

**THE
MACARONI
JOURNAL**

**Volume 37
No. 8**

December, 1955

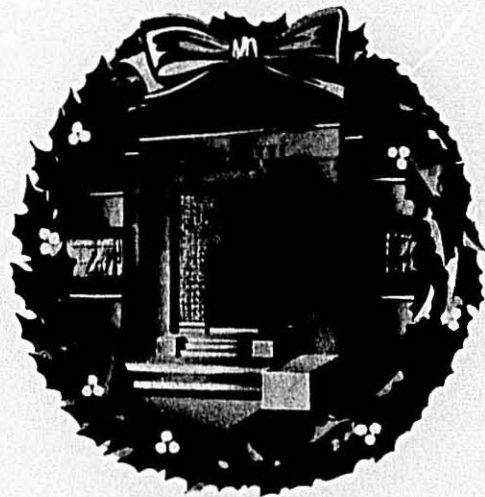
Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1955





To Our Friends...

Friendship in business represents one of man's finest ideals. We sincerely regret, as the Holiday Season approaches, our inability to meet our many friends in person, clasp them by the hand, and extend the compliments of Christmastide.

We take this occasion to express our gratitude for the patronage and cooperation of our friends in the Macaroni Industry and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.

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The MACARONI JOURNAL

December, 1955

Volume 37, No. 8

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

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Cover Photo

Invite your best friends round for a Christmas parcel packing party and you can share a lot of fun. Serve macaroni bow ties mixed with other foods chosen for their gay red or green color. Macaroni, spaghetti and egg noodles are a cinch to cook and a favorite party food.

National Macaroni Institute photo

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THE CHALLENGE OF 1956

WITH the National economy running at a high level and the general business outlook good, macaroni and noodle manufacturers may well look at where we stand as an industry and where we are going.

It is a matter of concern that the rising rate of per capita consumption of macaroni and noodle products experienced in World War II and immediately thereafter has levelled off in the past two years and is now on a decline.

There are many who point to the durum shortage as the primary cause for declining consumption. The National Macaroni Manufacturers Association has spent time and money to maintain good relations with growers and to speed research for rust resistant varieties. The news on that front is good. The rapid progress in developing rust resistant strains has been nothing short of miraculous in the past year. As little as three years ago there were only four seeds of the grain that today we expect will put rust 15B to flight by 1957.

The industry has done well to maintain its sales volume in the face of the raw material problems it has had. Certainly the experimentation with various blends, the improved ability to select the best of several kinds of wheat, and the development and general acceptance of the vacuum press have held these troubles to a minimum.

While the economy has been on an upward trend with a rising standard of living for the population, competition has been on the rise too so that it is harder and harder to get a share of the consumer's dollar. Grocery Manufacturers of America met in convention in New York in mid-November to consider "The Challenge of Prosperity." They were told by Howard C. Sheppard, chairman of the First National City Bank of New York, that America's present business boom must slow down or else drift into inflation and a cycle of boom and bust. GMA President Paul Willis stated that food sales were running \$68,000,000,000 this year, up from \$16,000,000,000 in 1939. He warned that increasing food sales will not be easy and urged greater expenditures in the field of market research.

Advertising budgets in most lines in 1956 will be higher than they were this year as companies strive to hold the gains they have made and attract new business. With competition keener and sales harder to make and to hold, the rules for fair trade practices assume a new importance. The macaroni industry has had a set of



ROBERT M. GREEN

fair trade practices registered with the Federal Trade Commission since 1938, but perhaps with present conditions these rules are not sufficiently well known and enforcement is not all that it could be. This subject should be discussed by manufacturers at the Winter Meeting of the National Macaroni Manufacturers Association. The site of this convention will again be at the Flamingo Hotel at Miami Beach, Florida, and the dates have been set as January 24-25-26. The Board of Directors and durum millers will meet on the day before the formal opening of the convention to have their usual conclave.

On November 18 a large group of Association Directors, many in New York to attend the Grocery Manufacturers of America convention, met to consider the problems involved in preparing an industry film. Presentations were made by film producers with a great variety of approaches as to how we might tell our story to the vast television audiences, as well as to schools, clubs, church and industry groups. The idea of three separate short films based on a given theme met with unanimous approval. A film made by the Evaporated Milk Association with good product promotion in a special party idea was well received by women commentators on television and has had excellent circulation and reception. The Directors assembled felt that similar treatment in separate films for macaroni, spaghetti and egg noodles could do a job for the macaroni industry. Details of the proposal are being assembled for presentation to the entire board and the convention in January.

Reports on the industry's product promotion campaign through publicity issued by the Sills organization appears in write-ups on National Macaroni Week and related item promotions. Unquestionably this program has had a strong effect in softening the decline in sales volume that we might have otherwise experienced during the past two years. But ways and means must be determined to see if this program cannot be implemented and improved to ward off the declining consumption trend and send it back upwards again.

In a survey of "The Hundred Best Promotions" in the year July, 1954 to June, 1955, published by Food Field Reporter in mid-November, the Pet Milk promotion of Tuna Macaroni Bake last Lent won top award for related item campaigns. Now the Carnation Milk Company is planning a big promotion for a macaroni-and-cheese casserole during Lent, 1956 and details will be given at the convention.

There will be much important business transacted at the Winter Meeting in January, but there will be also time for fun in the sun, sociability and an opportunity to renew business contacts. Those that attend these meetings return to their businesses refreshed and inspired to do a better job.

This will be the seventh consecutive Winter Meeting held at the Flamingo Hotel in Miami Beach. These conventions have assumed a pleasant pattern of morning business sessions and afternoon recreation, although many a harassed committee puts in a full day of hard work. Informal gatherings around the Flamingo's fine salt-water pool in the afternoon for a dip or a game of shuffleboard make these meetings just like family parties. And speaking of parties, the traditional Rossotti Spaghetti Buffet, served out-of-doors on the patio under the moon of Miami, has become well known not only to conventioners but to the press and regular residents of the area. The DeFrancisci Machine Corporation will again take the group on their annual boating trip.

1955 has been an interesting year with plenty of problems and tribulations. 1956 just on the horizon will also present a challenge. We are confident that the industry will rise to meet the occasion but it will require serious thinking and foresighted planning.

The staff of the Macaroni Journal extends to you heartiest greetings for the Holiday Season.

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One look at supermarkets the country over . . . and you'll see that Milprint packages lead the way to bigger sales volume and profits.

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NATIONAL MACARONI WEEK

NATIONAL Macaroni Week proclaimed from coast to coast during the period October 20-29, rolled up an impressive amount of publicity for macaroni spaghetti and egg noodles.

In Boston, Massachusetts, Governor Herter was presented a package of 7 1/2 inch spaghetti strands by Miss Peggy Prince. She informed the governor that Bostonians eat more spaghetti than baked beans. He reciprocated by proclaiming National Macaroni Week throughout the State of Massachusetts.

Ted Ashby of the Boston Daily Globe wrote in his column that the package of spaghetti presented to the Governor weighed 10 pounds 21 ounces and speculated he would be down to the last mouthful by Christmas.

Miss Prince, a native of Herter Illinois, was walking down the street one day in Boston while visiting relatives, and the next thing she knew she was New England Macaroni Week Queen. What's in a name?

Miss Prince was named queen on the basis of beauty, culinary skill, beauty prize winning recipe, beauty personality and beauty. Plus the alleged fact that she annually cuts her weight in macaroni and spaghetti. The 22 year old blonde weighs 118 pounds. She is 5 feet 10 1/2 inches tall. Other measurements: 35 24 35.

Miss Prince knows her macaroni. Her prize recipe for meatballs calls for mixing the ingredients with her hands for 10 minutes. The fortunate components include 2 1/2 pounds ground beef, three juicy tablespoons chopped parsley, three tremendously pleased onions, a grateful sixteenth tablespoon grated Italian cheese, two happy eggs, an ecstatic half teaspoon garlic powder, appreciative salt and pepper.



National Macaroni Week was proclaimed in Massachusetts by Governor Herter. He was presented with a package of the longest spaghetti strands in the world, measuring 5 1/2 inches in length by Miss Peggy Prince, New England Macaroni Queen. She told Governor Herter that Bostonians eat more spaghetti than baked beans.

"It's very important to use plenty of water for cooking spaghetti," says the blue-eyed queen. "For two pounds, I'd recommend six to eight quarts of salted water. Let the water boil before putting in the spaghetti. Cook it about 10 minutes a pound. Strain it as dry as possible. This eliminates stickiness and prevents excessive moisture from diluting the sauce."

Queen Betty, whose folks operate a detective agency at Herter, rounded the six New England States landing macaroni and spaghetti. "They should change Boston's nickname to 'Spaghetti town,'" she observed. "I've found I can get spaghetti in most any restaurant. Ask for a bean though, and the water looks at you as though you just carved your initials in the counter."

Up In The Southwest

Up in Minneapolis, General Mills saluted National Macaroni Week with a display of many sizes and shapes of macaroni, a picture of shapely Sophia Loren, Italian movie star, who was named Macaroni Week Queen, and a Betty Crocker recommended recipe for Macaroni Sauce. The display was viewed by several hundred people daily, and Durum Sales Manager Lee Merry reports liberal distribution of the macaroni recipe. Betty Crocker's Macaroni Sauce is unusual in that it calls for no pre-cooking. Macaroni, onion, and green pepper are sautéed in cooking oil until the macaroni turns slightly yellow. Then tomato juice and seasonings are added and the mixture brought to a boil. After simmering for 10 minutes it is a delightful dish.

Way Down South

The Miami Daily News Food Editor, Bertha Cochran Hahn, featured a full page in color to show an appetizing plate



An Associated Press recipe during Macaroni Week shows Ingburg King of Chicago tracking approximately 25 1/2 feet, or more than 10 miles of spaghetti. It prescribes 70 pounds, the annual per capita consumption in Italy. While Americans eat only about 7 pounds per head, spaghetti was named in a recent poll as one of America's favorite dishes.

lot of spaghetti and a colorful array of vegetables and ground beef with macaroni. To fill out the theme of Spaghetti Buffet recipes were given for Party Spaghetti, Country style Macaroni and Meat Spaghetti and Meat Balls, and Italian Noodle Casserole.

Grace Hartley of the Atlanta Journal featured spaghetti as "Football Lane, hot and hearty eating for those lean appetites." She says in her Food Features: "When the game is over and friends gather to replay the exciting touchdowns it's the perfect time for buffet entertaining. And every hostess is interested in party meals that are simple to make, easy on the pocketbook, wonderful to eat. Macaroni is a winner every time."

On The West Coast

Prudence Penny in the San Francisco Examiner wrote: "Once again it's National Macaroni Week. They appear at the table in entrees, soups, salads and even desserts. New dishes are constantly being developed, using useful macaroni foods in flavorful combinations with cheese, meats, seafoods, poultry, vegetables, eggs and fruit."

"Here are some of the reasons home-makers give macaroni a big vote of popularity:

"1. Convenience. These good when it foods are always handy on the kitchen shelf and are extremely versatile.

"2. They require no special storage

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and are quick and easy to prepare.
 "3. Finally, homemakers find that low cost macaroni foods stretch limited supplies of other, more expensive ingredients like meat and cheese.

"Add up all these points and you'll see why there's a special week set aside to honor macaroni foods."

Hazel Blair Dodd devoted a full page to macaroni pictures in the Los Angeles Herald-Express. Her headline was "Macaroni 1 ducts: Friendly Home Budget Aids." She told her readers how to cook macaroni products, how to use macaroni and spaghetti in salads and how to use noodles in desserts.

Around The Country

Syndicated columnists, such as Edith Barber of General Features, send their articles to many subscribing papers. Miss Barber's column for October 22 gave special mention to National Macaroni Week and described how "macaroni" was a family name. Two recipes given were for Braised Oxtails with Spaghetti and for Macaroni Casserole, a hearty blend of ground beef, tomatoes, cheese and macaroni.

The Bell Syndicate suggested Seafood Sauce with Macaroni Products during Macaroni Week: Spaghetti with Shrimp Sauce, and Down East Sardines and Noodles. The spaghetti dish was illustrated.

Plentiful pork was featured with spaghetti by Gaynor Maddox of Newspaper Enterprise Association in his column going to some 800 daily newspapers.

Dorothy Maddox (Mrs. G.) ran an October story with two noodle recipes and a photo headlined "Use Your Noodle—Economize with Noodle-Base Dishes."

And In Magazines

American Home for September presented a color photo of Sauerbrauten and Noodles with recipe. In October it was Tuna-Macaroni Salad.

Family Circle, October issue, ran color photos of Easy Meat Balls with Spaghetti and Paprika Beef Cubes with Noodles.

Macaroni Tetrastini hit the cover of



Macaroni talk on television. Bob Green and Eddie Doucette discuss macaroni varieties on the chef's NBC show televised daily from Chicago.



Up in Minneapolis, General Mills saluted National Macaroni Week with this display in their office foyer. A Betty Crocker macaroni recipe was given wide distribution.

store-distributed Everywoman's for October. Recipe and more photos appeared inside the book.

Sea Food Con Pasta was pictured in color in the September Ladies Home Journal, while the October number featured one of Mrs. Thomas E. Dewey's favorite recipes—Macaroni Mexicaine.

Parent's Magazine went down the line in September, October and November issues with a Tuna Noodle Casserole recipe, Enchanting Macaroni Casserole photo and recipe, Veal Stew with Noodles pictured with a recipe.

Seventeen for October featured Beef and Noodles, country style.

October Redbook had Baked Macaroni and Cheese, Baked Lasagna, and Macaroni Cheese Ring recipes.

Better Living in October gave the recipe for Ham Tetrastini.

Farm Journal for November presented a Noodle Bake recipe while Glamour had the recipe for Neapolitan Meat Macaroni.

The November Woman's Day has a color photo of the ingredients going into Oxtail Stew with a recipe calling for broad noodles or fancy macaroni.

Trade Magazines

Chain Store Age used a large quantity recipe and photo for Noodle Cabbage Bake in the October issue, while glamour girls Joanie Ross and Sophia Loren not only were pictured in publications from Food Field Reporter to Advertising Age but made the cover of California Grocers Advocate and the Pleezing publication.

Radio And Television

Rigatoni Rag, Carl Coccono's contribution to disc jockeys, was played from coast to coast with more than the usual number of comments for National Macaroni Week. On network television, Tennessee Ernie and Art Linkletter gave the Week a plug, Ernie repeated on CBS radio. Phil Norman probably gave the most time to discussing the Week, and explaining several legends and stories involving macaroni on his CBS regional show in Southern California. Eddie Doucette discussed macaroni with Secretary

Bob Green on his televised cooking show out of Chicago.

Related Item Promotion

Advertising by the Wine Advisory Board in consumer magazines pictured a dish of spaghetti and beef stew. A fortunate placement was just before the Look magazine story on "America's Favorite Foods," which placed spaghetti in the number 5 spot.

Breast-O-Chicken Tuna worked out a special Macaroni Week merchandising program with a Mac-O-Tuna Casserole recipe in markets where they have distribution. Glowing reports have come in from macaroni manufacturers who tied in with the program.

Underwood's Deviled Ham and Noodle Ring Promotion was producing fine sales results too at last reports, with the campaign scheduled to run through the entire fourth quarter.

The National Dairy Council promoted macaroni products with cheese throughout October's Cheese Festival. As a guide to good eating they prepared a monthly line-up of menus and recipes. Macaroni, spaghetti and egg noodles appeared in combinations with dairy products frequently.

In a special release to food editors, the Council gave this suggestion for the working girl: "The working girl, whether married or single, likes the sociability of informal dining as well as anyone. Hours are usually filled for her, and when she entertains friends for supper on a working day, plans must be well conceived.

"In selecting a main dish, nutritional value must be considered as well as cost, time of preparation, flavor and appearance. An entree or main dish should supply protein and is usually the most important course of the meal. In Gourmet Casserole, protein and other nutrients such as calcium are supplied by cottage cheese, the versatile dairy food that can be used in any course. It is combined with tossed luncheon meat and cooked bread noodles. This casserole will fulfill the desire of the working homemaker, for it is easy to fix, attractive to serve and wonderful to eat."



BECAUSE PHIL'S GOT HARD-WHEAT "KNOW HOW"

You get better Durum Products from General Mills



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

Amateur gardener Phil Spalding "the family," Phil brings you the best Gold Medal and Premium Semoblends possible... to help you make and sell the finest macaroni products.

So today's durum situation is right up Phil's alley. He knows how General Mills blends durum with selected hard-wheat strains to give you the right color, granulation and uniform quality. He proves it to Nick Rossi, left above, at the profit end of a short cut drying machine in the Procino-Rossi plant, Auburn, N. Y.

