking of adaptability in packaging, Mr. Kner said the design must get response under all conditions. As an example, he recalled an ornate picture frame design which looked fine in light but whose outer lines faded in a darker room. Mr. Kner simplified the problem by making inner and outer lines the same.

Be Yourself

When designing your package, Mr. Kner said, be yourself. He said an ice cream company used a doll on its package, but any company could have used the doll. Mr. Kner solved this by putting an apron on the doll.

New Method for Labeling Bags

Dennison Manufacturing Company has developed a new method for applying multi-color labels to cellophane bags which may have some possibility of application in the macaroni industry. The new method operates on somewhat the same principle as decalcomanias except that no wetting is involved. Standard bag making machines can be used and a roll of labels is coordinated to feed at the same time as the bags are being fed. A heated platen presses the paper tape against the film and causes the label to leave the paper and be heat sealed to the film. The paper tape is then discarded.

The finished product resembles rotogravure cellophane with colors that cannot be removed even if you were to try to pull them off with pressure sensitive tape.

It is said that the labels could easily be applied to pre-printed cellophane with special copy such as size and type information. The advantages of this are that a packager can benefit from all the features of a full color printed design for each product variety—with a full range of colors, flexibility of copy and a high gloss appearance without having to worry about printed film inventories. He can stock only plain or stock design wrapping material and then use the labels for complete identification.

This system is practical when the label occupies only a relatively small portion of the package's surface—15% or less. Label sizes can be made from 1" x 1" up to 4" x 4". Dennison says that the new labels are in the same price range as conventional sealed labels.

Campbell Frozen Casseroles

"Swanson TV Brand Casseroles," a line of four main dishes, are being introduced in test cities in various parts of the country by Campbell Soup Company. Chicken with Noodles is one of the four casseroles.

Macaroni at the Columbia

DUNCAN HINES, in his book "Adventures in Good Eating," says of the Columbia Restaurant in Ybor City, Tampa, Florida: "One of the most popular eating places in the South. Four dining rooms. Famous for its Spanish and French dishes."

Vincenzo (Satapico) Perez, head chef, estimates that the Columbia serves close to nine tons of macaroni, spaghetti and egg noodle products in a year.

The Columbia serves more than 200 pounds of spaghetti in a week during the winter season. The spaghetti dishes are served with meat balls, with pork chops, with mushrooms, diced steak, veal steak, Italian sausage, crawfish and "Agli Olio" garlic sauce, as well as Spaghetti Caruso (with chicken livers) and Spaghetti with Crabmeat Enchillado.

The Columbia also uses about 150 pounds of elbow macaroni each week, cooked with chicken, with shrimp, with meat sauce, with crabmeat sauce, or au gratin with bacon.

Most of the egg noodles are used in the making of vermicelli soup, which the Columbia serves at the rate of 35 to 50 gallons a day. The soup requires about 150 pounds of vermicelli a week.

In addition, the Columbia uses about 50 pounds of small elbow macaroni a week in preparation of Minestrone Soup and 25 pounds of La Sagna flat macaroni, served with meat balls and Italian cottage cheese.

Perhaps the most popular of these dishes at the Columbia is Macaroni with Chicken. Here is Satapico's recipe for service of six, adapted from the Columbia recipe:

two pounds of pork
two cans (no. 3) tomatoes
two cans (6 oz.) tomato paste
four ounces olive oil
three buttons of garlic
four chopped onions
pinch of crushed red pepper
three basil leaves
salt to taste

Braise pork in olive oil for a half hour under low flame; remove pork and braise garlic and onions in same olive oil until brown; put pork back in pan, add canned tomatoes, and boil over slow fire (about 200 degrees) for three-quarters of an hour. Add tomato paste, and when mixture begins to bubble, add basil leaves and salt. Cook for an hour over 200-degree flame. Then pass the sauce through a strainer.

Meanwhile, braise a fryer cut into six pieces in two ounces of olive oil over a 250-degree fire for about 15 minutes, or until brown.

Then add the strained sauce. When it starts boiling, add a pound of elbow macaroni and cook for 10 minutes. Put a cover on the pan, place it in the oven, and bake at 350 degrees for 15 minutes.

Garnish with parsley and chopped egg.

Probably the most popular spaghetti dish at the Columbia is Spaghetti with Crabmeat Sauce. Here is Satapico's recipe to serve four:

Braise one minced onion and two buttons of garlic in two ounces of olive oil, then add a No. 3 can of Italian-style tomatoes and a 6-ounce can of tomato paste and cook on top of the stove for 30 minutes. Add a half pound of raw crab meat and cook for a half hour over a slow flame (about 200 degrees).

Meanwhile bring four quarts of water and two tablespoonsful of salt to a boil, and add a pound of spaghetti. When the spaghetti is done, pour cold water into the pot, and strain in a collander. Pour the crabmeat sauce over the top.

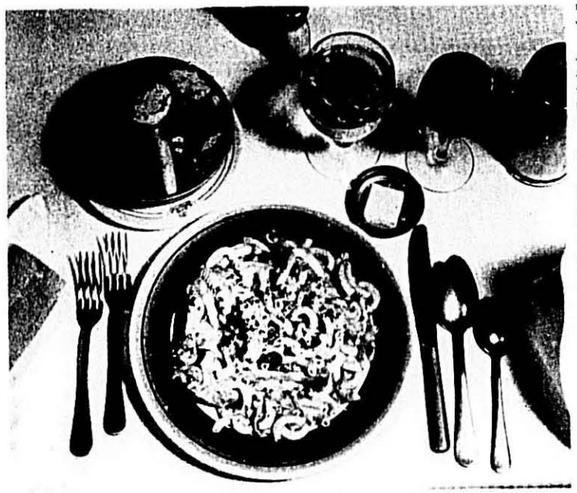
The Columbia prepares vermicelli soup 50 gallons at a time. Six hens are boiled for two hours in 20 gallons of water with onions, celery, saffron, then strained through cheese cloth. When the broth again comes to a boil, salt is added, then eight pounds of vermicelli and 20 or so chicken gizzards sliced thin. The soup is then cooked in the big pots for another half hour.

The specialties of the Columbia, known most widely to patrons scattered all over the country, are Arroz Con Pollo (chicken with yellow rice), Pompano Papillot (pompano baked in paper with seafood paste), and Pote de Garbanzos (Spanish Bean Soup). But the 21-page menu contains scores of other Spanish, Italian and French dishes prepared with special techniques of Columbia chefs—and not the least in popularity are the macaroni and spaghetti dishes.

The Columbia seats more than 800 patrons at one time in six dining rooms, in addition to a cocktail lounge. Guests

(Continued on page 24)

Vincenzo Perez, more familiarly known as "Satapico," the Columbia's head chef, prepares to serve an order of Macaroni and Chicken from one of the aluminum casserole dishes in which the food is baked.



One of the popular macaroni dishes served at the Columbia is chicken baked with macaroni in a Spanish tomato sauce. At left is a Spanish mixed salad of lettuce, beets, peas, carrots, tomatoes, asparagus, cucumber, pimiento, boiled egg, and Columbia dressing. A corner of the Columbia's Cuban bread, cut from a yard-long loaf, and served hot at the table, is beside the forks. Wine and grated Italian cheese are at right.

Macaroni for Meatless Meals

WHEN meat is off the menu for Lent keep plenty of macaroni products on hand and see how easy it is to serve a variety of different dishes combining these fine foods with fish, cheese and eggs.

From the test kitchens of the National Macaroni Institute comes recipes for Lenten dishes which the family will enjoy now and throughout the entire year.

The first recipe, Cabbage Cheese Noodles, is of German origin and, as the name implies, combines cabbage and noodles for a different and delicious dish. To prepare four to six servings, melt one-fourth cup of butter or margarine in a large skillet. Next, fry until lightly browned a cup of sliced onions and a medium head of cabbage which has been shredded. Remove from the heat and stir in two cups of grated American cheese. Add eight ounces of cooked egg noodles and toss lightly. Season to taste with salt and freshly ground pepper and serve immediately.

Salmon Steaks on Noodles

Tomato Cheese Noodles

Another tasty egg noodle dish which yields four to six servings is called Tomato Cheese Noodles. After sauteing one-fourth cup of sliced onions in two tablespoons of butter or margarine, add a number two can of tomatoes and two cups of grated cheddar cheese. Season with a teaspoon of sugar, a teaspoon of salt and a sprinkling of freshly ground pepper. Combine the tomato mixture with eight ounces of cooked egg noodles, mix lightly and turn into a casserole dish. Bake in a moderate oven for twenty minutes.

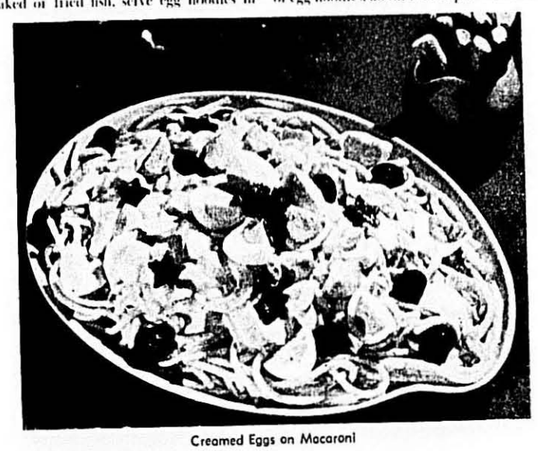
Noodles as an Accompaniment

When your Lenten menu features baked or fried fish, serve egg noodles in place of potatoes. In less than ten minutes the egg noodles will be cooked until tender – then all you have to do is toss them with a little butter or perhaps some grated parmesan cheese, chopped chives or chopped parsley.

For a deliciously different dinner, try Salmon Steaks with Noodles. The egg noodles are heated with cream of mushroom soup, milk and seasonings. A tangy lemon-butter sauce is basted on the salmon steaks before broiling.