Phil has lots of answers right at his fingertips. What he doesn't know, he gets from the quality control, merchandising, and wheat-survey resources of General Mills.

For Phil is part of the General Mills Durum family. Like the rest of

"the family," Phil brings you the best Gold Medal and Premium Semoblends possible... to help you make and sell the finest macaroni products.

**DURUM SALES
General Mills**
Minneapolis



HUNT'S PROMOTE ITALIAN DISHES

HUNT FOODS, California canners, rank first in national sales of tomato sauce, second in cling peaches and third in tomato ketchup. They are currently featuring Italian recipes in their national advertising. In car cards, magazine advertisements and point-of-sale pieces, they are using the typical "Mama Mia" Italian housewife shown serving attractive dishes in full color. Not only are these attractive ads selling Hunt's products, but they are selling a lot of macaroni.

To answer consumers' requests for recipes, Hunt has prepared a folder of ten favorite Italian recipes. Included is a Spaghetti Sauce recipe with meat for macaroni, noodles, etc.; a Mushroom Sauce recipe is given for meatless meals and can be served on spaghetti, ravioli, etc. There is a recipe for Chicken Cacciatore, hunter style, Pizza Dough and Filling, Risotto with Shrimp-rice dish, Lasagne—a noodle casserole, Polpettes—Italian Meat Balls, Fish Ripieno—stuffed mackerel, bass or any large fish.

Hunt says this about Italian cooking: "It's an art—you can learn! It's fun to cook Italian style and easier than you might think. For there are many ways to make practically every popular Italian dish. There are hard ways and simple ways—and all the ways in-between! These recipes have been adapted by Hunt's home economist to suit American kitchens.

"Because sauces are so basic in Italian cooking, this folder offers two sauce recipes: one with meat and one without. Use them interchangeably over spaghetti, macaroni, noodles, rice, ravioli and corn meal mush. And make them exceptionally rich, smooth and flavorful with Hunt's Tomato Paste!

"Don't hesitate to make changes in these recipes. In Spaghetti Sauce, for instance, you might use bits of scallop instead of meat, or leftover vegetables instead of celery. Skip the mushrooms if you like. Adjust the seasonings—especially the garlic—to suit your family's taste.

"Above all, enjoy cooking with Hunt's Tomato Paste!

"Here are the recipes for Spaghetti Sauce with Meat and Mushroom Sauce:

Spaghetti Sauce

- With meat for macaroni, noodles, etc.
- 1 clove garlic, mashed
- 3/4 cup chopped onion
- 1 cup chopped green pepper
- 1/2 cup chopped beef
- 2 tbsps. cooking oil
- 1 6-oz. can Hunt's Tomato Paste
- 3 cups hot water



Spaghetti with marinara sauce.

- 1/2 tsp. sugar
- 1/2 tsp. oregano
- 1 tsp. salt
- 1/4 tsp. pepper
- 1 lb. spaghetti, cooked
- Parmesan cheese

Cook garlic, onion, green pepper and beef in oil until mixture is crumbly. Stir in Hunt's Tomato Paste, water and seasonings. Cover; simmer over low heat 1 hour. Uncover; continue cooking 15 to 20 minutes or until sauce thickens. Serve over hot spaghetti. Sprinkle with Parmesan cheese. Makes four servings.

Mushroom Sauce

For spaghetti, ravioli, rice, etc.

- 1/2 cup chopped onion
- 1/4 cup chopped celery
- 1/2 cup sliced mushrooms (fresh or canned)



Noodles and meat balls.

- 1/3 cup cooking oil
- 2 tbsps. chopped parsley
- 1 6-oz. can Hunt's Tomato Paste
- 2 cups hot water
- 1 tsp. salt
- 1/2 tsp. oregano
- Dash of pepper
- 1 Bay leaf
- 3/4 lb. (about 32) ravioli, cooked
- Parmesan cheese

Cook onion, celery and mushrooms in oil until lightly browned. Add parsley, Hunt's Tomato Paste, water and seasonings. Cover and simmer 1 hour. Remove bay leaf. Serve over hot ravioli. Sprinkle with Parmesan cheese if desired. Makes four servings.

Here is a dish becoming more popular every day—Lasagne:

Lasagne Noodle Casserole

- 1/2 lb. each ground beef, sausage
- 1 clove garlic, mashed
- 1/2 cup each chopped onion and celery
- 2 6-oz. cans Hunt's Tomato Paste
- 3 cups hot water
- 2 tbsps. each, sugar and salt
- 1/2 tsp. sage
- 1 lb. lasagne noodles, cooked
- 1/2 lb. Ricotta Cheese
- 1/2 lb. Mozzarella Cheese sliced thin

Cook meat until crumbly. Add garlic, onion and celery; cook until tender. Stir in Hunt's Tomato Paste, water and seasonings. Blend well. Cover and simmer 30 minutes. Drain off extra fat. Arrange alternate layers of noodles, sauce and cheese in greased 13x9x2-inch baking dish ending with Mozzarella. Bake in moderate oven 375° F., 25 to 30 minutes or until cheese melts. Let stand out of oven 5 minutes. Cut into squares. Makes 6 to 8 servings.

"How to cook spaghetti: Spaghetti, macaroni and noodles should swim—not huddle in your kettle. Use 3 to 4 quarts of boiling water and 1 tsp. salt to 1/2 lb. spaghetti. Let water boil briskly a minute before adding spaghetti. In general 15 to 20 minutes is a safe cooking time. Italians like spaghetti cooked "al dente," medium, or as some cooks say, "so it still has a bone in it." This may be slightly chewy for American tastes. A good test for doneness is this: if a piece cuts easily with a fork, it has cooked enough. Spaghetti should never be mushy.

"A good rule to remember: large macaroni takes a robust gravy, small macaroni is better with a lighter sauce."

and
**Best Wishes
for a Happy
& Prosperous
1956**

from
BUHLER BROTHERS, INC.

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1860 1955

A STATEMENT ON DURUM



H. O. PUTNAM

HENRY O. PUTNAM, Executive Secretary of the Northwest Crop Improvement Association, distributed the following statement at the North Dakota State Durum Show.

Durum crop estimates for North Dakota, Minnesota and South Dakota were 14,334,000 bushels in 1955. Montana was not included in this estimate. Montana probably grew between 200-225,000 acres of durum in 1955 and very likely produced approximately 5 million bushels. A carry-over of 3 million bushels would place 1955 durum supplies at approximately 22 million bushels. Durum processors were forced to use substitutes the past three years because durum supplies were inadequate. Substitutes were farina from bread wheats. Some processors used no durum while many of them used a 25-75% blend. Now that more quality durum is available, processors are rapidly turning to 50-50 blends or higher.

After the high durum prices of 1952, '53 and '54 some durum growers feel that present prices of \$2.60 to \$3.00 per bushel are a serious decline. However, the present price is 30-65c per bushel over bread wheat prices, which is a considerable premium. In areas where bread wheat and durum yields were equal, the durum grower is considerably ahead by growing durum. The 1955 yields at Langdon Substation reports Sentry with 42 bushels per acre, Mindum and Venum as yielding 32 bushels per acre, with a like yield for Lee, a little less for Selkirk, with Mida and Rushmore yields still lower. The new 15B resistant selections yielded much better than Venum and Mindum. These new selections should again place the durum growers in a

profitable position by 1957 when there should be ample seed available of stem rust tolerant varieties. Golden Ball is not in demand as a milling durum and sells at some discount when offered at the terminal market because it produces an inferior product. Discounts will be greater as soon as supplies of acceptable varieties become adequate. Sentry could well replace Golden Ball. It was second in durum yields at Minot in 1955, and produces a very acceptable durum. The yield of Sentry and Selkirk was comparable but test weight was 61½ lbs. in favor of Sentry.

The macaroni processors have problems as well as any other business. Their product must compete price-wise with other foods, such as rice, beans and potatoes. Potatoes are cheap at the present time, which does not help the macaroni market. Macaroni is often used for meat dishes, especially when meats are high. When meats are plentiful and cheaper, macaroni is in less demand as a meat stretcher. The present durum price range of \$2.85-3.00 per bushel allows durum semolina to compete favorably with hard wheat farina which will gradually rebuild the macaroni market for the durum grower. This could not be accomplished if durum prices were \$3.50 and higher, as was the situation in 1951.

Other factors reflected in price are test weight, color, uniformity of the lot, damage, and admixtures of other grain. In times of scarcity buyers of desired articles will tolerate certain undesirable factors in items purchased. For instance, nylon stockings and automobile tires were scarce during World War II. Nylon stockings of any description and style were in demand when there was a shortage; however, women now demand and get the color and style they want with no questions asked. The durum buyer was tolerant of color, test weight and admixtures when there was literally no durum. The law of supply and demand is now working in favor of durum quality, however, and substitutes have altered present demand.

Test weight is important because a 64-pound durum returns a higher yield of merchantable product than does 57-pound durum. This return is almost a direct ratio to difference in test weight or 7 lbs. more of merchantable semolina and flour. Color is still important and will become more important as the durum supply gradually meets the processors' requirements. Year in and year out durum from the durum triangle area averages an advantage in color over durum from

Montana or western North Dakota. As soon as there is ample seed of Sentry and the new numbered durum selections, the durum area will be back in business. 1955 Montana durum has carried a high test weight, usually ranging from 61 to 64 lbs. while North Dakota's durum test weight is 57 to 61 lbs. and up. 80% or more of the Montana durum is of acceptable varieties. This year's Montana durum is very acceptable, more vitreous and also comparatively free of disease and barley admixtures. Much of the North Dakota durum contains barley, which lowers the price because it leaves specks in the finished product. 1955 was an excellent crop year for Montana because of ample rainfall at the proper time. They are not likely to have such ideal weather conditions again next year. Montana durum under lighter rainfall is likely to be of lower test weight. In fact, durum was grown in eastern Montana and western North Dakota in the 1920's and was abandoned for bread wheat because bread wheat proved more profitable to the growers. 1955 durum yield reports from North Dakota Experiment Station indicate durum yields were higher than bread wheat in the eastern area with less or no difference in favor of durum in western North Dakota. Durum acreage remained in the so-called durum triangle because of a greater cash return per acre than bread wheat.

Legislative Note

The 1955 durum program, under which farmers were permitted to sow durum wheat in excess of their wheat quotas, will likely be continued in 1956, Senator Milton D. Young (R-N.D.) predicted recently.

The Senator said that he will sponsor legislation to extend the program immediately after Congress meets in January and declared it likely that the measure would meet little opposition.

The USDA favors the proposal, he said, and there is every indication that Congressmen and farm organizations from the wheat states will support the measure.

He said, however, that it may be advisable to place a limitation on the amount of durum a farmer can seed next year in excess of his wheat quota. The Senator thought a limitation of 50 acres would tend to guard against overproduction and give the small farmer a much needed break.



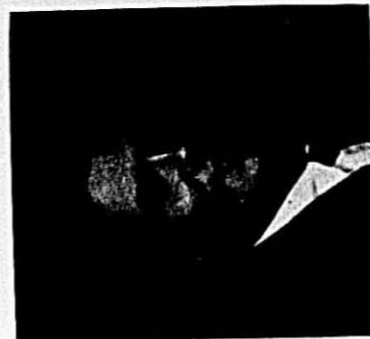
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THE DURUM SHOW

THE 18th Annual North Dakota State Durum Show held at Langdon, November 3 and 4, broke all records for attendance, show entries and membership support by elevators and commission houses.

The National Macaroni Manufacturers Association Sweepstakes Award to the best entry in the Show went to a Park River youth, William Kenney, age 15, with a 61-pound test weight Vernum sample. The durum king was entered in the Future Farmers of America class. Reserve show champion was William R. Woods of Tioga, last year's king. He showed a 61½-pound sample of Mindum, which brought him first place in the professional class. Some 191 entries were in the Show compared with 111 a year ago.

At a luncheon sponsored by the National Macaroni Manufacturers Association, county agents and durum dignitaries discussed such questions as: What has happened to the price for durum? When will macaroni manufacturers use more durum, how much more? What will the government program be for durum in 1956?

George Wilkens, Secretary of the Minneapolis Grain Exchange, stated that there has been no discrimination against Dakota durum in favor of Montana durum. Montana durum has been getting higher premiums because of higher test weight which gives better milling yields. The grain with the best color, protein content and test weight will get the buyer's preference every time.

Macaroni Association Secretary Robert



County agents exchange ideas. Edsel Boe (seated), agent at Langdon, with his assistant Marvin Skudburg discuss policy matters with Stanley Bale and A. M. Challey of the Extension Service.



Durum grower Bert Groom talks with George Wilkens of the Minneapolis Grain Exchange and Substation Superintendent Victor Sturlaugson at the North Dakota State Durum Show.

Green reported that macaroni makers generally had shifted from 25% durum-75% hard wheat mixes to a 50-50 blend in a short period of time following the marketing of the 1955 crop. This was done without an increase in macaroni prices. An increase in macaroni prices in the face of a 10% fall of all food prices at wholesale would be difficult. It was pointed out that potatoes are in surplus supply, with 40% more on hand than will be consumed this year, and that rice is in the same position with a third more available than expected consumption. Macaroni has keen competition. The industry wants durum but not at a price greatly over that of good hard spring wheat. The macaroni industry has always paid a premium for durum.

How much will the premium be? The government loan price recognizes a 20-22% spread between 13% protein hard spring wheat and No. 2 hard amber durum, and this spread plus perhaps an additional 10 or 20¢ will probably be all that the market will pay.

The grower doesn't like this because he feels he has taken the risk on durum the last few years, and in many instances has suffered seriously financially. This year when the gamble with nature paid off and the good harvest was a miracle, the market fell drastically and caused a cost-price squeeze that the farmer doesn't like. North Dakota growers have probably mechanized more and faster than any group in agriculture, and this has set up a heavy load of overhead.

On the final day of the Durum Show, a capacity crowd heard a panel of experts including Maurice Ryan, chairman of the Association's Durum Relations Committee; Phil Talbot of the Commod-

ity Stabilization Service, Department of Agriculture, Washington, D.C.; Ruben Heerman, plant breeder at the North Dakota Agriculture College; Don Fletcher, executive secretary of the Rust Prevention Association; and Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, as moderator. Market outlook, government programs, availability of rust resistant durum were all thoroughly discussed, and the growers went home with a clearer concept of the competition faced by all elements in the life line of bringing durum food from the field to the table.

Winners at Durum Show

A 15-year-old Future Farmer of America was named Durum King and was awarded the Sweepstakes plaque presented by the National Macaroni Manufacturers Association to the best entry at the 18th Annual North Dakota State Durum Show held in Langdon, November 3 and 4. William Kenney of Park River topped all the record-breaking 491 entries in the Show with his 61-pound Vernum. He raised 10 acres of durum this year which yielded 20 bushels to the acre.

Reserve Show Champion was William R. Woods of Tioga, last year's king. Woods showed a 61½ pound sample of Mindum which brought him first place in the professional class.

Top three winners in that order and their samples in the 4-H class were: Donald Bergquist, Adams, 61-pound Mindum; Bonnie Dahlgren, Park River, 62-pound Sentry; Gary Haugland, Hamplen, 62-pound Sentry. Miss Dahlgren was last year's reserve champion.

Future Farmers of America class top

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three winners were: Kenney; the Benson County Agricultural School at Maddock, 62-pound Ld 372; Gene Lebrun, Langdon, 64-pound Vernum.

Professional class top three winners were: Woods; Carl Monson, Osabrock, Sentry; Roy Rutledge, Langdon, Ld 369. Certified class top three exhibitors were: Albert P. Johnson, Osabrock, Sentry; Mike Gebur, Calvin, Ld 372; Richard Crocket, Langdon, Sentry.

There were no test weights on the durum samples entered in the professional or certified classes.

The eight top winners in that order in the open class were: Harold Timian, Langdon, 63½-pound Mindum; Alf and Ralph Pederson, Wales, 61-pound Mindum; E. J. Ophaug, McVillie, 61½-pound Sentry.

O. J. Wesby, Fairdale, 63½-pound Mindum; Walter Myers, Langdon, 62½-pound Ld 369; Steve Indridson, Mountain, 62½-pound Vernum; Edwin Rose, Langdon, 62-pound Sentry; and Mildred Rourke, Langdon, 62-pound Sentry.

Of the record 491 entries in this year's show, 449 were in the open class, 12 in the 4-H class, 9 in the certified, 5 in the professional and 16 in the FFA class. The previous record was set last year when 411 entries were judged.

Nearly 250 persons were on hand for the Thursday afternoon show program at the high school gymnasium. A similar program was presented on Friday afternoon. The show wound up Friday evening with presentation of the annual durum follies and the durum frolic.

15B Rust Put to Flight

One of the most serious threats to durum wheat production, 15B black stem rust, is nearing its end. This menace has taken a heavy toll every year since 1950, but by 1957 farmers will have enough rust-resistant seed for general planting.

Announcement was made at the annual North Dakota State Durum Show by T. E. Stoa, Fargo, agronomist and chief of plant industry of the North Dakota Experiment Station, that four new durum varieties were released and named at the Show.

Selection and valuation of these lines were made by a team of NDAC plant breeders headed by Dr. Ruben Heerman at the North Dakota Experiment Station.

Two of the new durums are named after North Dakota counties, one for the location of the experiment station in Langdon and the other for the area in Arizona where winter increases doubled the speed with which supplies of the seed were provided.

The varieties, with their previous experimental numbers, are Langdon (LD 372); Ramsey LD 369; Yuma (LD 364) and Towner (LD 370).

This past season, 239 North Dakota farmers raised seed of the new varieties

and increased the supply to 120,000 bushels. "That's enough to plant more than 100,000 acres next spring," said Mr. Stoa, "and given average yields, we should have about 2 million bushels by next fall." It is the plan of the experiment station to allow the seed increases now on hand to remain in the counties where they were grown, Stoa said. The seed will be parceled in 10 to 20 bushel lots to selected growers through local crop improvement associations and county agents.

To further help the situation, some more increases will be made this winter in Arizona and Mexico, financed by private growers. North Dakota expects to have some 150 acres in Arizona and 200 acres in Mexico.

Minnesota growers also are arranging to grow some of the durum in Arizona, expecting to plant about 400 acres. That seed will be returned for planting on the growers' farms next spring.

The total of nearly 120,000 bushels of rust-resistant durum came from four original plants which showed rust resistance in greenhouse tests at Fargo in the winter of 1952.

From the original selections made at that time, seed increases permitted 5 to 10 pounds of each to be sent to the Imperial Valley of California in the fall of 1953, where a winter increase crop was grown.

The next spring, about five acres of each were grown at the Langdon station, which explains the "LD" prefix in their selection numbers.

From that crop, with funds provided by the state emergency commission, seed from the Langdon crop was sent to Yuma County, Arizona, where farmers contracted to grow a winter increase crop. Up to this time there had been five lines of increase, but the poorest was dropped from the program.

From the 238 bushels of the four selections sent to Arizona, grown on 242 irrigated acres in the winter of 1954-55, there was returned to North Dakota about 8,000 bushels of seed which was sown this year by contract with the North Dakota durum growers.

That is the crop which is the basis of the present 120,000 bushel supply available for 1956 planting.

Stoa said all the seed from the 1955 crop will be controlled by the experiment station, but that seed from the 1956 crop will be released for the general market.

Stoa said the outlook for durum next year is brighter than it has been since the new rust race hit in 1950.

Some 300,000 bushels of Sentry durum are available for planting and growers have "still more" Vernum. Both varieties are tolerant to rust but not resistant.

Durum Results at Langdon

Victor Sturlaugson, superintendent of the Langdon Substation, reported 1955 yields and test weights at the North Dakota State Durum Show.

1955 AGRONOMIC DATA

Durum Varieties	1955 Yield	Test Wt.
Ld. 372	46.8	63.5
Ld. 369	45.8	63.5
R. L. 3207	45.3	63.5
R. L. 3206	45.7	63.5
Ld. 373	42.7	63.5
Sentry	42.5	63.5
Ld. 370	39.0	61.0
C. I. 3235	38.7	62.0
Ld. 364	36.0	62.0
Vernum	32.7	62.5
Mindum	32.0	62.0
Stewart	31.0	63.0

Common Wheat Varieties

ND-23	56.3	60.5
ND-33	56.0	62.0
3880-227	55.3	61.5
Lee	52.5	61.0
Selkirk	50.8	59.0
ND-3	29.3	59.5
ND-1	26.0	59.0
Mida	23.7	59.5
Rushmore	23.2	59.0
Thatcher	20.5	57.0

15B rust did but moderate damage to the main durum crop this year, and yields obtained from susceptible varieties such as Mindum were satisfactory, particularly in view of the fact that most of the main durum crop was grown on second crop or so-called "old land" as a safety measure against the rust hazard. The quality of the durum was good, with most lots weighing 60 pounds per bushel or better. The Vernum variety was slightly better than Mindum in the station variety plots, and we believe that would hold true as to general farm yields as well. The earlier maturing Sentry variety came through very favorably and we believe durum farmers would do well to consider this variety for much of their 1956 durum acreage insofar as the supply of seed will permit. Vernum is the next choice, however. That variety should be confined to second crop land only, since it is too risky on fallow. Let's not forget that we could have another serious 15B rust epidemic in 1956. Weather and various other factors hold the key. It is a good policy to play the game as safely as we can by selecting the best varieties available to meet possible conditions and hazards.

LD 364 is relatively early maturing, has good resistance to stem rust, relatively short, slightly weak, straw. Main defect is that it is hard to thresh. LD 372 is also relatively early maturing, slightly taller, more favorable strength of straw, sheds beards as it ripens—best yielder, and probably best for quality of the four thus far. LD 369 is a bit later maturing, slightly taller than LD 372, also good strength of straw, high yielding similar to LD 372. LD 370 is similar to LD 369 in maturity, height and strength of straw,

Christmas Greetings
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slightly lower in ability to yield. All four have indicated acceptable macaroni milling quality on basis of tests thus far.

Golden Ball, an inferior quality durum which invaded certain portions of the durum area last spring, should be discarded wholly and completely. Continued growing of Golden Ball within the Amber Durum area can result in nothing but discrimination, damage and discount to growers of quality durum in any given area. Golden Ball is suitable for puffing and feed purposes only. Absolutely unsatisfactory for macaroni milling purposes. Let's get rid of it fast in order to maintain our favorable reputation as producers of high quality amber durum.

Comment on Yield Tables

T. E. Stoa, Agronomist at the Extension Service, North Dakota Agricultural College, comments on Superintendent Sturlaugson's reports:

In evaluating variety yield data for any one year, the thoughtful reader will take note of those factors which may have accounted for the differences obtained. Is the yield difference due to an inherited difference in the yielding capacity of the variety, or to some factor or factors which interrupted the normal development of the variety? If so, are these factors likely to occur most every year in your area?

Stem rust injury accounted for most of the differences in the yield of durum varieties in 1955, as well as in 1954, as pointed out by Superintendent Sturlaugson; hence the distinct advantage of the more resistant varieties. Among the common wheats, leaf rust appears to have been a factor—such varieties as Thatcher, Rushmore and Mida injured most.

Other diseases, stage of crop development when disease occurs, how rapidly the disease develops, the prevalence of specific races and how long the variety is exposed, will determine the extent of the injury. Thus early ripening varieties may "escape" some of the damage which later ripening varieties suffer, even though they be no more susceptible.

The difference among varieties in time of heading and ripening can also account for these differences, sometimes due to seasonal environment, such as unfavorable ripening temperatures or drought during a critical period in the development of the crop. In noting the 1955 yield comparisons, therefore, note also those factors which Superintendent Sturlaugson calls attention to in his write-up accompanying the yield tables.

Canadian Yields

The Dominion Bureau of Statistics estimates the durum yield exceeding other spring wheat by 1.1 bushels per acre in Saskatchewan, 4.7 bushels in Alberta, while Manitoba showed durum 6 bushels under other wheats for the 1955 crop.



International exchange of notes passed between Com Sibbold of the Cotell Durum Institute, Winnipeg, and Ruben Heerman, chief durum breeder at the North Dakota Agricultural College, Fargo.

Durum Wheat in Canada

Crop Report—The Dominion Bureau of Statistics issued its first estimate of the 1955 Durum wheat crop, placing it at 17,200,000 bushels as of September 30th. The increased production came about despite a decrease in acreage. Average yield per acre for Durum throughout western Canada was estimated at 24.7 bushels, compared to 22.9 bushels per acre for all spring wheat this year. In Alberta, Durum fields are expected to yield 4.4 bushels more per acre than the provincial average for all spring wheats. This is a repeat of what took place in 1954, and can be accounted for by the good growing conditions in the southern regions of Alberta where virtually all of the Durum is grown.

Deliveries of Durum—With no quota restrictions to hamper the crop, Durum is moving quickly to market. The Board of Grain Commissioners report up to the close of business September 28, states that 2,600,000 bushels have been delivered to the country elevators since August 1st. This will practically all be new crop Durum, and is more than triple the amount delivered at this time a year ago. An estimated \$3,000,000 in initial payments for Durum delivered will already be in the farmers' hands.

New Varieties—The partially rust resistant varieties D. T. 136 and D. T. 137 now enter their final months of testing. Information gathered from testing three years in plots, and observations in the field for the past two years, will be assembled by the Canadian Department of Agriculture. Further quality tests, involving the actual manufacture of spaghetti and macaroni, will be done by the Grain Research Laboratory in Winnipeg. All information will be carefully studied, and one or both varieties will be licensed in Canada, if found to be acceptable. From the preliminary reports of these varieties, the yielding ability and strength of straw seem to be strong points, while disease

reaction and days to maturity are the weak ones.

The Canadian Department of Agriculture controls every bushel of the seed of these varieties, and will not accept applications from farmers who want seed until the variety or varieties become licensed. At that time the Department will publicly announce that the Durum is ready for distribution and will take applications for seed, first come, first served.

Canadian Durum Price

The Canadian Wheat Board announced Nov. 2 that the average prices for domestic and export (Class 2) sales of Amber Durum wheat for October were \$2.04 and \$2.73 per bu., respectively. Both are basis No. 1 C. W. Amber Durum in store at Fort William/Port Arthur.

A 2 for 1 Plan

Carl G. Tollefson of Osnabrock, a member of the North Dakota House of Representatives from Cavalier County, appeared before the Senate Agricultural committee at Minot to give a report on the durum-raising situation to help the committee members plan 1956 legislation.

Eight members of the Senate committee, including Senator Milton R. Young of North Dakota, heard the testimony given by more than 50 farmers before a farmer audience of more than 400. Congressmen Otto Krueger and Usher L. Burdick also sat in on the hearing.

While many of the speakers giving testimony devoted considerable of their time to discussion of political, agricultural and economic theories and very few offered suggestions for solution of the growing problems of agriculture, Mr. Tollefson confined his remarks to discussion of the durum growing situation and reported the sentiments and suggestions of durum growers, principally from Cavalier County, but including those from other counties in the principal durum area.

Mr. Tollefson's statement, given at the hearing in Minot under the title, "A Milling Durum Program for 1956," follows:

"I am Carl Tollefson of Cavalier county, of which Langdon is the county seat. I am a farmer. In my home community our main crops are durum, bread wheat and barley.

"In 1951 Cavalier county produced more than 10% of all the durum grown in the U.S. The so-called durum triangle contains approximately a dozen counties. This area normally grows most of the durum produced in our state, and North Dakota in normal years grows about 92% of all durum grown in the U.S.

"I have been asked to present to you members of the U.S. Senate Agriculture committee the sentiments of my community, my neighbors and myself on the durum problem. As a background for this report I have attended four meetings, at three of which meetings only farmers

were present. The fourth meeting was an open meeting at which Senator Young and Representative Otto Krueger of North Dakota spoke.

"At this latter meeting, about 400 were present—most of them farmers.

"In addition to attending these meetings I have discussed the durum problem for the past month, every time I have met a durum grower. The following is a summary of the opinions I have heard from a total of about 700 farmers. All except 18 were from Cavalier county. The 18 were from Towner, Ramsey, Benson and Eddy counties.

"As a condition for increased seeding of milling durum, the big majority believes that all farms that are granted extension of acres should have a history of producing durum in some year previous to 1955. This would tend to limit durum production in 1956 to acres in which quality milling durum can be produced. We would thus be raising food for use and not for government storage. It would then be necessary for the old producing area to grow enough to meet the needs of the consumer. Therefore, the "2 for 1 plan" was agreed upon.

"The "2 for 1 plan" can be illustrated as follows: Let's take a farm with a total wheat allotment of 100 acres. If the farmer seeds all of that allotment to hard wheat, he can seed no durum. If he seeds 50 acres to hard wheat and 50 acres to durum, he then is entitled to seed two acres outside his allotment for every acre of durum he seeds within his allotment. Thus the grand total in this example would be 50 acres of hard wheat and 150 acres of durum.

"The benefits of the "2 for 1 plan" has been at once. It is a concession to the hard wheat producer outside the triangle who naturally is concerned about extra-quota plantings. It will enable the established triangle area to meet the needs of the consumer and it offers a measure of choice to the durum man himself. Many triangle producers are in no position to gamble all the way, but they may gamble to the safe limits of their resources, using the "2 for 1 plan" as they see fit.

"As a minority report to these meetings, 17 producers indicated that they preferred what was called a "1 for 1 plan," using that 1 for 1 formula.

"A similar small minority was of the opinion that the year 1955 should be included in determining which farms may increase durum acres. If I understand the 1955 Act correctly, the 1955 acres should not be included in figuring any subsequent right to acres.

"I wish to conclude my statement by quoting the words of an old durum grower. Quote: "The 1955 Act was passed to take care of the durum manufacturers and the consumers. I believe Congress made a wise decision for 1955. However, when Congress takes action for 1956, I hope the members will consider the inter-

THE IMPORTANCE OF SEMOLINA SIZE

ests of the farmers who tried to produce the durum needed in 1953 and 1954."

This is a review of an article "The Particle Size of Semolina in Relation to Quality and Wheat Variety" by R. H. Harris, L. D. Sibbitt, and G. M. Scott of the North Dakota Agricultural Experiment Station, Fargo. The article appeared in Food Technology, 1955, Vol. IX, No. 9, pages 449-452.

Particle size affects quality of flour in both mixing and baking properties. Scientists have also learned that different wheat varieties differ very significantly in their flour particle size distributions, and they have found that environment has a strong effect on this.

Canadian scientists Irvine and Anderson determined that there were differences in macaroni color caused by variations in semolina size. Generally, the finer sized fractions had a smaller proportion of yellow and were duller, which was attributed partly to size alone, and partly to an increasing brownness.

In tests at Fargo it was shown that moisture, protein, ash content, and speckiness decreased directly with length of extraction. Moisture loss occurred through longer exposure of the material to room air when purifying and grinding to reduce granulation. Absorption tended to decrease also with extraction, but increased upon grinding the semolina to flour fineness.

The greatest effect of length of extraction was on macaroni color, which increased from 2.0 brown for 70.9% extraction to 9.0 for 50% extraction. Reducing yield from 70.9% to 60% through purification caused the score to change from 2.0 brown to 8.5, illustrating the remarkable improvement in color effected by purification. Grinding the 50% extraction semolina to flour fineness resulted in raising the color score to 10.0.

To determine differences between durum varieties nine hybrids in various stages of production in the program for developing strains resistant to 15B rust were taken along with Sentry, which has already been released commercially but doesn't have full rust-resistance. All of the grain was grown at Langdon and test weights ranged from 53.1 to 61.5 pounds per bushel. Protein ranged from 12.1 to 14.1 while ash ranged from .53 to .62. Macaroni visual color score ran from a low of 6.0 called "slightly pale" to a full amber color worth 10.0, and Sentry hit 10.

As the semolina was broken up protein content remained constant although studies of flour have shown protein content increasing as particle size decreased. There was little difference in ash content among the semolina samples except for

the smallest particles which contained significantly more ash. Smaller pieces had higher absorption than the original semolina although differences were not consistent.