To make about four servings add one tablespoon salt to three quarts of rapidly boiling water. Gradually add eight ounces of egg noodles, about four cups, so that the water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine cooked noodles, a ten and one-half ounce can of condensed cream of mushroom soup, one-half cup of milk and enough freshly ground pepper to season. Heat thoroughly. Melt three tablespoons of butter or margarine over low heat and add two and one-half tablespoons of lemon juice, one-quarter cup of finely chopped parsley, salt and pepper to flavor. Place four salmon steaks on broiler rack and brush butter-lemon sauce over them. Broil about three inches from source of heat about seven minutes, or until edges of salmon are browned. Turn and brush with butter-lemon sauce. Broil until salmon is thoroughly cooked. Turn noodle mixture into a shallow serving dish, top with salmon steaks and serve immediately.



Creamed Eggs on Macaroni

Creamed Eggs on Macaroni

The Poultry and Egg National Board has come up with a laboratory-kitchen tested recipe for Creamed Eggs De Luxe on Garlic-Buttered Macaroni. They suggest when quartering hard-cooked eggs, cut them lengthwise and *then* crosswise to get generous chunks. This adds greatly to the appearance just as the star-cut pimiento pieces shown in the photograph do . . . a hint to you that Creamed Eggs De Luxe on Garlic-Buttered Macaroni will "star" at Lenten meals.

Ingredients needed:

- ¼ cup butter or margarine
- ¼ cup flour
- 2½ cups milk.
- 1 teaspoon salt
- ⅛ teaspoon ground pepper
- 2 teaspoons Worcestershire sauce
- ½ cup diced celery
- 3 tablespoons diced pimiento
- 6 to 9 hard-cooked eggs, quartered
- 8 ounces macaroni
- 1 garlic clove, minced
- ½ cup butter or margarine
- ½ teaspoon salt
- ½ cup minced parsley
- olives

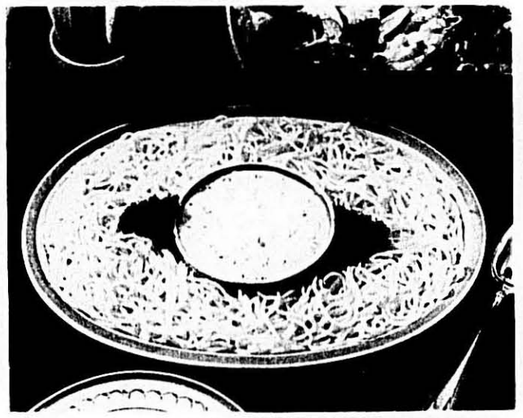
To prepare creamed eggs: melt the one-quarter cup of butter or margarine over low heat, add flour, and stir until blended. Add milk all at once. Cook, stirring constantly, until thickened and bubbly. Add the teaspoon of salt, pepper and Worcestershire sauce, celery, and pimiento. Heat thoroughly. Reserve several egg quarters for garnish and carefully stir remaining eggs into sauce.

Meanwhile cook macaroni in a large amount of rapidly boiling salted water until just fork-tender, about 12 to 15 minutes. Drain. Brown garlic in the one-half cup of butter or margarine in a large saucepan over low heat. Add hot macaroni, the one-half teaspoon of salt and parsley. Toss together lightly and place in a hot serving dish. Top with creamed eggs de luxe and garnish with olives and egg quarters. Makes six servings.

Spaghetti and Clam Chive Sauce

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

To make four to six servings add one tablespoon of salt to three quarts of rapidly boiling water. Gradually add eight ounces of spaghetti so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander.



Spaghetti with Clam Chive Sauce

Drain two ten-ounce cans minced clams reserving one cup of liquor. Combine clams, liquor, one six-ounce package chive cream cheese, one-half teaspoon salt, one-quarter teaspoon pepper, one-quarter teaspoon oregano. Cook over low heat, stirring constantly, until thoroughly heated. Serve sauce with spaghetti.

Sea Shell Shrimp Casserole

Here is a delightful casserole, sure to please during Lent or at any time during the year.

Ingredients needed:

- 1 tablespoon salt
- 3 quarts boiling water
- 3 cups macaroni shells (8 oz.)
- ¼ cup butter or margarine
- ¼ cup all-purpose flour
- 3½ cups tomato juice
- 1½ teaspoons salt
- a dash of cayenne pepper
- 1 lb. shrimp, cooked and cleaned
- 1 cup cooked peas
- ½ cup grated American cheese

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

Melt butter or margarine over low heat; add flour and ½ tsp. salt. Gradually add tomato juice and cook until thickened, stirring constantly. Add one and one-quarter teaspoons salt, cayenne, shrimp and peas; mix well. Fold in macaroni shells. Turn into greased two-quart casserole. Top with grated cheese. Bake in moderately hot oven (375°) 25 minutes, or until cheese is melted and golden brown.

Sea Shell Shrimp Casserole

At the Grocers

Canned sauces and dry sauce mixes of the meatless variety can be found on your grocers' shelves. These prepared sauces can be heated in just a few minutes while the macaroni, spaghetti or egg noodles over which the sauce will be poured are boiled. This easy combination can be fixed in less time than it takes to set the table and will please the entire family as a Lenten treat.

New Location

Theodore R. Sills & Company announces the relocation of their New York office and test kitchens of the National Macaroni Institute to 121 East 58th Street, New York 16, New York. New telephone number is Lexington 2-1111.

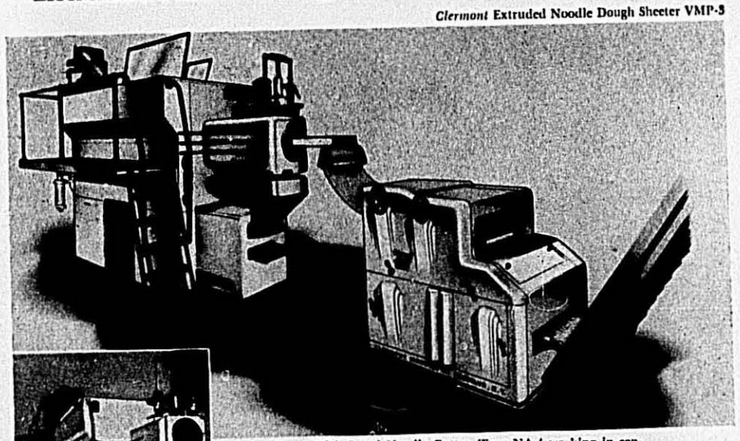
Sauce in Glass

The Ragu Packing Company of Rochester, New York is now packing its spaghetti sauce in glass jars of pint and quart capacities. Metal Vapak tops are used for easy resealing. The jars and caps are manufactured by Owens Illinois Glass Company, Toledo, Ohio and Hunter Lithograph Corporation, Rochester, New York supplies the labels.

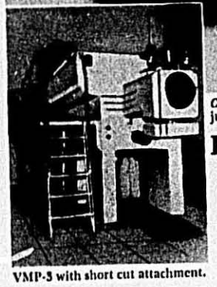
Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.



VMP-3 with short cut attachment.

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.

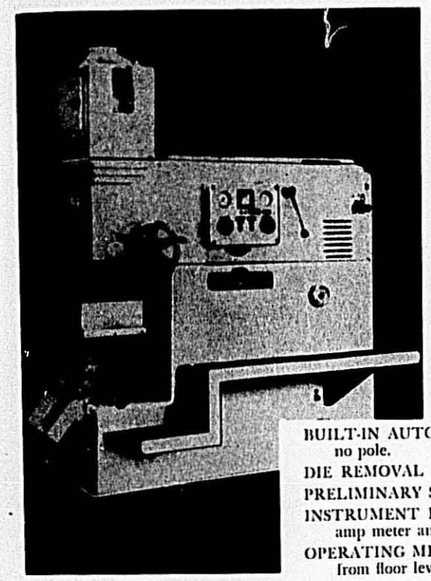
Only one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

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

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

Clermont Machine Company Inc.

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.

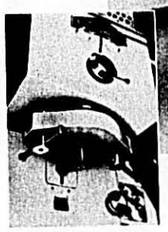
Clermont's VMP-2 Sets New Standards in Macaroni Presses

with or without vacuum process
450 pounds per hour

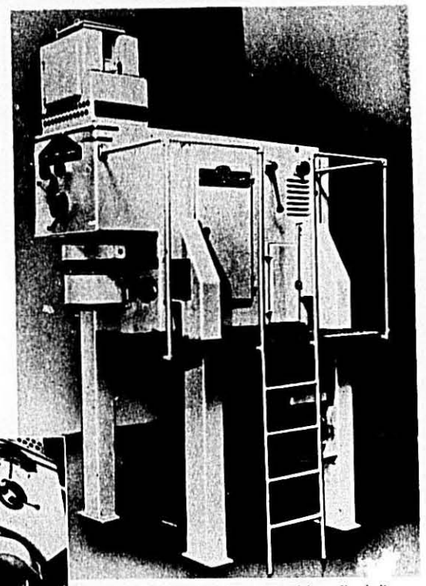
BENEFITS PLUS

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.



Close-up of cutoff attachment



VMP-2, Combination Short Cut and Long Goods Press

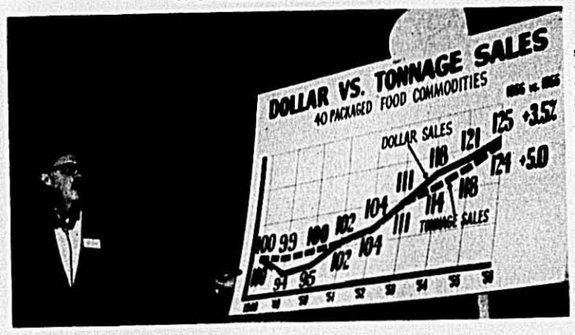
THE SURE WAY

Buy Clermont!

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

Today's Look at Tomorrow's Marketing (Problems) Opportunities

A presentation to the Grocery Manufacturers of America, Inc., by
J. O. Peckham, Executive Vice President, A. C. Nielsen Company



THE over-all grocery store sales picture shows a continuation of the favorable trend that has been evident during the entire post-war period. The grocery store dollar sales increase of 55% since 1948 has been matched by a 51% increase in consumers' disposable income. During the past year these figures are +7.6% and +4.9% respectively. Based on everything we can learn from the economists, it would appear that we can look forward to a further increase in consumer income during 1957 and with it increased grocery store sales. Your own estimate of the amount is as good as any; I was a little conservative last year when I estimated a gain of from 3% to 5% for 1956 and I'm going to stay on the conservative side for 1957 with an estimate of +5%.