DR. R. H. HARRIS

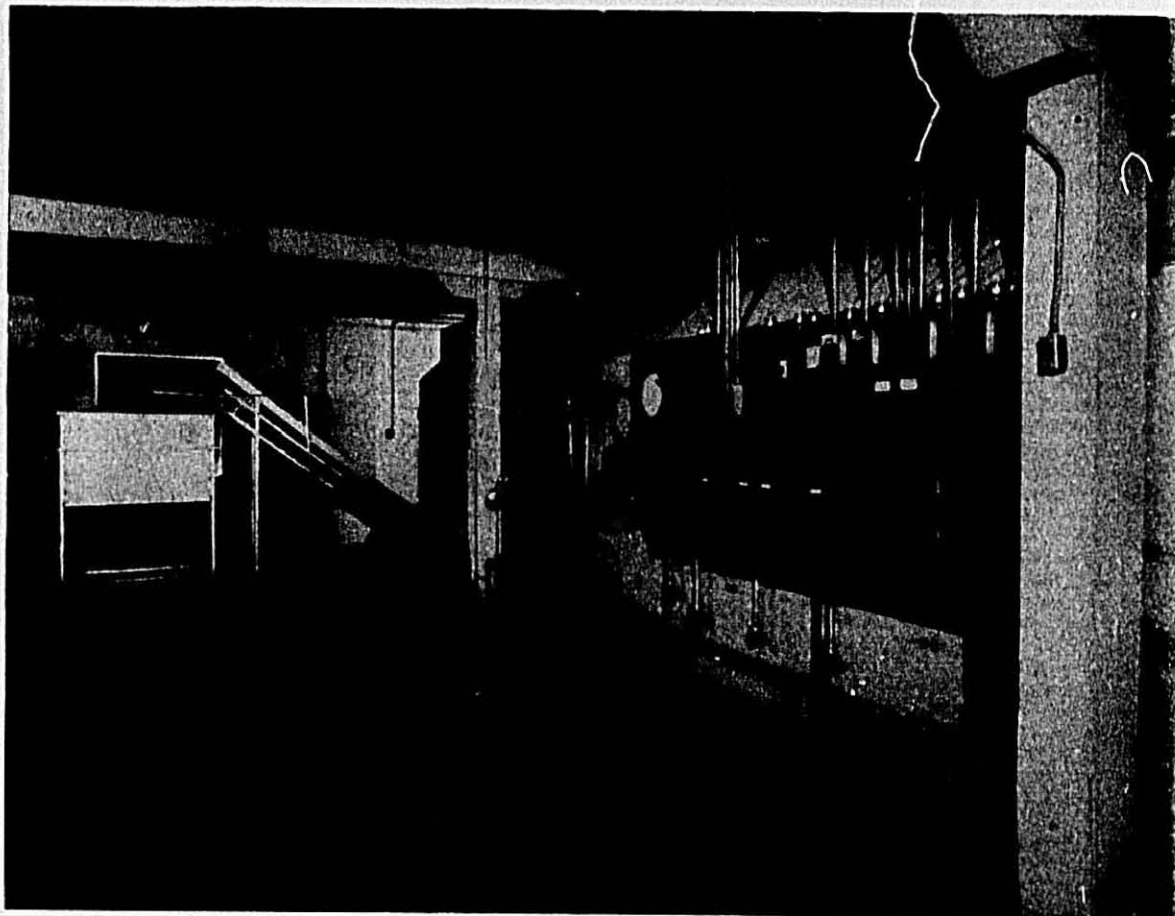
As anticipated, particle size had a marked influence on the visual semolina color score. The color increased consistently with particle size, from 3.0 for material passing 65-mesh to 10.0 for the 32-mesh fraction, "intimating that the Durum miller can greatly influence and improve the color of his semolina product through judicious blending of various fractions consisting of different particle sizes." Semolina color score carried right on to macaroni color score.

The scientists concluded that while semolina and macaroni color decreased with particle size, dough mixing properties were not significantly affected. The semolina particle size distribution of ten Durum wheats grown under comparable conditions at Langdon, North Dakota, differed very significantly, showing that variety affects particle size distribution for semolina in approximately the same manner as for flour.

North African Durum

French, Algerian and Tunisian durum brings farmers a guaranteed \$3 per bushel, 40c more than bread wheat, based on a test weight of 62 pounds. Algeria is reported to have a crop of 33,000,000 bushels compared to 35,000,000 in 1954. Tunisia and France shipped 59,000,000 bushels for export during the 1954-55 season, plus supplying 27,000,000 bushels for their own domestic use.

"One Shift" Automatic Short Cut Drying



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

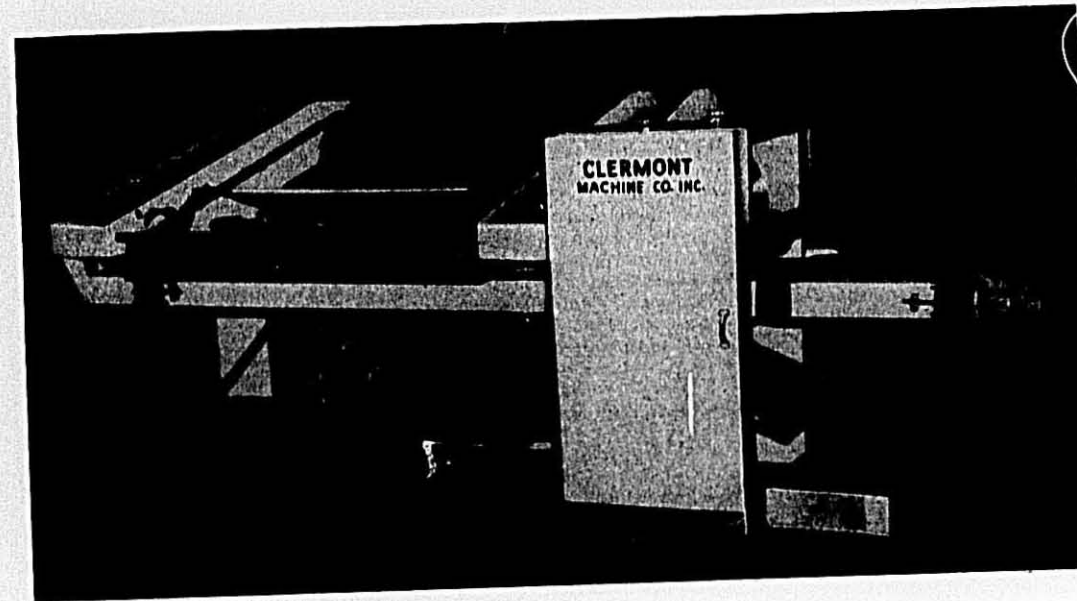
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TRADE PRACTICE RULES

Trade practice rules for the macaroni and noodles industry were approved by the Federal Trade Commission on July 7, 1958. This action was preceded by an industry meeting held in Chicago under the Commission's auspices where proposed trade practice rules were submitted by members of the industry. After public notice of fifteen days when interested parties could present suggestions or objections which were heard in Washington, final action was taken by the Commission and the rules were approved and ordered promulgated.

These rules do not in any respect supplant or replace the pure food laws or other provision of law but are established to more effectively stamp out unfair practices in the interest of the industry and the public. These rules supersede the trade practice submittal of the Package Macaroni Industry of 1920 summarized in a general letter of the Commission to the members of such industry under date of September 22, 1920.

The rules are not intended to be used in connection with any agreement to fix prices, or for the suppression of competition, or otherwise to unreasonably restrain trade.

The following unfair trade practices are prohibited by law by the Federal Trade Commission, and appropriate action will be taken by the Commission to prevent the use of such unlawful practices affecting interstate commerce.

Rule 1 - Misrepresentation of industry products:

Selling, advertising, describing, branding, marking, labelling or packing macaroni products, or any simulation or imitation thereof, with intention to mislead or deceive purchasers or the consuming public regarding grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation, or manufacture of such products, is unfair trade practice.

Rule 2 - Specifications:

(a) Macaroni, spaghetti, vermicelli, etc. prepared by adding water to semolina, farina, or wheat flour with or without salt, is shaped and dried, with the moisture content of the finished product not to exceed 13%.

(b) Egg macaroni is the shaped and dried doughs prepared by adding eggs and water, with or without salt, to semolina, farina, or wheat flour. The egg ingredient may be whole egg and/or egg yolk with an egg-solids content on a moisture-free basis of not less than 5.5%, and the moisture content of the finished product may not exceed 13%.

(c) Egg noodles are shaped and dried doughs prepared by adding eggs with or without water to semolina, farina or wheat flour, with or without salt. The moisture content of the finished product may not exceed 13% and the egg-solids content upon a moisture-free basis is not less than 5.5%. This product is usually ribbon-shaped.

(d) Plain noodles are the shaped and dried doughs prepared by adding water to semolina, farina or wheat flour, with or without salt, with a moisture content of not more than 13%. Plain noodles are usually ribbon-shaped.

Rule 3 - Misuse of words "macaroni," "spaghetti," "vermicelli," "egg-macaroni," "noodles," "egg noodles," "plain noodles," etc.:

It is unfair trade practice to sell, offer for sale, advertise, describe, brand, label or otherwise represent any of the above products when they do not conform to the specifications set forth in Rule 2.

Rule 4 - Misrepresentation of semolina or farina products:

It is unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent, any macaroni or noodle product as being a semolina or farina product when such is not in true fact.

Rule 5 - Misrepresentation as to egg content of product:

It is unfair trade practice to sell, offer for sale, advertise, describe, brand, label or otherwise represent any product as being egg macaroni or egg noodles when such product does not meet the specifications set forth in Rule 2.

Rule 6 - Use of deceptive coloring or deceptive containers:

It is unfair to use yellow coloring in, or yellow transparent containers for, any macaroni, noodle, or related product, to deceptively imply to purchasers or the consuming public that such product contains egg in greater proportion than is present or to mislead or deceive in any other respect.

Rule 7 - Deception as to additional food ingredients:

(a) Full and non-deceptive disclosure of additional food ingredients, not including those specified under Rule 2, should be made; and it is unfair to conceal or fail to disclose, or to misrepresent the proportion of such food ingredients present in said macaroni, noodles or related products in order to mislead or deceive purchasers or the consuming public.

(b) It is unfair to advertise, describe, brand, label, or otherwise represent any product as containing a food ingredient

when it is not present at all, or when it is not present in substantial and characterizing amounts with the intent of misleading or deceiving purchasers or the consuming public.

(c) Nothing in these rules shall be construed as authorizing or permitting the use of any food ingredient contributing a yellow color for the purpose of misleading or deceiving the purchasing public.

Rule 8 - Deceptive depictions:

It is unfair to use photographs, cuts, engravings, illustrations, or pictorial or other devices of industry products in catalogs, sales literature, or advertisements, or on packages or containers, or otherwise in such manner to mislead or deceive the purchasing or consuming public as to grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation or manufacture of such products.

Rule 9 - Defamation of competitors and disparagement of their products:

It is unfair to falsely accuse competitors of dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations, or the false disparagement of the grade, quality, or manufacture of the products of competitors, or of their business methods, selling prices, values, credit terms, policies, or services.

Rule 10 - Failure to brand industry products:

It is unfair in the sale, offering for sale or shipment of industry products to fail to brand, mark or identify such products so as to disclose their true character in order to mislead or deceive purchasers or the consuming public.

Rule 11 - Selling below cost:

It is unfair to sell industry products below the seller's cost with the intent and effect of injuring a competitor, resulting in less competition and possibly creating a monopoly or restraint of trade. All elements recognized by good accounting practice as proper elements of such cost shall be included in determining cost.

Rule 12 - Imitation or simulation of trade-marks, etc.:

It is unfair to imitate or simulate trade-marks, trade names, labels, or brands of competitors in order to mislead or deceive purchasers or the consuming public.

Rule 13 - Publication or circulation of false or misleading price quotations:

It is unfair to publish or circulate false or misleading price quotations, price lists or terms of sale in order to mislead or deceive purchasers or the consuming public.

Rule 14 - False invoicing:

It is unfair to withhold or insert in invoices any statements of information by reason of which a false record is made of the transactions in order to mislead or deceive purchasers or the consuming public.

Rule 15 - Discriminatory pricing:

(a) **Prohibited Discriminatory Prices or Rebates, Refunds, Discounts, Credits, Etc. Which Effect Unlawful Price Discrimination:** It is unfair trade practice for any member of the industry engaged in commerce to grant or allow secretly or openly, directly or indirectly, any rebate, refund, discount, credit, or other form of price differential which effects a discrimination in price between different purchasers of goods of like grade and quality, where the purchases involved therein are in commerce, which would result in lessened competition or tend to create a monopoly in any line of commerce or injure, destroy, or prevent competition with anyone who either grants or knowingly receives the benefit of such discrimination or with customers of either of them.

Provided, however -

(1) That the goods involved are sold for use, consumption or resale within any place under the jurisdiction of the United States.

(2) That nothing herein contained shall prevent differentials which make only due allowances for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered;

(3) That this shall not prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade;

(4) That this shall not prevent price changes resulting from changing conditions affecting either (a) the market for the goods concerned, or (b) the saleability of the goods, such as, but not limited to, actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales, or sales in good faith in discontinuance of business in goods concerned.

(b) **Prohibited Brokerage and Commissions.** It is unfair for any member of the industry engaged in commerce to pay, grant, receive or accept anything of value as a commission, brokerage, other compensation, any allowance or discount except for services rendered in connection with the sale or purchase of goods, either to the other party or to an agent, representative or other intermediary acting in behalf of any party to such transaction other than the person by whom such compensation is so granted or paid.

(c) **Prohibited Advertising or Promotional Allowances, Etc.** It is unfair to pay or contract for the payment of advertising or promotional allowances to or for the benefit of a customer as compensation for any services furnished by such customer in connection with the processing, sale or offering for sale of any products unless such payment or consideration is available on proportionally equal terms to all other customers competing in the distribution of such products.

(d) **Prohibited Discriminatory Services or Facilities.** It is unfair to discriminate in favor of one purchaser against another purchaser by contracting to furnish any services or facilities connected with the processing, handling or sale of such commodity so purchased upon terms not accorded to all purchasers on proportionally equal terms.

(e) **Illegal Price Discrimination.** It is unfair to discriminate in price in any other respect contrary to Section 2 of the Clayton Act as amended by the Act of Congress approved June 19, 1936 (Public No. 692, 74th Congress) or knowingly to induce or receive a discrimination in price which is prohibited by such section as amended.

A committee on trade practices at that time was created by the industry to cooperate with the Federal Trade Commission and to perform such acts as might be legal and proper to put these rules into effect.

The rules will be reviewed at the Winter Meeting in January and the appointment of a new committee to work with the Federal Trade Commission considered.

Distributors Push Code

J. C. Couroux, Associated Grocers of St. Louis, and president of the Cooperative Food Distributors of America told a press conference of a new code of ethics covering relations between suppliers and retailers. The 12-point code lists "do's and don'ts" from advertising allowances to loading deals. It is designed to give independents a more equitable break on allowances, coupon deals, cash discounts and promotions.

CFDA membership comprises 110 retailer-owned warehouses servicing over 27,300 retail outlets—local chains and neighborhood grocers—whose aggregate sales volume exceeds \$8,500,000,000.

The code stipulates contracts for advertising allowances in writing and available to all on the same basis as to other retailers. Any allowance not on a contract basis should be termed a trade discount.

While conceding the recent Grocery Manufacturers Association coupon study has resulted in improved mechanics of couponing, it has not developed a fair and adequate reimbursement to dealers for handling coupons. The dealer should have a handling allowance of 2c per coupon says CFDA.

Cross couponing forces items onto retailers that do not deserve shelf space. CFDA is against cross couponing.

A uniform 2% cash discount should be adopted by all manufacturers and should be determined from the date of the arrival of the merchandise at the warehouse.

All deals should be guaranteed with inventory remaining at the end of the deal period to be removed by the supplier. During the course of a deal, the manufacturer should remove all regular inventory from the distributor level at his own cost.

Simultaneous notice of a deal should be given to all dealers and sufficient time allowed for planning storage, distribution and promotion.

Multiple case loading deals should be announced by the manufacturer as a price decline and should be accompanied by the "price protection program" current in the trade.

No deal is acceptable where one product is offered at a reduced price with the purchase of another.

Special pack deals should return the dealer his normal profit on the merchandise and true handling costs should be allowed.

Display and promotional allowances should be offered on an equal basis to all segments of retailing, provided the distributive level has the ability and facility to meet performance requirements.

Suppliers selling direct should establish a price differential on a quantity basis that would accurately reflect a true cost differential, rather than the arbitrary differential so common in trade practice.

Instead of credit memorandums on promotional contracts, cash payments should be made within two weeks after proof of performance.

Manufacturers should establish a uniform system of marking by distinguishing colors, types and size of packages.

The CFDA has not set a date of compliance, but it is expected that the code will be made effective within three months. The code will be backed up by action by the members of the Association. They will be "educated" to stock and promote products of manufacturers who agree to conform. The Association regards brand substitution and support of such substitution as a definite weapon of the distributor in today's market.

Wallace & Tiernan Income Up
Net income of Wallace & Tiernan, Inc. for the nine months ended September 30 amounted to \$1,861,181 compared with \$1,626,975 in the same period of 1951. The net was equal to \$1.19 a share on the common stock, compared with \$1.30 last year.

Winter, Wolff & Co. Move
West Coast representatives of Braibanti macaroni manufacturing equipment, Winter, Wolff & Company, have moved to their new offices and warehouses at 2036 E. 27th Street, Los Angeles, California.

SEMI-FINISH LONG GOODS DRYER.....NOW

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

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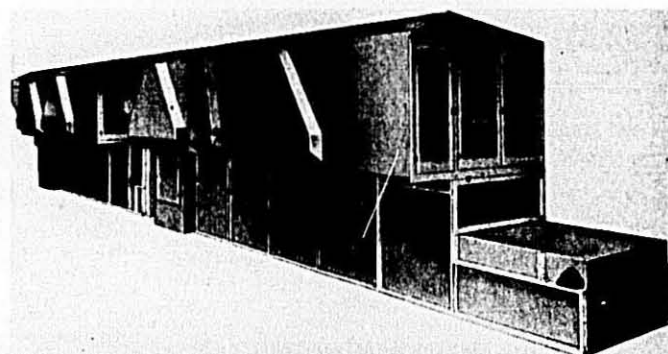
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OR

TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

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

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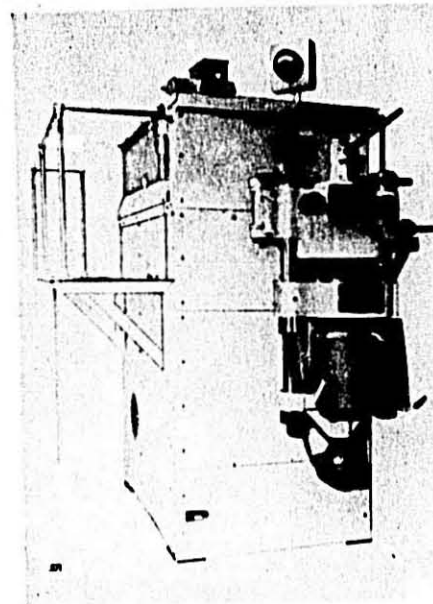
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PRESSES

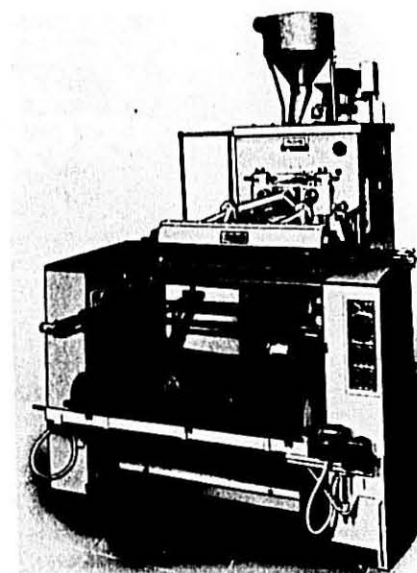
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PROPER VACUUM*

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



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MACARONI
NOODLE
INDUSTRY

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Food Chains

Condensed from *Illinois Business Review*, Bureau of Economic and Business Research, University of Illinois.

The rise of the chain store system in the United States has been closely linked with its development in food distribution.

Although retail chains have been traced back to the days of ancient Rome and China, the forerunner of our modern chain store appeared in 1859 when George Hartford and George Gilman founded the Great American Tea Company at the tip of lower Manhattan. This was the beginning of the Great Atlantic and Pacific Tea Company, today the largest food chain in the world.

During the early part of the twentieth century, food chains increased both in the number of companies and in the number of stores operated. Customers favored chain stores from the start, primarily because of lower prices.

The development of self-service, which led to the modern supermarket, began in the early 1830's and was adopted by the food chains and rapidly extended. By 1953, self-service had been extended to include the pre-packaging of meats, with an estimated 7,000 stores offering complete self-service meat departments as compared with only 10 stores in 1944.

The pre-packaging of fruits and vegetables has been adopted on a nationwide basis, but many stores offer these items both pre-packaged and in bulk. This trend to self-service has made significant changes in merchandising, and it is estimated that 90% of all grocery products are now sold by this method.

The major features of the food chain are lower prices, self-service, full lines of merchandise and parking facilities. Another feature is the departmentalization of the various commodities. In addition to groceries, fresh produce and meats, there are also departments for bakery goods, dairy products, proprietary drugs and delicatessen needs.

Although not all of these features may appear in every chain store, they are characteristic of the system as a whole and help explain why retail food chains do approximately 40% of the food store business.

For the last 25 years, chain food stores have been growing larger, but the number of stores has been diminishing. However, the chains have consistently increased their share of sales until they currently account for 20% of all retail sales as compared with 16% in 1933.

The extremely high cost of putting a store into operation has limited the number of stores, but sales-per-store have increased many fold. For example, in 1933 there were approximately 47,000 chain food stores, each costing from \$7,000 to \$15,000 to equip and stock for operation, with weekly sales averaging \$1,000.

In 1953, there were only 27,000 chain food stores, each costing from \$125,000

to \$500,000 for equipment and merchandise but with weekly sales averaging \$10,000. Thus, the need for improved and more expensive equipment to handle the larger volume of business has greatly increased the cost of the average food chain as compared with 20 years ago.

It is possible that the chain food store of tomorrow will be entirely self-service with a complete line of bakery goods, frozen foods, pre-packaged meats and produce, dairy foods and groceries. In addition, non-food departments, which sell drugs, hardware, clothing, magazines, appliances and other products, have been successfully introduced and have made substantial inroads in their respective fields.

In view of a rapidly growing population and a relatively high disposable consumers' income, the outlook for future sales gains is encouraging. New developments, however, seldom make any provisions for the old-style store. Thus, with continued expansion in supermarkets to serve new and growing communities, food chain stores will undoubtedly continue to capture an increasing proportion of retail sales in the coming years.

Rise in Super Market Sales

65 per cent of sales in supers by 1960 is the prediction by Robert W. Mueller in an article published by *Bakers Weekly*. Mr. Mueller's statistics show that in 1939 the supermarkets controlled as little as 4.4 per cent of U.S. grocery store sales — nine years later, in 1948, their share had grown to 31 per cent. By 1953 their sales jumped to 43.8 per cent and topped the 50 per cent mark in 1954. The most important reasons, states the article, are the application of self-service, the increase in number of automobiles, congestion on Main Street, the consumer's natural desire for one-stop shopping, low prices and fresh merchandise. By 1960, Mr. Mueller predicts, "Super Markets will control 65 per cent, supermarkets 23 per cent and small stores 12 per cent of total sales."

Ten Ways To Lose Your Shirt

Henry Schumacher, Merchandising Service, Swift & Company, says there are many more. That is why it is so important to remove the ten major barriers to good merchandising if they exist in your store. Removal of these barriers permits a free flow of goods and insures the merchant more steady customers with increased volume and profit. He lists the ten that he considers of major importance and suggests simple store tested formulae for their removal.

They are:

(1) Doesn't Stock — Use unusual display ideas to promote new items. It informs the customer that you are trying to serve her family better.

(2) Out of Stock — There is no better

way to lose customers. Check stocks daily.

(3) Product Abuse — Customers dislike dirty and battered packages. Handle your merchandise with care; don't play ball with it. First in — first out is a good formula. Display products properly for quick turnover. Have good refrigeration, proper humidity and proper packaging.

(4) Improper Pricing — The wrong price can help you lose your shirt two ways. If priced too high, the customer refuses to buy. You lose from no sale. If priced too low, there is a loss on every sale. A price that creates quick turnover and guarantees adequate profit is important.

(5) Private Brands — Handle brands that customers know and trust. You can't go wrong with the nationally advertised brands.

(6) Poor Frontage and Location — Mass displays on the shelves and on the floor are the answer to today's shopping trends. Seventy-one percent of all purchases of food items are the result of in-the-store decisions. Displays have a great influence on the customer's type of selection and her amount of selection.

(7) No P. O. P. — Point-of-purchase is the third part of a complete advertising program. National ad says, "I'm on the market." Retailer ad says, "I'm at Joe's market." P. O. P. says, "Here I am — buy me!" The customer will buy if P. O. P. is properly used on product displays.

(8) No Tie-in Ads — Feature values using well known brand names to confirm the value. Ads also tell where to buy.

(9) No Selling Displays — With today's self-service shopping, every square foot of store space should be and can be selling area. With over 4,000 items in the average food store, selling displays are the only way to help customers see more, thus causing them to buy more.

(10) Lack of Promotion — The modern food store should have at least one major store-wide event every three months. Most aggressive store operators have some sales event every week.

Picnic and barbecue promotions can be had throughout the entire summer. A thrift sale in January will assist those whose purses have been depleted over the holidays. P. O. P. promotions are good at any time of year. These are only a few of the many themes that can be used. Store-wide events take some work and planning; maybe that is why some individuals don't use them. Regular promotions are the spark plugs of a successful store operation.

Yes, there are many ways to lose your shirt, but when you think, talk and act with your customers in mind, you begin to see many, many more ways to remove the barriers to good merchandising and prevent the loss of that proverbial shirt. Removal of these barriers will permit the free flow of items from every department of the store so needed to attract good customers and build volume and profit.

*A Joyous Christmas
and a
Prosperous New Year
to members of
the macaroni industry*



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Color Standards For Egg Yolks

The Standards Methods Committee of the Research Council of the Institute of American Poultry Industries met in Chicago November 17 and issued the following statements:

"The Committee took no action in regard to the numbering system now employed to report color. Color is now reported to the nearest 0.1 and this figure related to the nearest whole number which is then called the 'NEPA Color Number'. Any change in this system would not change the color as reported to the nearest 0.1 but only the interpretation of this value. Hence, the committee felt, that the question is one of specifications and should be left to buyer and seller.

"The Committee reported that the present NEPA Color methods (as outlined in the Methods of the IAPI Laboratory using a Cenco-Sheard-Sanford Photometer with blue filter of max. trans. 410mu) has been subjected to collaborative study and has been found satisfactory to be submitted to AOAC for inclusion in the Official Methods.

"Further studies will be made to improve the present method by individual laboratories. Any suggested improvement in the method will be subject to further collaborative study to establish its value before it is adopted.

"The Standard Methods Committee would welcome and appreciate volunteer collaborators among the Noodle Manufacturers who are equipped to determine yolk color."

The Association's Director of Research James J. Winston writes:

"My thought on color score is that the NEPA color, if this still remains the standard procedure for evaluating egg color, should be reported directly as it is found; that is, 3.1, or 3.2, or 3.5, or 3.6, etc. I feel that lumping the color fractions into one whole unit may tend to mislead the buyer as to the actual color he is getting, since there is quite a difference in color from the NEPA of 3.5 to one of 4.4. This, at the present time, according to NEPA, is consolidated as 4.

"In effect, my opinion on this matter is that the color should be reported exactly as it is determined by the analyst, with its decimal point."

Wheat Grading

A number of changes in official grading standards for wheat have been suggested both by the U. S. Department of Agriculture and private interests.

One change would be for wheats that have inferior baking characteristics. In this vein, Secretary of Agriculture Benson cut federal price supports for 1956 on 24 varieties of wheat, mostly winter wheat varieties.

The Commodity Credit Corporation is now trying to work out a program for disposing of any "unapproved" wheat it obtains next year through feed chan-

nels. USDA also suggests the licensing of protein laboratories, and stating protein content on wheat grade certificates as a matter of information.

Another suggested change would be to establish moisture limits by grades. This was formerly in effect, but was changed some years ago to the present practice.

There is considerable agitation to make contamination a grading factor. This stems from the Pure Food and Drug Administration's campaign to cut down on insect infestation and unclean admixtures. This could be the most controversial proposal of all regarding changes in grading standards.

Also proposed are measures to reduce the number of subclasses in wheat grading, reduce the permissive amount of foreign material in wheat, and reduce the permitted amount of wheat of other classes.

American Sanitation Institute Offers Plant Sanitation Course

A series of special short courses in food and beverage plant sanitation was offered early this year by the American Sanitation Institute, and now a second course has been announced to be held at the Netherland Plaza Hotel, Cincinnati, Ohio, on December 13, 1955. This will emphasize in a one-day meeting the practical aspects of developing a high sanitation level in food plants. A third is planned for Omaha, Nebraska, early in 1956.

The program of the Cincinnati meeting will discuss problems of food and beverage plant sanitation, practical plans for meeting them, and will feature actual demonstrations of the latest materials and equipment for insect and rodent control and other sanitizing methods. A portion of the program will be devoted to the organization, planning and maintenance of follow-through.

It is felt that the alarmist viewpoint of plant sanitation is well known, but there is now a crying need for development of better appreciation of the overall concepts of planning and better understanding of the practical details of carrying out such a program. Accordingly, emphasis will be placed upon the practical aspects of a sanitation program in contrast to much-discussed, theoretical considerations. Actual demonstrations will be offered of procedures that are really working today in over a thousand food or beverage plants.

The program will include a series of lectures and demonstrations on such topics as "Planning a Sanitation Program," "The Duties of a Plant Sanitarian," "The Organization and Functions of a Sanitation Committee," "Planning Work Schedules and Self-Inspection Programs." There will be other lectures on "The Practical Techniques of Insect and Rodent Control," "New Methods for Control of Resistant Flies," and "Modern Cleaning methods."

Winston Urges Sanitation Program

James J. Winston, Director of Research for the National Macaroni Manufacturers Association, reports to members that in the past few months the Food and Drug Administration has been very active in making sanitary plant inspections of food establishments. In a number of instances, legal action has been instituted based on insanitary conditions and an excessive amount of insect matter in the finished product.

Every manufacturer should take certain precautions in order to safeguard his firm and product from violating the sanitation requirements of the FDA. A manufacturer should make certain that he is following good commercial practice consisting of the following:

1. Periodic sanitary plant inspection by a sanitation consultant.
2. The analysis of raw materials and finished goods to make sure that the amount of foreign material in the finished products parallels the amount in the farinaceous materials. This will represent a sanitation index.
3. Porter service on a day-to-day basis under proper guidance.
4. Exterminator service on a weekly or monthly basis, in addition to operations done by employees of the company.

An effective sanitation program will guarantee compliance with the requirements of the Food and Drug Administration.

"Truck-A-Bin" Unit Displayed By General Mills

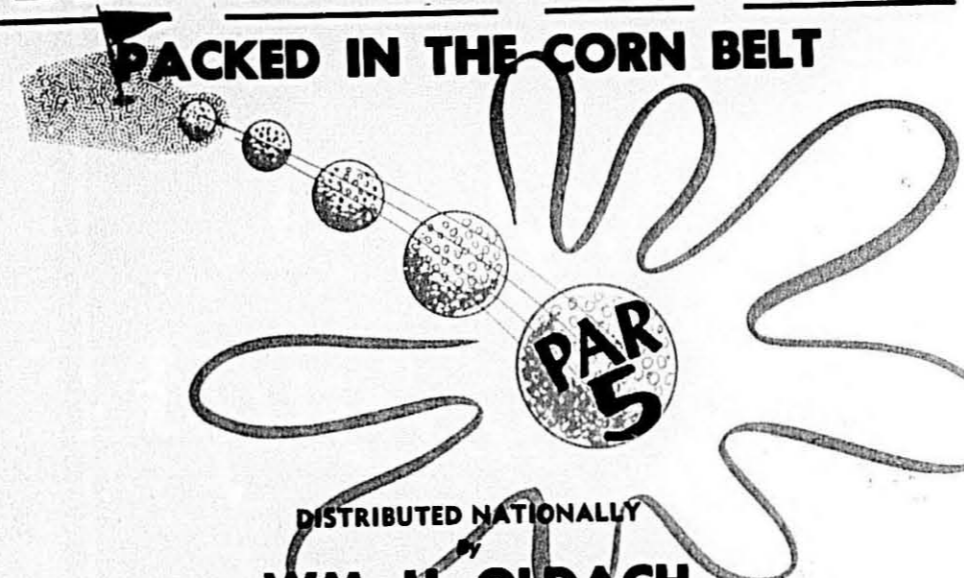
The "Truck-A-Bin" for handling bulk flour shipments was demonstrated for the first time at the Kansas City plant of General Mills, Inc. The demonstration was in connection with a showing of many other types of bulk flour handling equipment and was viewed by many local as well as out of town bakers.

The "Truck-A-Bin" unit was developed by General Mills and Fruehauf Trailer Company. The unit displayed was of 25,000 pounds capacity, but it was pointed out that it could be produced in larger or smaller capacity. The "Truck-A-Bin" is completely insulated and lined with phenol plastic to withstand action of approved fumigants for sanitary control. It is equipped with cleanout panels permitting sanitation of the container without the requirement of an operator on the inside. The "Truck-A-Bin" is designed not only for transportation of flour in bulk, but also as a storage facility at the plant.

Other bulk handling equipment displayed were an Airlide Car, a Fuller Transfer Unit, a Fluidizer, and Tote Bins and Tote Tilts. Full scale production of "Truck-A-Bin" will start January 7.