Real Sales Gain

Inflation has accounted for only about one-fifth of the 55% gain in grocery store sales over the eight-year period since 1948. The resulting gain of 45% on an adjusted dollar basis continues to reflect such factors as a 16% increase in population, the presence of additional lines of merchandise in stores such as health and beauty aids, household goods, etc., and a trading up to foods of higher quality and more built-in conveniences. During the most recent year the over-all gain in grocery store sales was practically identical on both an adjusted and unadjusted dollar basis, even though there has been a modest increase in the price index during the past few months.

Let's sharpen this picture of grocery store sales by confining it to the types of product with which most of you are immediately concerned—packaged dry groceries and household needs. There are 40 packaged commodities, i.e., coffee, detergents, canned goods, etc. that have shown an eight-year dollar increase of 25% as compared with the 55% gain for total grocery store sales. The current dollar sales gain of 3.5% for 1956 is also considerably less than the over-all grocery store increase of 7.6%. Furthermore, this dollar sales gain has been closely matched by a 24% sales increase on the basis of tonnage.

Prices Kept in Line

I'd like to make two observations on this. One, the manufacturers of packaged food commodities and household needs appear to have done an excellent job in keeping prices in line despite increased labor and transportation costs, as evidenced by the fact that tonnage sales are almost identical with dollar sales. Too, the difference between the 45% increase in total grocery store sales on an adjusted dollar basis and the 24% sales increase on the 40 packaged commodities on a tonnage basis to a considerable extent reflects new lines of merchandise coming into the stores.

Some Lines Do Better

We can refine the current sales picture even more by classifying the 40 commodities into six groups. The average 1956 sales increase of 3.5% ranges from a high of 9.8% for cleaning agents to an actual loss of 1% for products in the fats and oils group. Examining these trends more closely reveals that the trend for individual commodities ranged from a gain of 21.6% to a loss of 19.9%. The median figure of 4.1% is practically identical with the average gain of 3.5% mentioned previously. Obviously, a sales gain of 3.5% to 4.1% would represent good progress for a manufacturer of fats and oils or beverages, about average progress for manufacturers of canned and packaged foods, and rather poor progress for manufacturers of paper products and cleaning agents.

Convenience Items Sell

Within this group of 40 packaged food store commodities, however, we continue to find that product classifications with major built-in conveniences have the best sales progress. For example, in contrast to a four-year sales increase of 21% for the 40 packaged food store commodities, we see that product classes having some items with major built-in conveniences were up 33%. Furthermore, we find that the individual convenience items within these groups showed a sales increase of 124% over the four-year period, while the remaining items in these product classifications showed a gain of 10%. This would seem to indicate that the convenience items largely represented plus volume.

Product classifications with *other* new developments such as additional types, flavors, sizes, etc. have had a sales gain of 30% over the four-year period, thus almost matching those product classifications with major built-in conveniences. The key to increased sales would thus seem to be *increased value* to the consumer, whether through the medium of built-in convenience, better packaging, additional types and flavors, more convenient sizes, etc.

Analysis by Cost

If we separate these convenience items into two groups, those lower or equal in cost and those more costly to the consumer (in both cases excluding the housewife's labor) we see that both groups show comparable trends. The products that are lower in cost have a four-year increase of 144% as compared with a 98% gain for those convenience items which are somewhat more costly to the consumer. Carrying this analysis a step further, the current importance of convenience items as a per cent of total sales in each product classification ranges from a low of 18.5% to a high of 93.5% for an average figure of 34.7%.

The situation I have depicted is, of course, one of the major problems or opportunities confronting grocery manufacturers. It is obvious that these new developments are a major factor in attaining real sales progress. On the other hand, new developments present a good many hazards—a situation which probably explains much of the increased test activity we have been conducting for clients in local areas throughout the country.

Promotional Activities

The marketing of products embracing these new developments has meant increased promotional activity by manufac-

(Continued on page 32)

At the Columbia

(Continued from page 14)

travel from all parts of the country for meals here, some coming regularly from Miami nearly 200 miles away, and Jacksonville 300 miles distant. One patron flies with a party of friends in his plane from Atlanta just for a Columbia meal, then back home again. When the Boston Red Sox, training in Sarasota, ended their Spring stay in Florida, they rode into Tampa by train, and persuaded the conductor to let the team members off outside the Columbia door. The train made a special stop for the club. After dinner, the team members proceeded by cab to the Tampa Union Station, and caught their train for Jacksonville in plenty of time.

The Columbia kitchen is unusual in that all the cooks take their orders by memory. The waiters enter the kitchen, sing out their orders in Spanish, then the cooks at different stations listen for their own specialties. The cooks work together, so that when a steak is ready for the waiter at one station, the potatoes are just coming out of the fryer at another station. Sometimes a dish will pass through the hands of four cooks along the line, each performing his own particular task in preparing the dish. The hot spot in the kitchen is the grill, where the chef may have as many as 40 steaks working at one time, and will be keeping track of as many as 100 orders at the same time—all by memory and system.

This is one of the few photographs ever taken of Casimiro Hernandez, Jr., head of the Columbia. He permitted this photograph only at insistence of his family, and even then his usually kindly expression became a baleful glare as he stared at the cameraman. Casimiro, as all his patrons know him, is one of four sons of the late founder of the restaurant, Casimiro Hernandez, Sr. One of the four brothers operates a coffee store next to the Columbia, another runs a pastry shop across from the Columbia. Casimiro and a fourth brother, Lawrence Hernandez, built the Columbia into the institution it is today. Lawrence died several years ago and his son Lawrence Jr., has learned the business and assists in the management as part-owner. Casimiro usually may be found at the Columbia early in the morning, later in the afternoon, about 10 o'clock at night, and again about 2 o'clock in the morning. He frequently sleeps in an easy chair in the office between hours of figuring out changes or improvements to make. Although he prefers to remain behind the scenes, building up the Columbia name and placing less emphasis on the personal phase of the operation, the fact remains that he keeps in close touch with every phase of the Columbia's business (there are 112 employes). He particularly checks the kitchen, and sometimes when he finds some produce or dish not to his standard, he orders the whole lot thrown out, in order to prevent any sub-standard food from leaving the kitchen.

New Tomato

Recent popularity of pizza and other Italian-type food specialties is only one reason for the increasing production of tomato paste. Processors of such prepared foods as catsup and soup are also using more of this smooth, rich-red, mild-flavored concentrate made from a special kind of tomatoes. In general, tomatoes used for paste have bright red, solid flesh and small seeds and are shaped rather like a plum.

Most homemakers are familiar with the small cans of tomato paste offered on grocery shelves. Many use it for sauces and Italian or Spanish-type dishes. Processors buy tomato paste in large containers. Recently the California Experiment Station, reporting on the many different products manufactured from tomatoes in the state, said that tomato paste is the largest single processed item and that paste and sauce together account for nearly half the total tonnage of California tomatoes going to processors.

Up until World War II most of this paste was imported, because paste-type tomatoes grew mainly in Italy. Then growers in California tried out some of these Italian tomatoes, and processors began canning the paste.

Unfortunately, the Italian tomatoes were not resistant to wilt, and growers often lost heavily to this disease. But now a new paste-type tomato, developed by U. S. Department of Agriculture horticulturists, promises to lick the wilt problem.

The new tomato is named Roma. Like other tomatoes for paste, it has solid flesh, seeds that are small and few, and a plum shape. But unlike Italian paste tomatoes, it is highly resistant to fusarium wilt. It bears heavily under U. S. growing conditions.

Roma was developed by using two popular red Italian paste tomato varieties and the Pan American tomato which is highly wilt resistant. Thus, through research-breeding, the horticulturists were able to fuse in the new variety the characteristics needed for fine tomato paste plus resistance to a serious and wasteful tomato disease. Next spring there should be sufficient seed ready from commercial dealers to meet growers' demands.

Junior Dinner

Heinz Strained and Junior Vegetables, Egg Noodles and Chicken, are the two latest dinner varieties in H. J. Heinz Company's expanding line of miniature meals for babies to be introduced in food stores across the country.

Both of the new products have been exclusively developed by the Heinz Company in its continuing effort to adapt popular adult dishes to the nutritional and taste needs of youngsters in the strained and junior feeding ages.

Packed in clear glass jars, Heinz Strained and Junior Dinners, Vegetables, Egg Noodles and Chicken combine chicken broth, carrots, egg noodles, potatoes, chicken, celery, split peas, onions, and pimentos into a well-blended mixture, rich in nutritional value for children.

Both products are being introduced under a new Heinz label, which highlights product names against a solid white background for easier consumer spot-identification on the grocer's shelf. Heinz' famous baby and keystone trademark are now printed on a band of vivid color at the top of the container.

Extensive field testing among leading pediatricians preceded market introduction of the new varieties.

Huron Milling Co. Ownership Changed

Hercules Powder Co. has announced the completion of all details involved in its acquisition of the Huron Milling Co., Harbor Beach, Mich.

Negotiations for the acquisition of Huron were first announced by Hercules on Sept. 26, 1956, pending approval of Huron stockholders, which was granted on Oct. 30.

The Michigan plant, which processes wheat flour into wheat starch and into proteins for food supplements and natural food flavoring, will be operated as the Huron Milling Division of Hercules' Virginia Cellulose Department.

Edward G. Crum, general manager of the department, said that Robert M. Farr, former president of the Huron Milling Co., will retire but will be available to Hercules in an advisory capacity. Carl S. Smith, formerly vice president in charge of manufacturing and research for Huron Milling Co., will be plant manager at Huron.

Charles A. Grant will be in charge of sales for the new division. Mr. Grant, who joined Hercules in June, 1942, has had a variety of supervisory experience before being appointed manager of chemical cotton sales in July, 1955. Glenn H. Freeman and R. S. Shumard will be sales managers under Mr. Grant.

Huron Milling, with more than 500 employes, reported net sales last year of approximately $12 million.