DEEP COLOR EGG YOLK

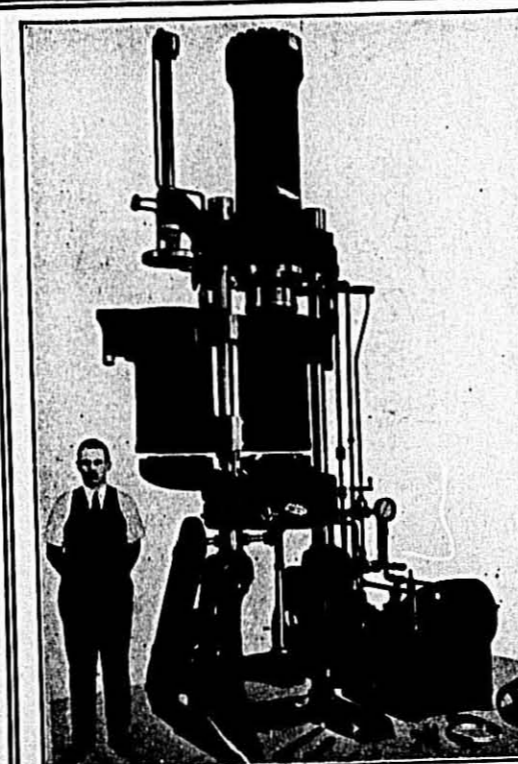
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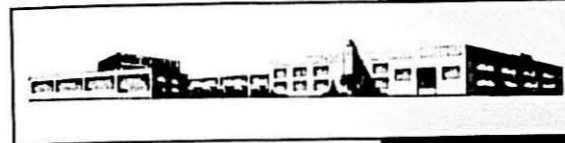
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 New York City

Season's Greetings -by the Tons

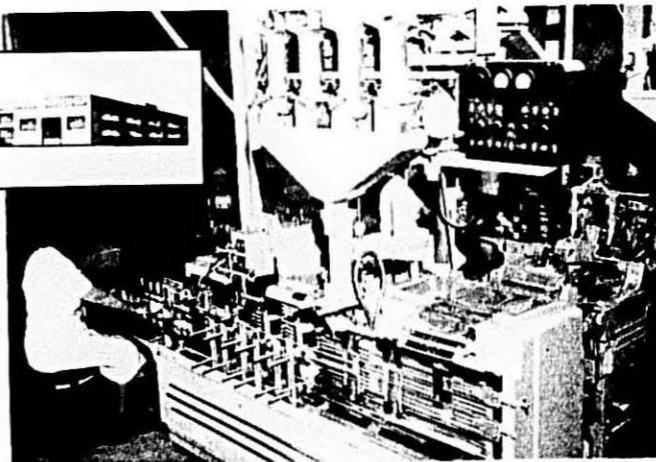
- Our sincerest thanks for the privilege of serving you
- Our best wishes for a very successful and prosperous New Year

FROM THE
VITAMIN DIVISION
HOFFMANN-LA ROCHE INC.
in the United States and Canada
and our distributors



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

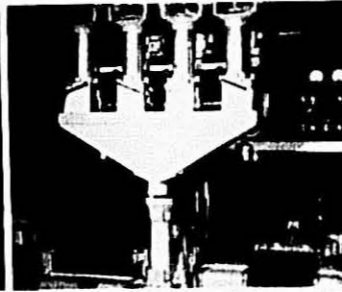
One of two fully automatic Simplex O-Matic Packaging Machines forming, weight-filling, and sealing cellophane bags of macaroni products.



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

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YOUR PACKAGE AND TOMORROW'S MARKET

There is no magic formula for the development of a successful package—each must be continually tested and re-tested in the light of changing consumer preferences, according to Fred W. Spannagel, packaging specialist, Market Development Department, Film Division, American Viscose Corporation.

In a speech, entitled "Your Package and Tomorrow's Market," before the Western Packaging Association in Los Angeles, Mr. Spannagel pointed out that packaging in tomorrow's market must conform to the consumer's desire for greater shopping speed, more self-service and greater convenience in the store and in the home.

"Taking the past as a guide post," Mr. Spannagel stated, "we know a few things about what the consumer wants in packaging. She wants product quality, convenience, and quick identification. Since shoppers are confronted with hundreds of products, they want easy-to-spot labels. They dislike hard-to-open containers, and packaging failures of all kinds. Unsatisfactory packaging features mean NO REPEAT BUSINESS."

The package of tomorrow will be more strongly related to advertising. It will be more colorful, and more informative, with an increasing trend to show size, color and style of the product, and pertinent descriptive information—all factors tending to educate sales clerks as well as customers.

"In the market place, each package creates a pattern of color and image sensations which have a strong influence on the shopper . . . the package has to shoulder a great deal of the selling job . . ."

With growing self-service and self-selection selling, more emphasis will be placed on display, with the ultimate consumer decision depending on the manner in which merchandise is exhibited, what is said about it on near-by display materials, and the variety of choice available.

A package must take into consideration consumer motivation, or the impulses which prompt the act of buying, Mr. Spannagel explained. "Some of the buying motives are: envy, hunger, pride, vanity, gain, curiosity, fear, habit imitation, social advancement, personal advancement, or merely keeping up with the Joneses," he pointed out. Determine the buying motives and then give the consumer the information she wants right on your package.

Performance in the home where it is opened, used, stored, re-used and finally discarded, is another big factor in consideration of a package. Many consumers

do not read or follow opening directions, because they are too inconspicuous, Mr. Spannagel went on to say.

"Homemakers prefer screw top closures to the pry-up types, they prefer string pull openers on paper packages, pour spouts, spray cans. They do not like 'press here', 'cut here', 'tear up top' openings—key-type openers on cans are none too popular.

Packages of the future will be easy to open, will incorporate better methods of dispensing the product, will show the number of servings by volume or weight."

The consumer likes fractional and multiple packs, visible packaging and the little extras such as measuring devices on containers.

Mr. Spannagel outlined some of the important merchandising aspects of packaging: A package must be strong enough to withstand normal handling during shipment and distribution. It should reflect the quality of its contents, attract attention and look clean and sanitary. It should be informative, with clear, concise and legible printing, and should conform with all legal requirements. The package should also fit the available display area, a factor sometimes neglected by manufacturers who service department and variety stores which have little patience with "package monstrosities."

On the technical side, Mr. Spannagel expects a tendency toward tightening tolerances on packages for more efficient operation on high speed equipment. Another trend will be toward tailor-made packages, to do a specific job for a given product by taking advantage of specific characteristics of the various packaging materials available.

Frozen Macaroni and Cheese

Holloway House restaurants of Chicago have introduced four popular main dishes ready-cooked and quick-frozen to the Chicago market.

The four products are: stuffed green peppers with beef in Creole sauce; Swiss steaks in brown gravy; beef patties in onion sauce; and macaroni and cheese.

Heavy advertising will support the introduction of the new products.

Holloway House is a development of the John R. Thompson Company, Chicago, and is said to serve more than 100,000 persons daily in its restaurants across the nation.

Before selecting the foods to package, the restaurant chain went directly to the homemaker to find out the dishes she preferred. In a four-month nationwide study of a 20-store area all nationality and income groups were surveyed, the restaurant said.

Stand-Pat Policy Called Fatal

Manufacturers who don't strive continually to improve their products, even to the extent of "obsoleting" their own current lines, are facing certain loss of present and future markets, a leading industrial research scientist said recently.

Dr. Roger H. Lueck, vice president in charge of research for American Can Company, told the Society of Industrial Packaging and Materials Handling Engineers, meeting at New York University, that "planned obsolescence" was the only formula for survival in today's competitive markets.

"Woe betide the manufacturer of packages or packaging materials who does not employ a group devoted to the creation of new devices and new approaches, even to the extent of obsoleting his own product," he said. "If he doesn't obsolete them, his competitor will."

Dr. Lueck predicted that the nation's annual research outlay will soon top the \$7 billion mark, noting that over \$4 billion will be spent this year for such projects, whereas only \$500 million was spent 25 years ago.

He said industry has awakened to the growing importance of its research branch. The current ratio of one scientist to every 60 industrial employees, compared with the 1930 ratio of one to every 250, shows that industrial research has grown from a "poor relation in the management family" to "one of the four pillars of company organization," along with operation, sales and finance, he said.

The head of a modern industrial research unit is "a scientist turned administrator and businessman," Dr. Lueck said. He has to be the leader of a research team and at the same time be a member of the management team, capable of fulfilling both roles ably without detriment to either.

Research directors can't be idle dreamers, Dr. Lueck warned. They have to keep four basic objectives in mind:

"To produce and maintain the company's current volume of business;

"To assure a steady growth in the volume of business;

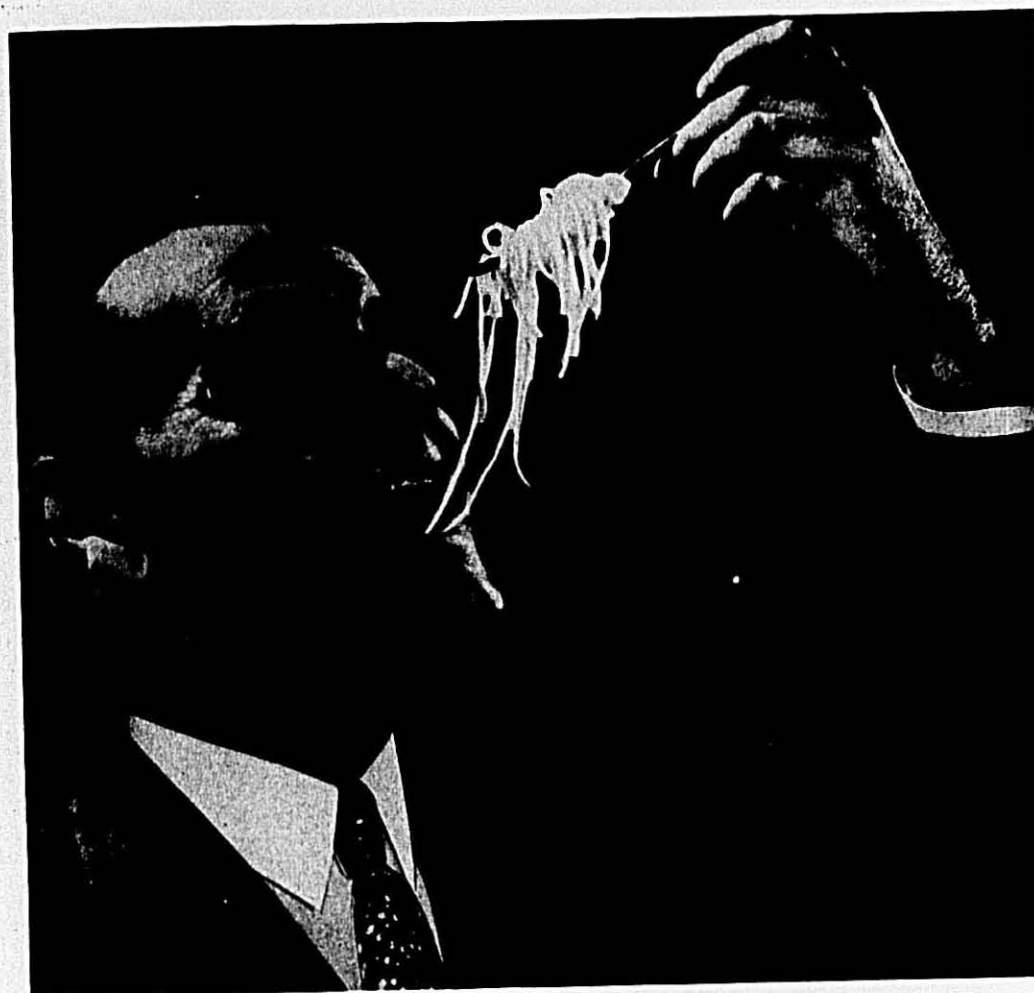
"To increase the return on dollar sales or dollars invested, and

"To minimize the company's dependence on raw materials that are in short supply or threaten to become so by reason of source extinction or political upheaval."

Packaging A Merchandising Necessity

"Today's package needs at least the equal going-over management gives its advertising, sales promotion campaigns and public relations programs," Gordon Lippincott, designer, stated recently. Today, he said, people eat, build, raise their children and even live in and from packaged goods. The package is "the concrete symbol of an advanced industrial civilization."

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

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THE GREEK MACARONI INDUSTRY

George G. Dimopoulos, macaroni specialist in Athens, Greece, since 1925, sends this word on the macaroni manufacturing industry in Greece. From the standpoint of quality products, productive output and plant investment, Greece stands high among the Near East countries producing macaroni products. While prior to World War II production was small, it has grown by leaps and bounds by improved equipment, better quality ingredients and greater variety of products.

Before the War, Greek macaroni was of poor quality, black and acid to the taste. It could occasionally be made a little better or a little worse, depending on weather conditions and raw materials.

What has caused the improvement? Simply automation, says Mr. Dimopoulos. Since 1950, the introduction of automatic equipment has not only replaced the rusty and wrecked plants of the old macaroni factories but has chased away the rusty ideas of the old macaroni makers themselves. The successors to the old macaroni manufacturers, who either did not survive the evils of World War II or retired to live the rest of their existence along with their gramolas and their screw presses, have set up circumstances that have forced these old methods out.

Much of the new equipment being introduced into the modern Greek macaroni manufacturing industry comes from Italy, and as Mr. Dimopoulos represents the firm of M. & G. Braibanti of Milan, he speaks highly in their praise in introducing the new era of automation to Greece.

He hastens to add that not all Greek macaroni factories have been mechanized. Most of the old small plants, many of which could barely be entitled to be called factories, as well as a number of old firms that deserve better luck, have passed out of the picture and more are doomed to go in the face of the competition of the mechanized plants. It is expected that of those that remain in business about a third of the pre-War number will be equipped to process macaroni from flour to finished product within 36 hours on a round-the-clock continuous work basis and fully mechanized.

The trade unions take a dim view of this mechanization, accusing it of reducing the need for manpower and causing unemployment. But indications are that with the improved production facilities and better ingredients being used, the popularity of macaroni products will gain new favor among consumers and will actually create more jobs.

In the olden times, long goods used to make up 75 to 80% of the total consumption. Today production is about evenly



GEORGE DIMOPOULOS

divided between long and short goods.

Many attempts have been made by Greece to export macaroni into neighboring countries. These attempts have met with initial success but have not developed lasting business and probably will not do so until production potentialities are adjusted to export demands.

Mr. Dimopoulos comments that flour available only through government authorities is not of standard quality and leaves much to be desired, especially when the material provided for macaroni is only plain wheat flour. It is quite another story, however, when semolina is available because then Greek macaroni factories can turn out products which are really good and well up to the standards of a modernized industry.

A New Italian Cookbook

A new Italian Cookbook, beautifully illustrated in color and black and white photographs, is currently on sale in almost all food stores and supermarkets throughout the circulation area of the St. Louis Globe-Democrat at the price of 29 cents. It is the sixth of a series of twenty-four new cookbooks now being distributed on a week to week basis by the Globe-Democrat.

Italy's fame in the culinary field dates back to the ancient Romans. It came long before that of France. Although French cookery has its own characteristics, it grew in some measure directly out of the Italian.

Italian dishes are purely traditional. Cultures of other countries have had very

little influence on them. Many of the popular foods such as vegetables, salad greens, and wines were used in ancient times much as they are used today.

Mrs. George Sory, the former Rosaria Viviano, recently reviewed this new cookbook and found many of the authentic Sicilian dishes described in modern form. Her favorites among the 160 recipes are those for Lasagne, Veal Parmesan, Beef Rolls and the Mariner's Sauce for a meatless spaghetti dish. She believes the page on "What Does It Mean" giving the translations and explanations of various ingredients used in Italian cooking to be of "inestimable value" to the beginner cook, especially a bride who married into an Italian family and is not familiar with their food customs.

A quick perusal of the book reveals such reference material as that for Italian Pasta and the difference between lasagne, vermicelli, ditalini, spaghetti, noodles and macaroni. There are descriptions of how these various forms are cut, their origin and their uses.

Under chapter headings there are recipes for antipasto—the "before-the-meal-course." At elaborate Italian dinners, this course leads the way. It varies from region to region and season to season. It may vary from a duet of prosciutto and cantaloupe or a few crisp vegetables to a vast number of bite size appetizers including fishes, meats, eggs, cheeses and raw and pickled vegetables.

Soups — Soups often vie with macaroni and rice as a first main course, particularly in central Italy where soup is usually preferred to a pasta dish. Soups in Italy are many and varied, ranging from Minestrone, easily a meal in itself, to light and flaky Stracciatella. Small towns, cities and different sections take pride in their own distinct soups.

Breads — Hard crusted bread, complicated, fancy Easter Bread, crunchy bread sticks and pizzas are among the most traditional foods in Italy. The Italians enjoy hard, crusty bread spread with ricotta cheese at breakfast, garlic at dinner or taken as a half loaf at lunch. The Italian will often remove the soft center of the loaf and eat the crunchy, crisp outside crust.

Meats, Fish and Poultry — The Italians have many ways of varying the ever popular veal and preparing fish and fowl for their many savory dishes.

Pasta, Polenta and Rice — Pasta is an integral part of the Italian cuisine. It may be baked or boiled and served with oil and garlic, tomato sauce or just plain butter. Lasagne, vermicelli, ditalini, ravioli and Manicotti are only a small part of the Italian phenomenon known as pasta. Including spaghetti, noodles and macaroni, these appear in the shape of small shells, long strings, puffy filled squares and wide flat noodles. All are pasta.

Vegetables — Vegetables are an essential part of a typical Italian dinner—not

(Continued on page 44)

Dott. Ingg. M.G.

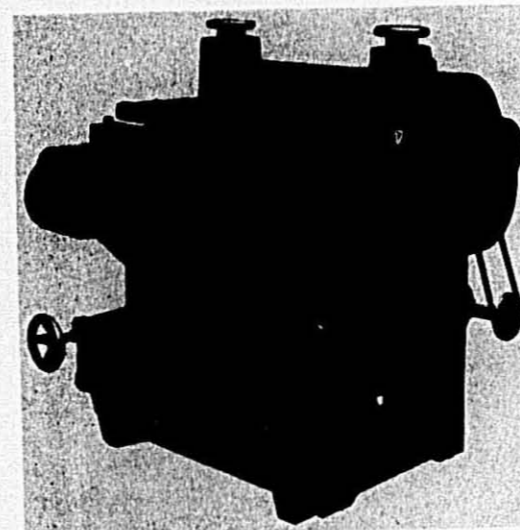
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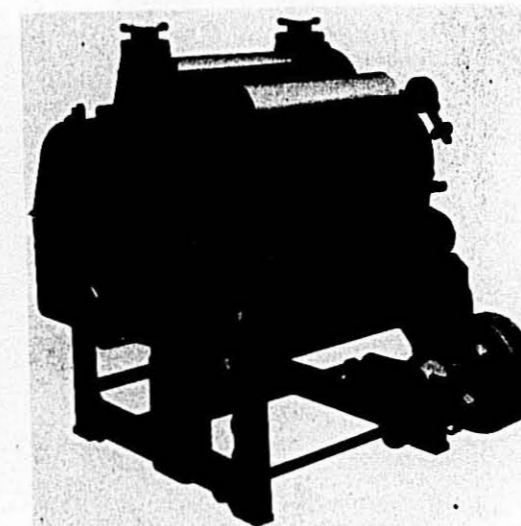
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Noodle Cutter with an output of 1,000 lbs. per hour using a doughsheet 23.6" wide.



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

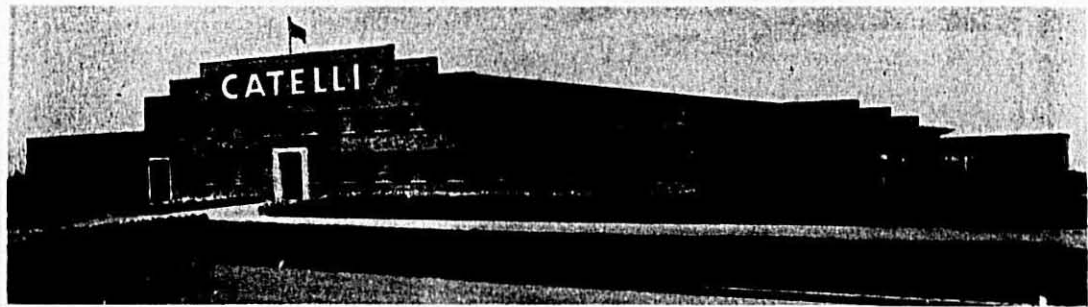
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Eastern Zone: Lebara Corporation, 16 East 42nd. Street, New York 17, N. Y.

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

2036 East 27th Street, Los Angeles 58, California

CATELLI OPENS NEW PLANT



THE NEW ST. THOMAS, ONTARIO PLANT of Catelli Food Products Ltd., was opened on September 28. It has a floor space of 50,000 square feet and will eventually produce the full line of Catelli products.

The new St. Thomas branch plant of Catelli Food Products, Ltd., was officially opened on September 28 by the Hon. Fletcher Stewart Thomas, Ontario Minister of Agriculture.

Mr. Paul Bienvenu, president of the company, together with other officers, was present from the head office in Montreal for the opening ceremonies, as were the directors. Their guests included civic officials of St. Thomas and London, other leaders in public life and executives of the wholesale and retail grocery trade.

Following the opening ceremonies, the guests were taken on a tour of inspection of the new plant and were then served a buffet supper by their Catelli hosts.

Decision to add an Ontario plant to the existing facilities in Montreal and Lethbridge was taken to meet the growing demands for Catelli products in Ontario. Proximity of the Ontario plant to the great centers of western and central Ontario will greatly facilitate deliveries to the principal cities.

The new Catelli plant in St. Thomas is the most modern macaroni factory in existence today, and the most sanitary conditions prevail there. The factory is equipped with a semolina conveying unit built by Canadian Vickers Ltd., and a Buehler press from Switzerland, each of which will process 850 pounds of goods an hour. From the Buehler press the goods go into two separate lines—cut goods and long goods.

The cut goods go through a continuous and fully automatic drying system made by Buehler. The long goods are dehydrated in a Giromatic system designed and built by Catelli—the most recent development in the macaroni industry.

The cut goods then go into a reserve bin for storage from which they are packaged on a fully automatic system in boxes or bags. The long type macaroni is automatically packed directly from the dryer. The plant is complete with shipping

facilities, a laboratory for making quality tests of goods, offices, a small cafeteria, first aid room, and lounge.

The heating, ventilating, lighting, electric power, and steam distribution systems were all built by St. Thomas contractors.

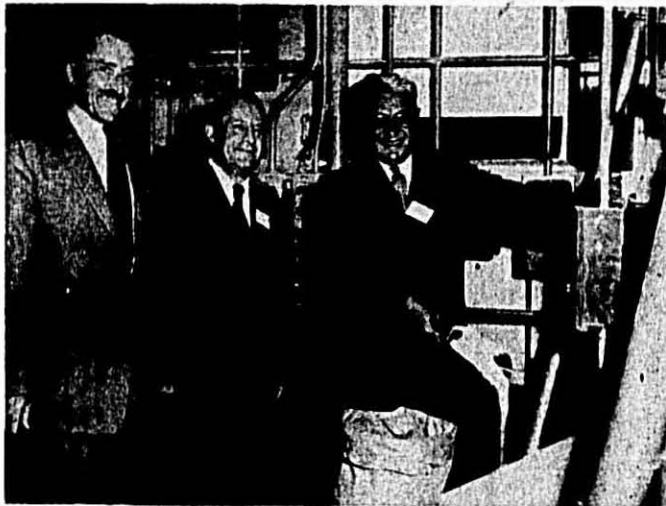
The new St. Thomas plant will eventually employ 50 people and turn out a complete line of Catelli products.

The original Catelli macaroni plant opened in Montreal in 1867 making only vermicelli and macaroni. Before the first world war began, a group of businessmen headed by the late Tancred Bienvenu acquired control of the Catelli organization. In 1936 the company was granted supplementary patent letters and the name was changed to Catelli Food Products Ltd. Today Catelli is the largest manufacturer of macaroni products in

the British Commonwealth. The main plant in the east end of Montreal has a floor area of 200,000 square feet.

The plant at Lethbridge was opened by Senator J. A. MacKinnon in 1949. It was planned identical to the factory in Montreal. The St. Thomas plant is an improvement on the Montreal and Lethbridge plants by virtue of being equipped with a Giromatic dehydrating system for processing the long type of macaroni products. This is the most recent development in the industry and operates only at St. Thomas.

Canadians consume close to 100 million pounds of macaroni products annually, but are still behind the U. S. per capita consumption and far behind European consumption. Canada also exports a considerable volume of the finished macaroni products.



HON. FLETCHER STEWART THOMAS, Ontario Minister of Agriculture, officially opens the new Catelli plant by pouring a scoopful of semolina into the sifter prior to setting the production line in motion. With him are Mr. G. A. Latremouille (left), plant manager, and Mr. Paul Bienvenu, president of Catelli Food Products Ltd.

Season's Greetings!

- P. Val. Kolb, President
- Robert S. Whiteside, Vice-President
- Dr. R. C. [unclear]
- Keith M. Baldwin, Asst. Sales Mgr.
- R. Steele Sherratt, New York
- Sylvester A. Ryan, Asst. Sales Mgr.
- Michael Padley, New York
- Louis Patta, New York
- Dan E. Smith, Washington, D. C.
- Gordon W. Weed, Williamsport, Pa.
- H. Bonham, Winnipeg
- J. D. Stone (Consultant), Toronto
- L. R. Patton, Jr., Buffalo
- H. O. Morgan, Boston
- Warren Keller, Flour Service Div., Kansas City
- Paul A. McGrath, Kansas City
- C. R. Myers, Chicago
- Lyle P. Carmony, Kansas City
- C. L. Chapin, Kansas City
- W. Quincy Leacs, Kansas City
- Jack A. Revord, Chicago
- D. L. Nunn, Kansas City
- W. D. [unclear], St. Louis

To all our friends, our sincere wishes for a very Merry Christmas and a Happy and Prosperous New Year.

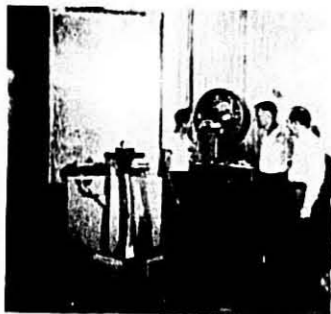
Paul Kolb
President

DELMONICO management had three objectives in putting in a new bulk flour handling system: (1) they wanted to limit time for unloading and dumping in the process bins a 100,000 pound car of flour to eight man-hours a day; (2) they wanted accurate, weight-checked, continuous inventory of flour stocks; (3) they wanted to be able to blend three kinds of semolina or flour with regrinds at any desired rate.

To do the job, they put in 8-foot high portable tote bins, a product of Tote Systems, Inc., Beatrice, Nebraska, each holding 4,000 pounds of flour or semolina to serve as a versatile storage system on the fifth floor of their Louisville plant. The job was done by Delmonico managers, Thomas and Peter Viviano, their chief engineer, Leo Buser, and the Glenn G. Hoskins Company, industrial consultants.

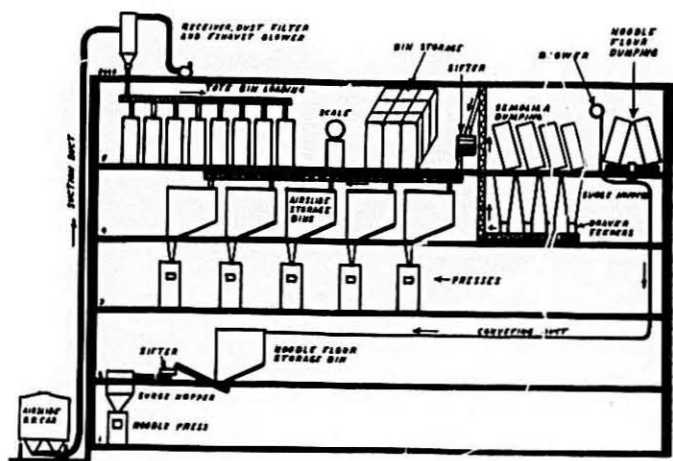
Tote bins of 4,000 pounds capacity were chosen for the storage device primarily because the overall cost of a system which would perform the desired functions was less with the tote bins than it would have been with big 2-car capacity cylindrical tanks located outside the present building. One reason for the lower cost was that no new building work was needed for the tote bins since space was available to store bins on the fifth floor. Another was that conveying equipment was simpler with the tote bins since transportation was mostly by means of a small lift truck.

There is some extra labor with the tote bins as compared with a system of fixed tanks, but lower first cost and flexibility will more than make up for the difference. A bulk tank system handling 100,000 pounds a day could probably be operated in 4 man hours a day, as compared with 8 for totes. The difference in overall costs would be only about 8/10¢ per hundredweight or \$8.00 per car.



Weights of all Tote Bins were adjusted at the manufacturer's plant so they would all be the same. Net weight of the lift truck is known and the tare weight of lift truck and bin can be set on the Toledo Printweigh Scale. Net weight of flour or semolina in the bin is printed on a card which is kept in a holder on the bin. Ample space is available on the fifth floor to permit storing different types of flour or semolina in different areas, so inventory control is both accurate and simple.

DELMONICO'S NEW



A schematic diagram of the completed system.

Figure I — Thomas and Peter Viviano, William G. Hoskins and Leo Buser inspect a portable bag dump hopper which can be attached to a flexible metal hose to permit emergency dumping of bags in boxcars. The vertical pipe near the end of the General American Airlide Car can be connected to a nozzle on the discharge of the car to draw material from the car into a Draco two-compartment receiver and bag dust filter on the roof above the fifth floor. The Roots-Connorsville Blower for activating Airlides on the General American Car is shown at the right.

Figure II — The Draco Receiver discharges into the screw conveyor which feeds into eight Tote Bins connected to the conveyor by dust tight nylon Sleeves. When the first bin fills, material backs up into the screw and is carried over to the second, and so on down the line until all are full. This feature makes it possible for the flour room operator to leave the loading system alone for over an hour at a time while he dumps bins or tends to some of his other jobs. Actual handling of a bin from storage to loading to weighing to storage takes about four minutes, so that twenty-five bins needed to hold a car of semolina can be processed in about two hours.

Figure III — Four tilting mechanisms, lifted by an overhead winch on a track, tilt Tote Bins into a 45° position for discharging. Vibrators mounted on the tilting mechanisms assure complete discharge of bin contents. The flour room operator can handle a bin from storage to dump to storage in four to five minutes, allowing him to dump a 100,000 pound car in about two hours.

The object to the right of the four Tote Tilts is a Draco Bag Dust Filter. Dust generating units such as surge hoppers, press storage bins, and noodle flour dump station are all connected to this dust filter, thus keeping dust under control. The control panel for the macaroni flour dumping and storage system is at the right. Indicating lights show which components are in operation.

Figure IV — Leo Buser, Russell Houston, production manager, and Bill Hoskins inspect one of four surge hoppers located on the fourth floor immediately below Tote Tilts. Drawer feeders on the discharge of these hoppers permit blending of three kinds of flour with 1% to 10% regrinds in any desired ratio. Surge Hoppers allow operator to change empty Tote Bins without having one of the feeders run out of flour.

Figure V — This special Press Storage Bin, one of six on the job, was made by The Day Company, Minneapolis, and holds enough semolina to run a 1,000 pound per hour press for 24 hours, making it possible for the flour operator to fill each bin once a day.

Feldan Tektor high and low level probes sense and indicate by lights the level of flour in the bin. The blower furnishing air to the Airlides is not turned on until the probe at the bin discharge is uncovered. When this happens for any bin, the blower turns on, and an air valve opens permitting air to flow to the Airlide. A timer holds this valve open for a short time until flour is flooding the outlet, then the valve and blower turn off.

Figure VI — Two Tote Tilts for noodle flour, with Reeves adjustable speed drives, permit blending two kinds of noodle flour in any desired ratio.

The Roots-Connorsville blower at the left provides air under pressure to convey noodle flour to an automatic discharge Noodle Flour Press Storage Bin on the first floor in another building about 300 feet away. Careful preliminary planning, taking into account the needs of management as well as the engineering and production departments, has resulted in an unusually smooth-working, versatile bulk handling system.