Fire

Could you produce a list of your possessions in case of fire? It's much easier to settle a loss claim when you have a list.

Eggs Were Plentiful

Eggs were plentiful in 1956. During the fall the government bought shell eggs for the school lunch program to stabilize prices. Egg prices in the Chicago market, quoted from market reports in the Wall Street Journal, are listed below by weeks. Prices paid by wholesalers are quoted for current receipts of shell eggs; frozen eggs are f.o.b. Chicago in cents per pound for lots or cars of 1,000 or more 30-lb. cans:

	Shell Eggs	Frozen 45% Yolks	Frozen Whole Eggs	Frozen Whites
Jan. 6	45c	54 - 55	34.5 - 35	25 - 25.5
Jan. 13	40	51 - 52	32	25 - 25.5
Jan. 20	40	50 - 50.5	30.5 - 31.5	25.5 - 26.5
Jan. 27	36	48.5 - 49.5	30 - 30.5	25 - 26
Feb. 3	37	48.5 - 49.5	30 - 31	25.5 - 26.5
Feb. 10	37	48.5 - 49.5	30 - 31	25.5 - 26.5
Feb. 17	38	48.5 - 49.5	31 - 32	25.5 - 26.5
Feb. 24	37.5	48.5 - 49.5	31.5 - 32.5	25.5 - 26.5
Mar. 2	36	48.5 - 49.5	30.5 - 31.5	25 - 26
Mar. 9	37.5	49 - 50	31 - 32	25 - 26
Mar. 16	37.5	49 - 50	31 - 32	24.5 - 25.5
Mar. 23	35.5	48 - 49	29.5 - 30.5	24 - 25
Mar. 29	35.5	48 - 49	29 - 30	23.5 - 24.5
April 6	37.5	48 - 49	30 - 31	23 - 24
April 13	37.5	49 - 51	31.5 - 32	23 - 24
April 20	38.5	50 - 52	30.5 - 32	22 - 24
April 27	37	51 - 52	30.5 - 31.5	23 - 24
May 3	37.5	48.5 - 52	30.25 - 32	22.5 - 24
May 11	38.5	50 - 53	31.5 - 33	22 25 - 24
May 18	37.25	51 - 53	31 - 32	24.5 - 24
May 25	35.5	49 - 52	29.5 - 31.5	22.5 - 24
June 1	33.75	48 - 51	28.5 - 30.5	21.5 - 23
June 8	33.75	48.5 - 51	28.5 - 30	22 - 24
June 15	33.5	49 - 52	29 - 31	22.5 - 25
June 22	30.5	50 - 53	28.5 - 30	21 - 23
June 29	32	49 - 52	28.5 - 30	21 - 23
July 6	32	50 - 53	29 - 31	23 - 25
July 13	31.5	51 - 53	29 - 31	22 - 24
July 20	32.5	51 - 53	29 - 31	22 - 24
July 27	31.5	50.5 - 52.5	29 - 30.5	21 - 22.5
Aug. 3	29.5	50.5 - 52	28 - 30.5	20 - 22.5
Aug. 10	27.5	50 - 52	27 - 30.5	19 - 22.5
Aug. 17	26.5	50 - 52	27 - 30.5	19 - 22.5
Aug. 24	26.5	49 - 51	26 - 28.5	18.5 - 19.5
Aug. 31	28	49 - 51	28	19 - 21
Sept. 7	30	49 - 51	27 - 29	18.5 - 21
Sept. 14	32	50 - 51	30.5 - 32	19 - 20.5
Sept. 21	32	49 - 51	28 - 29.5	19 - 20.5
Sept. 28	31	49 - 51	26 - 28	18 - 20.5
Oct. 5	31	49 - 51	26 - 28	20 - 22
Oct. 12	31	49 - 51	26 - 28	17.5 - 20.5
Oct. 19	31	49 - 51	25 - 28	17.5 - 20.5
Oct. 26	31	49 - 52	25 - 28	17 - 20.5
Nov. 2	29	49 - 52	25 - 28	17 - 20.5
Nov. 12	29	49 - 50.5	24 - 27	17 - 20
Nov. 16	29	49 - 50.5	24 - 27	15 - 18
Nov. 23	29	49 - 51	25 - 27	16 - 18
Nov. 30	29	49 - 52	24.5 - 26	16 - 17.5
Dec. 7	28.5	49 - 51	24.5 - 25.5	16 - 17
Dec. 14	31.5	49 - 52	26.5 - 27.5	16.5 - 17.5
Dec. 21	29	49 - 52	26 - 27	16.5 - 17.5
Dec. 27	29	49 - 52	26 - 27	16.5 - 17.5

Cool Chicks

From the Wall Street Journal

Laying hens, the pampered prima donnas of the poultry yard, appear headed for still another luxury: air conditioned hen houses.

The purpose is to improve hen morale and thus increase egg output. "It's all a matter of psychology," explains Bob Jaska of Texas A. & M. College, who is doing research on hen house cooling. "A cool hen is like the proverbial contented cow. If she's comfortable and relaxed, she'll lay more and better eggs."

This and other observations about hen house conditions emerged from a two-day conference on air conditioning in Dallas recently. Attending the sessions were leading representatives of electric utilities, cooling equipment concerns and chicken egg producers.

"About 85% of all egg-laying hens in Texas will have air conditioned quarters within the next 5 to 10 years," predicted Ed Langham of Southwest Equipment Company, a Dallas concern now selling equipment for cooling hen houses.

Experts also forecast the advent of temperature-controlled cattle barns and hog houses to speed up animal fattening and increase fertility. They compared notes on recent tests of the effects of air-cooling on animals and poultry.

One test conducted showed that cooler hens not only lay more eggs, but also are less susceptible to heat mortality. Two chicken houses were used in the two-month test, with 950 hens in each. One was equipped with evaporative coolers and the other was not. "During that period," reports Mark Gordon, Texas Power & Light Company farm service adviser, "temperatures in the cooled house averaged about 15 degrees under those in the uncooled one. About 29,000 eggs were laid in the test house, while only 17,000 were laid in the other. Two chickens died in the cool house, compared with 18 in the uncooled one." The company estimates the equipment costs an additional $50 a month to operate, and about $650 to install.

Texas Farm Products Co., Nacogdoches, Texas, a large poultry producer, reports it installed "fogging" equipment, another method of cooling, for about 8,000 of its 250,000 layers as an experiment last summer. Its system consists of nozzles, placed along interior wall, which intermittently spray water in a fine mist on the hens. Grady Thompson, the firm's retail store coordinator, says the cooling boosted egg output about 20%. He also notes hot weather also causes a drop in egg quality. "Occasionally, some eggs have to sit a while in the cases in 100-degree temperatures before we can put them under refrigeration. This causes egg whites to get watery, and thus cuts quality." He says this situation will be remedied as cooling equipment is added.

Texas A. & M. College's Mr. Jaska reports tests indicate cooling also reduces laying of thinner-shelled, or cracked, eggs by as much as 20%. And, he says they've shown it boosts fertility of eggs laid for hatching into chicks by a like amount.

One key reason hen house inhabitants are especially vulnerable to hot weather is that they can't perspire.

Eat Extra Eggs

March, 1957, will kick off a long-range, "Eat Extra Eggs" program during National Egg Month, the Poultry and Egg National Board has announced.

The campaign, aimed at making March the greatest egg month of all, will combine promotion efforts, nationally and locally. The Poultry and Egg National Board is preparing a publicity kit containing information on the "Eat Extra Eggs" program for newspapers, magazines, radio and television stations.

The financing effort will be supported through a voluntary check-off by egg producers of 10c on each case sold in March.

In The Macaroni Business

Profile: Lloyd E. Skinner

LLOYD E. SKINNER was named president of the National Macaroni Manufacturers Association at the 52nd annual convention at scenic Wentworth-By-the-Sea, Portsmouth, New Hampshire.

Mr. Skinner is president of the Skinner Manufacturing Company. He is one of the foremost civic and business leaders in Omaha, Nebraska.

In accepting the presidency of the Association, Mr. Skinner told some 200 macaroni manufacturers and allies at the convention that "macaroni is a key builder of food sales."

He stated, "Every package of macaroni purchased in a retail store produces an average sale of $1.15 in other food items."

"Macaroni products are never eaten alone, and we do not intend for them to be sold alone," he added. Mr. Skinner urged that macaroni manufacturers "continually call this to the attention of grocers to help them stimulate their sales."

The 41-year-old macaroni president joined the company, established by his father, in 1938. He served his company as district sales supervisor, assistant traffic manager and superintendent, and secretary.

After serving with the Army in World War II, Mr. Skinner was named executive vice-president in 1947. Three years later he was elevated to president. His company now enjoys wide distribution of its products in the middle west, southern and southeastern states. In addition to macaroni products, the company distributes breakfast cereals.

Mr. Skinner has made it a practice to turn industry activities to public service ends. He is one of the pillars of civic endeavor in his own community.

He is a past president of the Nebraska Small Businessmen's Association and a trustee of the National Small Businessmen's Association.

Other directorships include United Community Services, the Salvation Army, South Omaha Youth Center and the Douglas County Chapter of the American Red Cross.

He is a past president of the Camp Fire Girls and the Iowa-Nebraska River Development program and currently a director of the Mississippi Valley Association.

An active Legionnaire, he served as Commander in 1954 of the Omaha Post No. 1, the world's largest Legion post. He is also a past president of the Omaha Junior Chamber of Commerce. In 1949, the Omaha Jaycees honored him as the "Young Man of the Year."

Mr. Skinner's interest in civic work has helped him stimulate and call attention to the macaroni industry promotions. He established a tradition of observing National Macaroni Week by hosting spaghetti dinners for worthy institutions.

LLOYD E. SKINNER

In 1950, his company played host to 850 "little men" of Boys Town, Nebraska. In 1951, a similar dinner was held at Boys Ranch near Dallas, Texas, and a year later the San Antonio Lions and Kiwanis Clubs used the Skinner dinner as a vehicle for raising money for the new building fund for Boysville of that city.

As a director of the Macaroni Manufacturers Association, Mr. Skinner has cooperated with the Chamber of Commerce at Devil's Lake, North Dakota, in staging several of its famous annual macaroni festivals.

During National Macaroni Week in 1953, Mr. Skinner—working with the Devil's Lake Chamber of Commerce—sponsored a meatball and spaghetti dinner for the farmers of "Durum Triangle" to help stimulate their interest in the planting of durum wheat needed for macaroni products.

The Association president and his wife, Kay, have four children, Jimmy, 6; Lloyd Jr., 4; and twin daughters, Kathryn Louise and Mary Elizabeth, 3.

DuPont Expands Cellophane and Mylar Plants

E. I. DuPont de Nemours Company has announced that it will expand its manufacturing facilities for cellophane and "Mylar" polyester film. New equipment at the DuPont, Clinton, Iowa plant will give about 10 million pounds additional cellophane capacity by mid-1958. Additional expansion plans will provide for another 20 million pounds shortly thereafter.

The Mylar film expansion will be provided through new construction at DuPont's Circleville, Ohio plant.

Wedding Bells

Josephine Mildred La Rosa, daughter of Mr. and Mrs. Peter La Rosa, became Mrs. John Joseph Cuneo, Jr. on the twelfth of January. The marriage took place at St. Mary's Church, Manhasset, Long Island, New York.

Overseas

Lester Swanson, durum sales manager for King Midas Mills, received word that his daughter Joanne spent Christmas at St. Moritz, Switzerland. She teaches dependents of American service personnel at Hamburg, Germany.

It's a Boy!

Royce Ramsland, head of General Mills, Inc. grain operations at Minneapolis, became the father of a baby boy. The Ramslands now have three boys and a girl. The newcomer is Mark Allen.

Hackbush Chicago Manager

International Milling Company has announced the appointment of George Hackbush as sales manager of the Chicago office replacing W. L. Grewe who has resigned because of ill health. He will be in charge of sales of both bakery flour and durum products throughout the Chicago Metropolitan area, eastern Wisconsin, and northern Indiana. Mr. Hackbush has been with the company 30 years.

General Mills Net Up

In its mid-year report to stockholders, General Mills announced that its net income for the six months between June 1 and November 30, 1956, totaled $5,051,509, as compared with $5,043,928 for the same period last year.

Sales for the first half of the company's current fiscal year were $259,554,263, as compared with $255,641,300 for the first six months of 1955. Net income per share of common stock was $1.97.

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

During the period since the company's annual report was issued in July, three acquisitions have been made in widely diversified fields. These are Ready-To-Bake Foods, Inc., Los Angeles, California, manufacturer and distributor of refrigerated ready-to-bake biscuits; Brooklyn Products, Brooklyn, Michigan, manufacturer of the Chem-O-Cel line of impregnated sponges; and Protex, S. A., Mexico City, Mexico, producers of steroid compounds widely used in the pharmaceutical industry.

Stock Dividend

Wallace & Tiernan, Inc., declared the regular quarterly dividend of 35c a share, payable Jan. 2, and an extra dividend of 5% in stock, payable Feb. 15.

Counsel

Thunder is good, thunder is impressive; but it is lightning that does the work. — *Mark Twain.*

Only Human

By Sidney Fields
Courtesy New York Daily Mirror

This is published in the interest of Brotherhood Week, February 17-24, sponsored by the National Conference of Christians and Jews.

THE cost of prejudice to American industry is $30,000,000,000 a year in wasted manpower, production, and morale. The figure cannot include the incalculable and far more terrible cost in human suffering and indignity.

"That means that $10 out of every $75 paycheck are wasted on the phony luxury of indulging our prejudices," says Dr. Everett R. Clinchy, who as head of the National Conference of Christians and Jews has been laboring for 28 years to convert hatred to understanding.

Discrimination in industry is most commonly based on color, religion, language and national origin, economic status, education and politics. (Try being a Republican in some areas of South Carolina or a Democrat in Vermont.) But prejudice at the hiring gate, or the dislike on the job of white for Negro, German for Pole, Protestant for Catholic or Christians for Jew is only one part of the vast hate problem that infects our society and the world.

"If civilization is to survive we must learn as much about the human personality as we do about the atom," Dr. Clinchy says. "We've never developed the love, compassion, and understanding in human beings to anywhere near their capacity. Psychiatrists are probing for this now. And it's here that science converges with faith and reaches for the highest ideals in both."

Dr. Clinchy, tall, spare, white, and 59, with three children and nine grandchildren, was born in Harlem when it was a suburb. His father was a carpet salesman. During four years at Wesleyan University, interrupted by service in World War I, Clinchy held a job as a student-minister in a little church in Fairmont, N. J.

"They took me because they couldn't get anyone else," he says.

He got a Bachelor's degree at Lafayette, went to Union Theological and Columbia where he got his Master's and was ordained a Presbyterian minister, and went on to Yale for his Ph.D., but had to quit for lack of money. He eventually got the Ph.D. at Drew, writing a history of hate in America, called "All in the Name of God," which was changed to "Growth of Good Will."

When he first came to Wesleyan in 1924 Clinchy tried to bring students of different faiths together. That same year the Federal Council of Protestant Churches met in Atlanta, Ga., the headquarters of the Ku Klux Klan, and formed a "Committee of Good Will Between Christians and Jews" to study "How does a klansman get that way?"

Amid the terrible hate engendered during the Al Smith presidential campaign, five prominent men on the Committee — Charles Evans Hughes, Newton D. Baker, S. Parkes Cadman, Carlton J. H. Hayes, and Roger W. Straus, formed the National Conference of Christians and Jews and asked Clinchy to run it.

"Its purpose then was not only to dissolve the Klan's hate," he says, "but man's hate against man no matter where he found it. We held our first meeting at Columbia and I plastered the walls from floor to ceiling with all the hate posters against Smith, and people were shocked such venom existed in America."

His staff then was one stenographer and his office a tiny room on lower Fourth Avenue. Today the National Conference of Christian and Jews has 250,000 volunteers and contributors, and 250 employees in 64 offices in the U. S., serving 500 chapters.

"The Conference was the first systematic and persistent attempt to allay the hostility and prejudice which have diseased social, political and business relations in America," says Dr. Clinchy.

He began with the children by alerting their educators to the disease of hate. And it's to their everlasting credit that every school is aware of it today, even if negatively aware of it, as in the South.

Then he turned to the adults reaching into every community organization from churches to veterans posts. And then they went into industry through unions, personnel chiefs and chambers of commerce.

"At the suggestion of a Catholic priest we began Brotherhood Week," Dr. Clinchy says. "It's now celebrated in 3,000 cities and towns and is a national institution independent of us."

From the first Dr. Clinchy took to the road to do his work, not only in America, but all over the world. He's about to help set up a center of human relations in Holland. On one ocean trip, after meeting Dick Rodgers, the song "You've Got to Be Taught to Hate," showed up in "South Pacific." Quietly, tactfully, Dr. Clinchy and the National Conference wrestle daily with such problems as Negro pilots on commercial airlines, a suburb in Richmond barring Jews, or asking a professor addressing a literary society how literature would be served by reading a paper on the immorality of the Popes.

"It's a truism that freedom from hate always brings the individual happiness," says Dr. Clinchy, and then he concludes: "Science has hurdled all the boundaries and made this planet a single home for a single interdependent family. Whether we like it or not, there is only one family for the world — the family of man."

About Teflon

From Du Pont Magazine. Copyright 1956, E. I. du Pont de Nemours and Company.

Precision machining of "Teflon" in quantity was a job many called impossible. Alert processors are proving them wrong.

Imagine trying to machine to precise dimensions a material so sensitive that temperature changes can cause parts made in Brooklyn to be oversize in Texas.

This is only one of the many problems involved in machining tiny parts of "Teflon" tetrafluoroethylene resin to .005 inch tolerances — problems processors and fabricators of "Teflon" have had to lick.

Because the Du Pont plastic is flexible, small diameter stock wobbles during machining and must be supported. Their "memory" causes finished parts to contract slightly toward their pre-machined shape, and in hot weather the material may exhibit a slight surface flow when machined.

Plus Values

Obviously, such drawbacks must be offset by application advantages. In the case of "Teflon," these plus values include toughness, outstanding low temperature properties and the ability to take continuous service up to 500°F. The plastic also is well known for its indifference to nearly all chemicals and for a coefficient of friction so low that in many applications no lubrication is required.

Many Uses

These combined properties fit machined parts of "Teflon" for a number of careers no other material can undertake as effectively. Military uses — in electronic components of guided missiles, for example — currently take a large share of precision machined parts of "Teflon." But civilian manufacturers of electronic and chemical equipment also are important customers. A typical job involves turning out accurate inserts for electrical connectors at the rate of 800 to 1,000 an hour.

Some companies also machine parts of "Zytel" nylon resin, "Alathon" polyethylene resin and other plastics to customers' specifications. To handle "Teflon," however, they have had to develop both new techniques and new equipment. Skilled machinists had to be retrained. Measuring gauges, considered the finest for metal working, had to be discarded for more precise instruments. To insure rod stock of high quality for machining, several companies now extrude "Teflon" for use in their own plants as well as for sale to outside concerns.

With the growing trend toward miniaturization of equipment, processors and fabricators of "Teflon" are expanding both research and production facilities to meet the new demand for these precision machined parts.

Memo for Machines

Belts that are overly tight put unnecessary pressure on bearings and increase wear. Keep belts just tight enough to deliver power satisfactorily.

Today's Look

(Continued from page 20)

turers in almost every phase of the marketing operation. For example, major consumer promotions in seven of the most active product classifications were 17% ahead of 1955 in number of offers and 31% over 1955 in relative sales importance. Major media advertising for twenty grocery product manufacturers during 1955—the most recent year available—increased 11% over the preceding year, with all media types showing gains except network radio where expenditures were off 30%. Unfortunately, spot broadcasting and outdoor advertising were not available for these breakdowns. Based on the four media types where we were able to get information, however, network TV accounted for 44.2% of total expenditures as compared with 36.3% in 1954 and 26.4% in 1953.

All of this adds up to substantially increased competitive pressure on food store products. In the aggregate, we believe this pressure will be even greater in 1957. While experience has pretty well demonstrated the futility of consumer promotions on old line, well established products, and hence we would expect to see somewhat fewer consumer promotions on this class of merchandise, I believe that increased promotion on new products as well as products with improved packaging, taste, added flavors and types, etc. will more than make up for this decline.

You Don't Stand Still

Now, all of this poses quite a problem for a manufacturer whose product has not changed materially during recent years and who does not anticipate any material change during 1957. This problem becomes particularly acute if this manufacturer happens to be competing within a product classification where other brands have made improvements somewhere along the line. In order to demonstrate the dilemma faced by this manufacturer, I dusted off an analysis originally made by Mr. Nielsen in 1953 covering the history of yesterday's top grocery brands and brought it up to date: 31% of the top brands in 1940 had lost leadership in 1956 and I might add parenthetically that most of them lost leadership by *decided* margins. An additional 21.5% of 1940's top brands still led in 1956 but with materially reduced consumer franchises, i.e., with smaller shares of the market. The balance of 47.5% were still ahead of the parade and with increased consumer franchises.

Let's look more closely at the 31% of 1940's top brands which had lost leadership by 1956: 23% of these brands lost leadership because of competition from a radically new product, 31% because of an improved product, another 23% because competing products were able to provide new developments in the form of flavors, color, sizes, etc., and only 23% because of primarily being out-advertised and out-promoted. Of course, the moment a brand loses out to another because of a radically new product, an improved product, or some new development, it almost automatically means that it is out-advertised and out-promoted because of the aggressive tactics of the newcomer in promoting its newly found advantages. A competitive improvement, properly exploited, will really take the gimp out of your advertising effectiveness—and out of your competitive position as well!

Many of the product improvements we have been discussing are designed to fit in with those changes in our living habits which influence our food buying habits—factors such as the decided trend toward shopping in larger stores, the trend to suburban living, the trend to larger size families, the trend to more leisure time, the trend to more informal living, the trend toward increased home entertainment such as television, etc. One obvious result of these changes has been the marked increase in the sale of what might commonly be called "snack" items suitable for between-meal consumption. Another example is the trend to low-calorie foods brought about by our increased sedentary existence.

Trend to Out-of-Doors

The trend to less formal living is demonstrated by the trend to more out-of-door eating. For example, a consumer survey made by our special research department particularly for this meeting tells us that the trend to more out-of-door eating is most evident upon the larger families, the younger families, and among people on the Pacific Coast where the individual gets a little better break on the weather. Here is the situation with respect to out-of-door eating in the month of August, admittedly a good month for this type of activity. Almost two-thirds of the families report eating out-of-doors at least once during the month, with the average family reporting some kind of outdoor eating four times during the month. Although approximately the same percentage of families reported eating out-of-doors during the month of August in Eastern and Pacific sections, the Pacific Coast families ate out-of-doors more frequently than those in the East. It is also interesting to note that almost half of the families in the East and Pacific sections of the country own some kind of portable grill or fireplace for out-door cooking.

Home Entertainment

The trend to more home entertainment is illustrated by the number of home hours per day spent viewing television and listening to radio during January and February of each year. The figures show that total hours spent in these activities increased from 5.3 hours per family in 1948 to 6.8 hours per family in 1956. Of course, these are average figures, which means that some homes hardly listen to radio or view TV at all, whereas others spend considerably more than 6.8 hours per day in these activities. In interpreting these figures we must also keep in mind the fact that the same person in the family does not necessarily conform to this pattern; one member may be listening to radio while the remaining members of the family are viewing television. Nevertheless, the trend toward more home entertainment is unmistakably evident. This must be taken into account not only in deciding how to advertise but also in deciding on ways and means of fitting your products into this changed pattern. We did a little playing around with these figures and came up with the rather astounding conclusion that, for the population as a whole, we spend two-thirds *more* time viewing TV and listening to radio than we do working. This is for the entire population, of course, and takes into consideration the fact that some people do not work at all.

Obviously, the trend toward pre-cooked products and pre-cooked meals fits right into this picture. I have a hunch that careful, objective studies of changes in consumer living habits and their relation to food buying and eating activities would reveal additional opportunities for improved products and increased sales.

Sectional Preferences

Now a somewhat different problem faced by manufacturers of nationally advertised brands is the rather wide range in competitive position for a given brand between major sections of the country. I'll explain Brand A in some detail and, since the remaining seven nationally advertised brands are set up in similar fashion, the explanation will pertain to them as well. Brand A led the field five years ago with a national competitive position of 14.6% and still leads today with 14.9% of the market—a gain of only 0.3 percentage points. Of course, the market has expanded considerably over this five-year period so that the gain in sales is much greater than the number of points change in competitive position would indicate.

There are two things we want to observe in connection with Brand A. In the first place, the brand's competitive position ranges from a high of 24.8% in Territory No. 1 to a low of 10.3% in Territory No. 9—an over-all range of 2.5 to 1. To be noticed in connection with Brand A is the fact that its gain in number of points is somewhat greater in those areas where it has a lower competitive position. In other words, over the five-year period the competitive position between territories has tended to equalize somewhat, although still showing an extreme variation of 2.5 to 1.

Brand B, although leading the field today as it was five years ago, shows an over-all loss of 2.8 points in competitive position. This loss is pretty general throughout all areas and is no more pronounced among the territories where it has a higher competitive position than it is among the territories where it has a lower competitive position. Furthermore, the range from high to low is 2.1 to 1.

Brand C shows an over-all increase of 5.3 points from 21.4% of the market five years ago to 26.7% today. This gain is pretty well distributed throughout eight of the nine territories and, in general, is about the same for the weak territories

as it is for the stronger territories at the top of the list. The over-all range from high to low is 1.7 to 1.

Brand D was just getting underway five years ago when it had a national position of 11.2% of the market. It has grown to 43.3% currently for an over-all increase of 32.1 points, and here again the gain is pretty well distributed throughout all areas, with the greatest increases naturally coming in those territories where the brand was just getting started five years ago. The over-all ratio here is 1.3 to 1 — about as close to a national brand as we have in the entire Nielsen Food Index.

Continuing, we see that Brand E has gained 8.5 points over the five-year period and now represents 36.8% of the market. With the exception of one territory, this gain has been pretty well distributed throughout all areas and again we note that the increase in the weak territories is not materially greater than the gain in the strong areas. Despite this over-all increase, the range from high to low is still 3.7 to 1.

Brand F shows an over-all increase of 9.9 points over the five-year period to a current competitive position of 44.5%. Here, again, the gain is approximately the same in the weak territories as in the stronger areas, ending up with an over-all differential in competitive position of 4.0 to 1.

Brand G shows an over-all loss of 1.1 percentage points over the five-year period in a rapidly expanding market. This loss occurred in six of the nine territories and, with the exception of Territory No. 4, there is little difference between the number of points gained in the weak and strong territories, the over-all ratio ending up at 3.7 to 1.

Brand H shows a rather modest gain of 3.1 points, with the gain extending to all nine territories. As has been the case with most of the other nationally advertised brands studied in this analysis, the number of points gained is about the same regardless of the brand's competitive position, ending up at 2.8 to 1.

National Franchise?

Now it must be remembered that these are strong leading nationally advertised brands in all instances. Only one of them has what might properly be termed a national franchise; the other seven nationally advertised leading brands show variations between strong and weak territories, ranging from 2 to 1 all the way up to 4 to 1.

The second conclusion derived from this analysis seems to indicate that most brands operate on a national basis as evidenced by the fact that the number of points gained seems to average out to about the same figure regardless of the original strength of the brand in a given territory. The problem, or the opportunity if you prefer, lies in taking steps to increase the brand's standing in the weak areas through more selective action from the standpoint of advertising, promotion, and sales effort.

At the Store Level

Let's next examine some of the problems and opportunties at the store level. While all types of stores show sales progress over 1955, the chains and large independent outlets continue to make the best sales gains, up 10% and 11%, respectively. Chain stores, which include four or more retail outlets under one ownership, now account for 43.0% of total grocery store sales as compared with 41.9% in 1955 and only 38.6% in 1952.

Of course, practically all of these chains and large independents are self-service stores. It will be noted that self-service chain and large independents combined account for 63.1% of total grocery store all-commodity sales, with the lion's share in those stores having three or more check-out counters. This figure of 63.1% would be further increased if self-service stores in the medium independent group were segregated.

Check-out Yardstick

The importance of stores with check-out counters suggests that some means be provided retail salesmen for estimating the annual volume of a store in this self-service chain and large independent group in terms of the number of check-out counters. The average weekly sales per store *per check-out stand* is $2,403 for stores having one or two check-outs, $3,246 for stores having three or four check-outs, $4,172 for stores having five or six check-outs, and $4,505 for stores having seven or more check-outs. While these are average figures and will not apply exactly to any individual outlet, they should provide a useful means for getting at some estimate on the size of stores, all of which is helpful in allocating sales time, sales planning, etc.

Some of you who attended the 1954 annual meetings of the Merchandising Committee will recall my presentation on the approximate number of food stores required for 70% of total food store sales. These data were admittedly based on estimates since the latest figures available at that time were based on the 1948 Census of Distribution. Through the cooperation of the Bureau of Census of the U. S. Department of Commerce, we have had a special run made on the new 1954 Census which excludes the specialty stores from the food classification, leaving the grocery, combination grocery-meat, delicatessen, and country general food stores as a separate group. This is the group upon which the Nielsen Food Index is based, and, of course, represents the type of stores in which most of you are immediately concerned.

Number of Stores

We have re-calculated the number of stores required in each of the seven standard Nielsen territories for 70% coverage; unfortunately, at the time we prepared this analysis we did not have separate data on Metropolitan New York and Metropolitan Chicago, so these have been included within the Middle Atlantic and West-Central territories, respectively. We note that approximately 3,000 stores in New England account for 70% of total food store sales; this represents only 18.8% of all New England grocery, combination grocery-meat, delicatessen, and country general stores with food, *excluding* stores having under $2,500 annual volume. Seventy per cent of the food store sales in the Middle Atlantic territory can be covered with 7,200 stores or 15.2% of the total; 8,600 or 15.0% of the East-Central stores; 9,800 or 21.8% of the West-Central stores; 8,300 or 15.3% of the Southeast stores; 5,800 or 17.4% of the Southwest stores; and 4,100 or 17.9% of the stores on the Pacific Coast. This totals only 46,800 outlets for 70% coverage within each territory — a surprising reduction from previous estimates.

The number of stores required for 70% of total food store sales has declined from approximately 112,000 in 1939 to 90,200 in 1948, and then sharply to the current 1954 level of 46,800 outlets. There seems little doubt but that this number will be still further reduced by the time 1960 rolls around. The extent of this reduction is a matter of personal judgment and opinion. I have seen carefully considered estimates as low as 25,000 outlets accounting for 70% of total food store sales, although my own personal opinion would put the figure somewhat higher, say about 37,000 or 38,000 outlets.

How Many Calls?

Some additional light on this trend was given by Mr. Lansing P. Shield when he stated before a recent luncheon meeting of Westchester County officials that he expected the average Grand Union store five years from now would have 50,000 square feet, provide jobs for 200 employees, and carry 15,000 items. This compares with today's average of 17,000 square feet, 50 employees, and 7,500 items.

Regardless of the exact number of stores, this situation poses many problems for all of us engaged in directing retail sales forces. One obvious conclusion is that we probably need even better trained and more skillful salesmen than we now have if we are to secure entree and keep the interest of the comparatively few store managers and proprietors who control this substantial amount of business. It also probably means that we cannot afford to call on very many of the stores represented in the 83% or so who do only 30% of the sales volume. It also probably means even greater emphasis on pre-selling the consumer, improved package design, and improvements in the product itself. It may suggest changes in the manpower requirements for various territories and in this connection we will be glad to make detailed figures showing number of stores and sales volume for each store type and size within each county available on a cost basis to anyone interested in securing the data.

Out-of-Stock Problem

Now we take up the question of store inventories, store distribution, out-of-stock, and out-of-shelf. Sales of the pre-

viously mentioned 40 packaged food commodities on a tonnage basis are 24% ahead of 1948 levels. This market sales increase has occurred with practically no change in inventories; 1956 inventories on these 40 packaged food commodities are actually 2% less than they were in 1948. This is probably the combined results of (1) more efficient retailing, (2) shift of business toward larger outlets having efficient warehouse facilities, (3) trend toward major advertised brands which turn faster and hence require less inventory, (4) efforts on the part of retailers to find room on their shelves for additional lines.

The number of months' supply for the average of these 40 commodities is 1.1 months. Obviously, this would be lower for many of the large chains and supers and somewhat higher for the smaller stores. This compares with a figure of 1.4 months' supply in 1948. The current figure of 1.1 months' supply varies by types of products, ranging from a high of 1.5 months for cleaning agents and canned foods to a low of 0.6 months for fats and oils, many of which are, of course, in the perishable category.

Are Inventories Adequate?

The question naturally arises as to whether these inventories are adequate to support the sales of these fast-moving products. Out-of-stock studies made for previous presentations have shown a rather good picture for the average brand, with median out-of-stock centering around 3% at any one time. This means that stores accounting for 3% of total traffic do not have the product in stock at any one time, even though they normally have it in distribution. These figures are confirmed by present studies and I think it is safe to conclude that the wholesale and retail distribution system is doing a reasonably good job in keeping supplies of goods available at the store level. This is only part of the story, however, because while goods can be available at the store level, they may not be on the shelf and hence the effect on the consumer is just as bad as if the brand were actually completely out of stock.

At the suggestion of the GMA Merchandising Committee, we made a special analysis of this condition in an attempt to measure what we term "out-of-shelf" in addition to the standard "out-of-stock" situation. Each Nielsen investigator indicated out-of-shelf on the regular store audit forms by dividing the counted inventory into front-of-store and reserve stocks. Furthermore, we analyzed these figures by store type and size and also in terms of the day audited, i.e., we prepared separate studies for those stores audited during "busy" days of Friday, Saturday, and Monday versus the "stocking" days of Tuesday, Wednesday, and Thursday. Monday was included as a busy day on the grounds that depleted stocks would probably not be replaced over the weekend.

Since this study was rather difficult to make, we selected certain key items—individual package sizes of well-known brands—taking care to include exceptionally fast movers as well as slow movers, leading brands as well as brands having a smaller consumer franchise.

Item I, for example, was out of stock in stores accounting for 4% of all-commodity sales and out of shelf in an additional 3% for a total over-all unavailability of 7%. This naturally varied by brand and size but within rather narrow ranges. The median figure was 3% for out-of-stock, an additional 2% for out-of-shelf, for an over-all unavailability of 5%.

In analyzing these figures I think we should keep in mind that they simulate the condition as observed by an average shopper. In other words, as the Nielsen auditor goes through the store, he makes note of all of those brands which have reserve stocks only, i.e., all of the brands that are normally stocked by the store which are not on the shelf at the time he makes his rounds. If out-of-shelf were to be cumulated over an entire day, I'm sure we would find a much higher figure, but it seems to me that this higher figure is not the critical one from the standpoint of the average shopper.

Now I don't know what you think of these figures, but most of us at the Nielsen Company were surprised at the comparatively low incidence of out-of-shelf. On the other hand, some people with whom I have discussed the situation feel that a combined out-of-stock and out-of-shelf figure of 5% is high. This feeling is based on the fact that a 5% unavailability means that one out of every twenty people going into a chain store where she expects to find her favorite brand will be unable to make the purchase. Be that as it may, our experience over the years has shown that the irreducible minimum out-of-stock is probably in the neighborhood of 2 or 3% for any given package size of the brand. Furthermore, it seems hard to conceive of a situation short of some type of automatic shelf-stocking which could keep out-of-shelf much lower than 2%. And when one considers the terrific number of items stocked by a chain store or super market, the crowded conditions both from the standpoint of lack of available shelf space and number of customers in the aisles, the difficult help situation faced by store operators, etc., it would seem that these retail outlets are doing an excellent job in keeping merchandise available for the consumers' selection.

This same situation exists for large independent stores. These super markets show almost the same condition that we observed in chain stores with a median out-of-stock of 3%, a median out-of-shelf of 1%, and an over-all non-availability of 4%.

Nor do we get any materially different figures when we contrast the situation between busy days and stocking days. There is a slight decrease in out-of-stock in chain stores from 3% to 2% during the stocking days as we might expect, but the basic situation is almost identical to the first example.

We find that grocery manufacturers have also been working on this problem. In reply to a recent GMA questionnaire, 58% of the grocery manufacturers stated that they had made recent changes in shipping cases and packages in an attempt to simplify the stocking operation. Of the 58% who had made recent changes, more than half had improved their shipping cases so as to give quicker and easier identification, 47% had utilized a tear strip, an additional 26% had adopted other methods of easier opening such as less glue, etc., 29% had adopted case sizes which research had shown to be more convenient.

The results of one of these changes, taken directly from Nielsen Food Index files, show that after careful study, one manufacturer, whose product comes in several different varieties, decided to increase his case size from 12 to 24. This was tested in Area I and, after almost a year's experience, it was observed that dealer inventories increased only 56%, distribution remained practically constant at 91%, and out-of-stock was materially reduced from 8% to 3%. The plan was then adopted for Area II with similar results.

Problem of Distribution

A much more serious problem than either out-of-stock or out-of-shelf is that of securing adequate distribution in the first place—persuading the stores to handle your brand. The figures I originally used last year to call attention to this situation have been brought up to date and show the distribution range for 220 major advertised brands in terms of percentage exposure to all-commodity volume. Seventeen per cent of these 220 brands have distribution in stores accounting for more than 90% of total volume or traffic. An additional 25% have distribution in stores accounting for 80% to 89% of store volume or traffic, etc. Looking at it another way, only 42% of the brands have distribution of 80% or better and at the other end of the scale, 21% have less than 50% distribution. I would like to reiterate the point I made last time, namely that this situation not only places a terrific handicap on a manufacturer's advertising which we commonly think of as designed to get new customers or added usage of our products, but it probably offers a major stumbling block in the path of a customer's *continued* use of a brand she has already tried and liked.

Now for the changes in distribution of 220 major brands between June-July 1955 and June-July 1956 in chains and large independent stores combined. This analysis is confined to the important outlets, omitting the medium and small stores. Nineteen per cent of the brands lost between two and five percentage points in distribution, an additional 4% lost between five and ten points, and 1% actually lost more than ten points. At the other end of the scale, 15% of the brands

showed gains in distribution. What seems to have happened here is that new brands and new lines have forced stores to reallocate shelf space to the detriment of some of the brands which were already on the market at the start of the year.

I am glad to report, however, that major advertised brands still account for more than three-quarters of the sales of the 41 food commodities covered by the Nielsen Food Index. The figure is 75.6% — off only three-tenths of a percentage point from the previous all-time high of 75.9% in 1955.

Summary

In concluding, let's quickly summarize today's look at some of tomorrow's marketing opportunities. Here are the major ones we discussed today.

1. The sales-increasing opportunities present with convenience products, products with new developments such as types, flavors, sizes, etc. If these improvements represent real added value to the consumer, added volume will be created for both manufacturer and retailer alike.

2. The opportunity of developing new products designed to fit in with changes in consumer living habits.

3. The opportunity of increasing the quality and perhaps reducing the quantity of our sales force in order to fit tomorrow's selling into the pattern of larger and fewer retail outlets.

4. The opportunity of building distribution on many of our major advertised brands so as to expose our products to a larger number of consumers, thus capitalizing on our expenditures for advertising and promotion.

All of our figures indicate that the grocery industry is continuing to do an outstanding job in low cost distribution of quality products. If more of us can embrace some of the opportunities we have discussed here, our reports for 1957 and future years will be even better!

Better Protein

From Du Pont Magazine. Copyright 1956, E. I. du Pont de Nemours and Company.

Coming: Better protein from cereal foods. It's accomplished with essential amino acids, the building blocks of protein.

Few informed persons realize that, even with our high standard of living, many Americans don't eat enough good protein to provide their minimum needs for top physical condition. This is particularly true of children, pregnant women and the aged.

Nature is bountiful in supplying meat, milk and eggs with high quality protein that is rich in essential amino acids and therefore capable of maintaining optimum growth, health and resistance to disease. Because cereal grains contain less of certain essential amino acids, however, they have a much lower protein value. In the case of wheat, lysine is the amino acid in short supply.

"Fortunately," Dr. N. W. Flodin, a Du Pont food chemist, reported to the American Association of Cereal Chemists, "it's now feasible to build high quality protein value into bread and other cereal foods. This can best be done by fortifying the cereal foods with essential amino acids, such as lysine." This amino acid, being introduced in limited quantites by Du Pont's Electrochemicals Dept., is sold to bakers and cereal manufacturers, as well as to the pharmaceutical industry for use as a dietary supplement.

"Surveys of our eating habits clearly indicate that cereal foods are the logical choice to carry more and better protein to the people," Dr. Flodin said. For instance, it's a national habit to eat light meals and snacks based mainly on cereal foods — the beverage and toast breakfast, the coffee break with doughnuts or pastry, the jelly sandwich break of the school child or the munching of sugar-coated cereals or cookies.

Another aspect of the protein deficiency problem is our trend toward lower calorie intakes. Because machines do more of our heavy work, we don't have to work as hard. To keep down our weight, we don't eat as much. In turn, this often cuts down on the amount of essential protein we eat. On the other hand, many of us today are eating more luxury foods. While these are calorie-rich, they are frequently protein-poor.

"Uniquely Suited" for Fortification

"To summarize, it is believed the basic purpose of fortification with amino acids such as lysine should be to improve the protein value of staple foods," Dr. Flodin added. "There is a need for more high efficiency protein not only in many foreign areas, but also in the United States, where inadequate protein nutrition is common among children, adolescents, pregnant women, the chronically ill, and the aged. Because of American eating habits, cereal foods are uniquely suited to bring more high quality protein to the individuals who need it. This can be done in two ways: by adding more good protein, such as milk solids, to cereal foods, and by building higher value into the cereal protein itself with pure amino acids, such as lysine."

Additive Study

The addition of the amino acids lysine and methionine to diets which rely largely on plants for protein has been found beneficial in research conducted by Harvard University scientists.

Lysine and methionine are the two amino acids that are often found in limited supply in plant proteins. The scientists emphasized that a large share of the world's population lives primarily on proteins of plant origin.

Experiments on young women in Peru show that supplementation of their all-plant diets with lysine improved nitrogen retention and when both lysine and methionine were given, even better retention resulted.

The researchers mentioned two factors that should be kept in mind when evaluating amino acids in the diet. "First, a knowledge of the total contribution of amino acids from the diet, because an excess or imbalance of amino acids may be as harmful as a simple deficiency. Second, there is a daily need for good quality protein in the diet, especially in areas where protein-poor diets are prevalent," the scientists concluded.

Sage Saying

A good heart is better than all the heads in the world. — *The Disowned, Edward Bulwer Lytton.*

1956 Wheat Production

The production of all wheat in the United States in 1956 totaled 997,000,000 bushels, nearly 7% larger than the 1955 crop, but 13% smaller than the ten-year average of 1,148,289,000.

The durum wheat crop of 39,607,000 bushels is more than twice as large as 1955 and 28% above average. All producing states show sharply higher production than 1955. The Montana crop was triple that of 1955 and Minnesota more than double. The Dakotas showed smaller increases although both were well above 1955.

The larger production in 1956 resulted primarily from increased acreage for harvest although higher yields per acre also contributed in Minnesota and North Dakota. A liberalized allotment program for durum wheat was instrumental in the increased acreage. An additional factor was the availability of new rust-resistant varieties in some states. Abandonment of planted acreage was greater than 1955 in three of the four producing states.

South Dakota experienced exceptionally heavy abandonment of planted acreage as a result of dry weather. The heaviest loss was outside the usual producing areas, where a considerable part of the South Dakota increase in planted acreage occurred. Stands in parts of North Dakota were somewhat thin and there was some heat damage. Abandonment was also slightly higher than last year in Montana. Generally favorable conditions in Minnesota and North Dakota account for yields per acre above last year and average. South Dakota yields averaged below last year but were above the poor 1954 crop.

The crop was planted about the usual time except in North Dakota where planting was delayed because of wet soil conditions. Plantings were not as large as expected since the delay extended beyond the desirable planting date, the Crop Reporting Board said.

Yield Per Acre	1956	1955
Winter Wheat	20.6	20.9
Spring Wheat	18.5	16.9
Durum Wheat	16.6	11.5

Production	1956	1955	1943-52 Avg.
Winter Wheat	734,995,000	701,793,000	832,977,000
Spring Wheat	262,212,000	229,938,000	288,529,000
Durum Wheat	39,607,000	19,580,000	35,486,000

RETROSPECTIONS

by

M. J.

35 Years Ago — February, 1922

• After acquiring the plant and equipment of the International Macaroni Company, Joliet, Illinois, the new Joliet Macaroni Company increased its capital stock from $50,000 to $100,000.

• The special tariff convention in Washington, D. C. last month went on record as favoring the American Valuation plan in any new tariff law.

• The macaroni truck is gradually replacing the horse delivery wagon, heretofore in vogue.

• Henry Mueller was appointed in place of the late C. F. Mueller as trustee of the National Cereal Products Laboratory and Herbert Gruber is to replace G. Savarese of Savarese Macaroni Company of Baltimore.

• The Plaza Macaroni Company of New York City was incorporated last month with a capital stock of $10,000.

• The Jacob Silverman plant at 1638 East New York avenue, Brooklyn, was damaged by fire. No estimate of loss.

• G. Guerissi was elected as president, John F. Feeser, vice president, and F. W. Kreider as secretary-treasurer of the Keystone Macaroni Manufacturing Company, Lebanon, Pennsylvania.

25 Years Ago — February, 1932

• A "Code of Ethics" for the Industry was discussed at the mid-year meeting in the Palmer House, Chicago, January 26.

• Benjamin R. Jacobs of the National Educational Bureau talked about "Rancidity in Macaroni Foods" at the convention.

• Testimonial dinner in Chicago's Palmer House honors Mr. R. B. Brown for the fine work he did gratuitously as Chairman of the Board of Advertising Trustees in handling the recent big advertising and publicity campaign.

• U. S. cheese consumption averages about 4.62 pounds per capita. Over 60,000,000 pounds more cheese eaten in 1929 than in 1928.

• Switzerland consumes 28 pounds of cheese per capita; 13½ pounds are eaten annually in Holland; 9½ pounds in Germany and 9 pounds in England.

• The American Macaroni Industry expressed its debt to Secretary of Agriculture Mark Carleton for bringing in the first shipload of durum wheat for distribution to United States farmers.

• Self-Help our industry's prime necessity. Conditions call for more intelligent planning and more sincere cooperation.

15 Years Ago — February, 1942

• "Enrichment is in abeyance," reports President C. W. Wolfe to the very successful Mid-Year Meeting of the NMMA in the Morrison Hotel, Chicago, January 26.

• The I. J. Grass Noodle Company of Chicago reports giving all of its employees of three years a free life insurance policy of $1,000.

• Past NMMA President Henry Mueller announces that his firm is celebrating its 75th birthday.

• Fire destroyed huge plant of Brockway Macaroni Company at Brockway, Pennsylvania, Jan. 12. Estimated loss $300,000.

• Pillsbury Flour Mills Company moved its headquarters to Metropolitan Building, 608 Second Avenue, Minneapolis, February 2.

• Dehydrated and frosted foods, labeled as "The Food Industry's Fastest Growing Baby," were exhibited by Chef Boiardi Food Products Company at the National Food Distributors Association exhibit.

• Voluntary bankruptcy filed by Campanella, Favaro, Glaviano Macaroni Corporation of Jersey City. The firm was a consolidation of three smaller factories manufacturing bulk macaroni.

5 Years Ago — February, 1952

• President C. Frederick Mueller underlined the importance of good marketing practices at the winter meeting. "Against the prospect of sustained sales volume during the current year, we must consider the factors which will tend to weigh on profit margins."

• More upper income homes stock dry macaroni than lower income families," declares John H. Betjemann of the A. C. Nielson market research firm.

• Winner-Dinner, featuring macaroni, tuna and Blue Lake green beans announced for Lenten promotion.

• A. Zerega's Sons, Inc. moved to its new plant and offices in Fairlawn, New Jersey.

• Lee Merry named assistant sales manager for General Mills durum division.

• The Cuneos of Connellsville, Pennsylvania, bought the majority stock in La Premiata Macaroni Company from retiring Jesse C. Stewart.

• Macaroni was featured in an illustrated four page article in the February 4 issue of Life magazine. Background, cooking tips and nutritional information were given.

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ADVERTISING RATES

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INDEX TO ADVERTISERS

Origin of Wheat

(Continued from page 8)

In U.S.D.A. Bulletin No. 180, "Agricultural and Botanical Explorations in Palestine," published in 1910, Aaron Aaronsohn states that the oldest records of a cultivated grain are about emmer. While durum has been found in Egyptian tombs of the First Dynasty, or 4000 years before the Christian era, emmer was found in greater abundance and in all of the tombs, dating back to before the bronze age. As Aaronsohn believed that emmer is the only wheat species which had been cultivated from the very beginning of civilization, he felt it must be the progenitor of our cultivated wheats.

So he set out to find the wild emmer. In 1906 in the vineyard of the Jewish Agricultural Colony at Rosh Pinar he found an isolated plant in a crevice of a rock and later growing abundantly in the region of Mount Hermon.

Whatever the origin of the bread wheats may have been they represent the most rapid increase in geographical range and numbers of any plant species in history. They are grown in about every part of the world, and wheat is now grown on almost 400 million acres. Man's principal part in this development has been mainly to recognize their usefulness and to open up new areas for the growing of wheat.

The particular value of the bread wheats is their free threshing kernels, their productiveness and the peculiar quality of their gluten. Of all the cereals, only the bread wheats are capable of producing the light, fluffy, leavened breads that we know and demand today.