BULK FLOUR SYSTEM

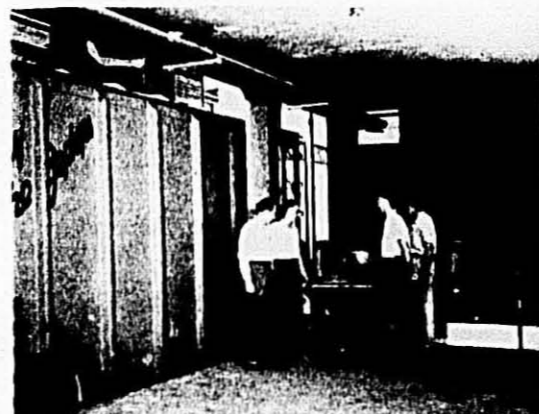


Figure I



Figure II



Figure III

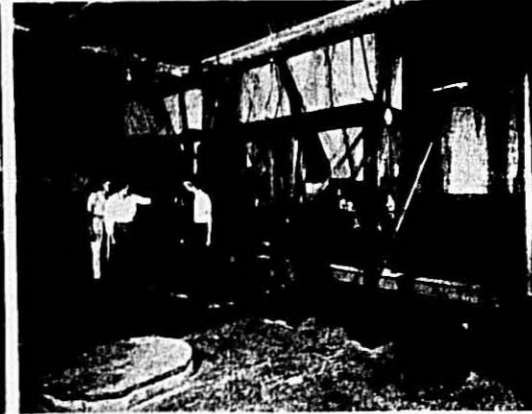


Figure IV

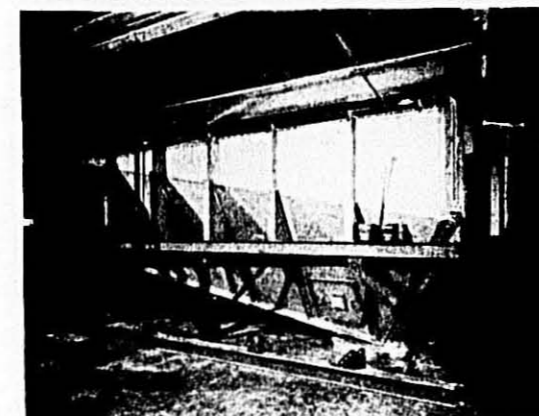


Figure V

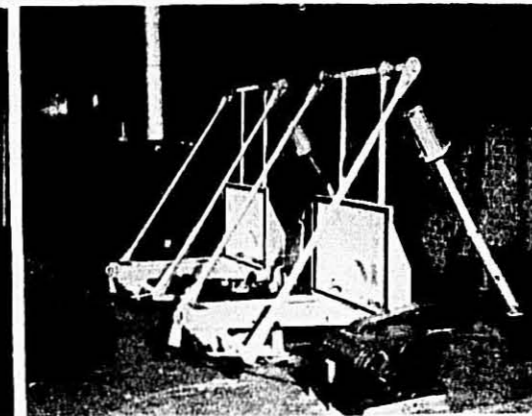
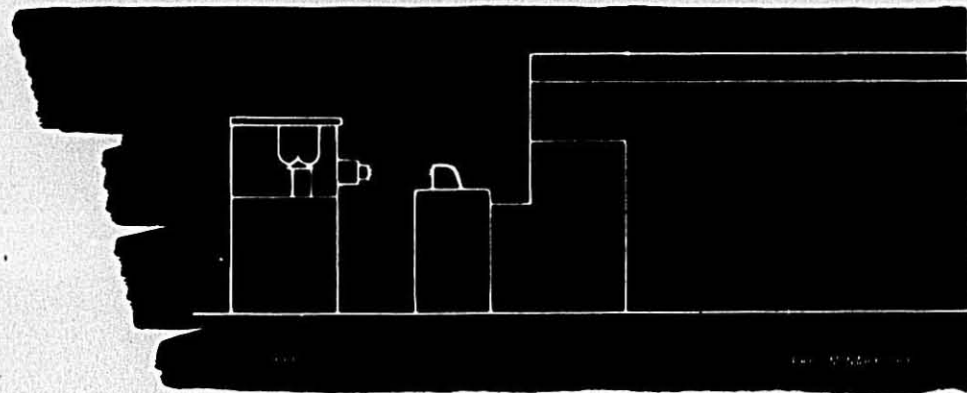


Figure VI

**NEW DEMACO DRYING TECHNIQUES
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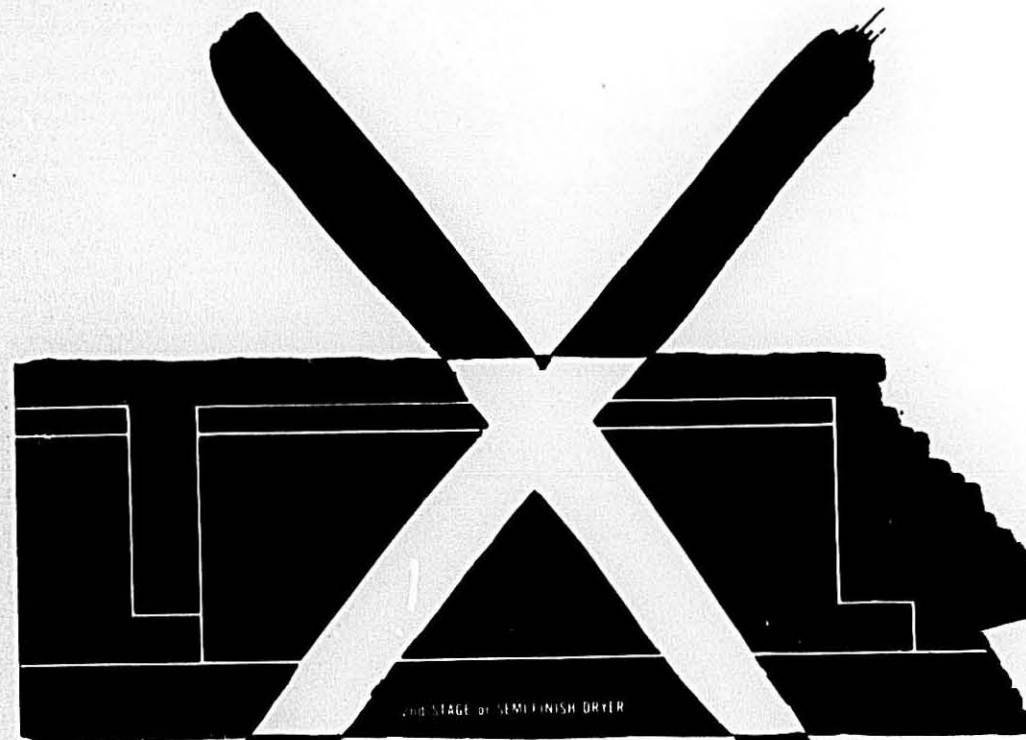


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4. New DeMaco fully controlled finish drying rooms make drying independent of weather conditions.
5. Meets all rigid sanitary requirements.
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(Continued from page 36)

just plain boiled vegetables, but fancy stuffed vegetables with tomato sauce, deep fried vegetables and baked vegetables topped with tangy grated cheese. Greens, artichokes, zucchini, cauliflower and asparagus play an important part in Italian cookery.

Salads—An Italian meal is not complete without a salad, not a hearty meat or fish salad, but a salad of greens or cooked vegetables, chilled and with a touch of wine vinegar or olive oil.

Sauces—Wherever you may travel in Italy, sauce is the crowning touch to pasta, the touch that transforms a plain flour and egg dish into an elegant entrée. It is clam sauce in Naples, green sauce in Genoa, and tomato sauce in southern Italy.

Desserts—Italian cooks produce some really elegant desserts, but these are mainly for special occasions such as bridal parties and festivals. After an ordinary dinner, the Italian settles for a typical continental dessert of cheese and fruit.

Beverages—Don't miss the black Italian coffee. It can be brewed in your own home in a machinetti (Italian coffee maker) or when dining out, order Caffé Espresso. And don't pass up the wine. Serve deep red Chianti from a squat, straw encased bottle, or serve the sparkling white Asti Spumanti. Try these Italian beverages; they're a fitting climax to any meal.

The basic spaghetti sauce can be varied to suit any individual taste, likewise the recipe for Italian Salad.

Anyone searching for an authentic recipe for Risotto need look no further than page 30, where she will discover "Rice Milanese." Mrs. Sory says the recipe is identical with that her mother, Mrs. Josephine Viviano, used in the family home.

New Bale Sealer

A new automatic high speed bale sealer, specifically designed for the handling, gluing and sealing of paper shipping bales up to 100 lbs. weight has been introduced by the J. L. Ferguson Company, Joliet, Illinois, manufacturers of Packomatic packaging equipment. The new machine can be factory customized to practically any bale size and production requirement.

The machine was designed originally for handling and sealing of 100-lb. bales of asbestos product. Numerous other applications are now being adopted.

This is a heavy duty machine featuring a sturdy square tubular framework which affords maximum strength with minimum bulk.

The bales are automatically fed from a conveyor in an upright position, timed individually into the machine, where vertically traveling pushers convey the bale through back-tucking, gluing, second folding and gluing operations. After a bale is discharged from the gluing section, it is

fed immediately into the compression section which consists of top and bottom driven belts over 14-in. wide rolls. This section is intermittently driven by a drive motor separate of the gluer drive.

The Packomatic Bale Sealer can be conveyor-fed from the inlet and return conveyors, power or gravity, can be readily connected to the discharge of the compression section.



PACKOMATIC BALE SEALER

Market Research Needed

Paul S. Willis, president of Grocery Manufacturers of America, urges food manufacturers to put more effort behind market research to find out what the consumer wants to buy. "We already have enough production know-how to turn out many new and improved products," he states. "The important fact to realize is that in today's keenly competitive atmosphere our planning must start at the consumption end rather than the production end." Mr. Willis points out that under the impact of constant introduction of new products, retail food store sales alone have grown from \$19 billion to \$44 billion in the last ten years. "The record is clear that the element of newness—new products, new built-in services, new packages, new promotions—has been a vital factor in the food industry's past growth." Mr. Willis predicts that by 1965 sales volume can increase to \$96 billion—a 50% increase.

Marketing Research Pays Off

Kroger has a very effective policy, based on years of experience, for making market tests in cooperation with vendors. The opportunity to work with suppliers in developing their merchandising plans is welcomed by Kroger, but it is incumbent upon the supplier to justify the use of the facilities. He must subscribe completely to the rules and stay within the bounds when executing the program. The rules are those that will provide a fair test under normal conditions.

While Kroger has no ax to grind with other men's judgment or experience, they just do not give away one of their most valuable assets—shelf space—on the say so of someone outside of their own organization. They look for evidence—tangible proof—in the form of preliminary customer interviews, observation studies, and most important, market tests. No one knows precisely what the customer will do or how she will react under a given set of circumstances—not even she knows what she will do.

Hence, Kroger looks toward market testing to obtain actual reactions to new products, redesigned packages, and new market campaigns that call for their cooperation.

They know the problems vendors face in market testing. Good research costs money—a thorough job takes time—it can tip off competition—if not done correctly, it can lead to inaccurate conclusions in spite of precautions taken by the researcher.

In spite of these restrictions, sales tests under normal store conditions are the backbone of successful planning.

It is important that findings be integrated with all types of research used, and all facts presented in terms that are meaningful. Failure to present results in the buyer's language (sales, costs and profits), may only confuse to the point that the findings are not used.

The best research is done by defining a single objective and working towards its solution, rather than solve all of the company's problems with one study.

Too many suppliers, large and small, do not realize the value of market research and particularly market testing. The major advantages of market testing to the supplier and retailer alike, are:

1. It puts decision making on a scientific basis. It saves time, effort and money.
2. When supermarkets buy a product that turns out to be a dud, the vendor is in trouble. Returned merchandise is bad; loss of customer good will is worse; but closed doors to future prospects is what really hurts.

In the final analysis, market testing is nothing more than common sense applied to business. It follows that buyers give their best attention to well prepared, thoroughly tested programs. In other words, to the time honored adage—attention, interest, desire—they have added proof before action.

Children Visit Noodle Plant

Public relations can take many forms, and the I. J. Grass Noodle Company of Chicago, recognizing the importance of children as a market, invited 15 to 20 groups to visit the Grass plant this past summer.

These children, mostly from playclubs and nursery schools, thoroughly enjoyed watching the making of noodles and the packaging of soup.

Upon leaving the plant each child was given a box containing packages of noodles and soup, and enclosed in the box was a letter to be shown to their mothers. "I really feel that a great deal of good-will has been built up because of these plant visits," says A. I. Grass. Mr. Grass feels that the more public relations work done by individual manufacturers, the better it will be for the entire macaroni industry.

Merry Christmas

and

A Healthy, Prosperous and Happy New Year



D. MALDARI & SONS
New York, New York



Golden Grain Announces Ad Plans

Vincent DeDomenico, General Manager of the Golden Grain Macaroni Company plant in San Leandro, has contracted for sponsorship every Sunday of "Fabulous Features," a first-run movie all-star program on television station KPXN, 7:30-7:00 p.m. "The films," according to Mr. DeDomenico, "have never been shown on TV and are outstanding. Recently WOR-TV in New York paid \$102,000 for the rights to show only nine of them."

The Golden Grain Macaroni Company operates America's most modern macaroni plant in San Leandro and installed some months ago a revolutionary new Swiss Vacuum Process—exclusive with Golden Grain—for the production of macaroni and egg noodles. This new process seals the flavor in, improves the texture and cooking qualities of Golden Grain macaroni products.

"More important still," says Mr. DeDomenico, "is the fact that this process provides what every housewife has been looking for: No more split-second clock-watching with macaroni and egg noodles made by the new Golden Grain Swiss Vacuum Process, the product never gets 'mushy,' even if, for one reason or another, it has been overcooked."

The new Golden Grain Swiss Vacuum Process will be featured each Sunday on Golden Grain's KPXN show. Golden Grain Macaroni Company's advertising is handled by Kelso Norman Advertising, Inc., San Francisco.



VINCENT DeDOMENICO (left), general manager of Golden Grain Macaroni Company, checks the results of the company's television program with Tom DeDomenico (seated), sales manager. With them is Kelso Norman, president of Kelso Norman Advertising, Inc. "Fabulous Features," the program currently sponsored by this company on station KPXN, features a first-run all-star movie each Sunday evening.

World Series Payoff



JOAN REED (left) of Lynn, Mass., bet that Brooklyn would win the World Series. Leila Sheer of Boston bet on the Yankees. She had to eat seven pounds of spaghetti, one pound for each series game, when she lost her wager. The bet was paid off at the Prince Spaghetti House in Boston.

New Macaroni Plant

American, Chinese and Filipino interests have established a new \$750,000 corporation, the California Manufacturing Company. They will manufacture "Royal" brand noodles and spaghetti in Manila, Philippine Islands. The Company has reportedly been granted an exclusive franchise by California Macaroni Company of San Francisco to manufacture macaroni products under the "Royal" brand. The factory is scheduled to be erected this year.

Viviano Announces Merger

Viviano & Brothers Manufacturing Co. of St. Louis, has announced that it will merge with the Prince Macaroni Co., Lowell, Mass. The announcement was made by Peter Ross Viviano, president of the St. Louis firm.

The merger will combine the two firms into the largest macaroni manufacturing company in the U. S., Mr. Viviano said. Mr. Viviano will be an officer and director, as will Joseph Pellegrino, president of the Prince company. Six plants of the combined company will be operated. They are located in St. Louis, Lowell, New York City, Cleveland, Chicago and Rochester, N. Y. Mr. Viviano was elected a director of the Prince company three months ago. Negotiations for the merger got underway a year ago. At that time the St. Louis plant began an extensive remodeling program which now has been completed.

Hunt Acquires a Chicago Warehouse

In keeping with long range plans for warehouse decentralization, Hunt Foods, Inc., Fullerton, California, has acquired a Chicago warehouse. The new warehouse will be stocked with the more popular lines of Hunt products, including pears from the Northwest, apricots from Utah, and tomato products and peaches from California.

Heinz Changes Two Macaroni Items

The H. J. Heinz Company has adopted a thinner spaghetti for its Spaghetti, Tomato Sauce and Cheese. The processed sauce in the product clings more firmly to the thin strands of spaghetti now being used. A smoother cheese sauce has been developed for their Macaroni and Cheese Sauce.

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—Sanitary Plant Inspections.

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PEOPLE AND PLACEMENTS



JERRY JOLLEY

Rossotti Appoints Jerry Jolley Art Director

The appointment of Miss Jerry Jolley, nationally known packaging designer and consultant, as Art Director was recently announced by Nathaniel Peters, General Manager of the West Coast Division of Rossotti Lithographing Corporation.

Miss Jolley has maintained studios for several years in San Francisco and New York City, and is considered one of the top packaging designers in the United States. She was selected by the San Francisco Advertising Club as the most outstanding woman packaging designer of the west.

Being a woman, she readily recognizes the demands and needs of merchandising any product to appeal to the women, who are the buyers of today. Along with outstanding creative designing skill, Miss Jolley incorporates personal research in the design of any package. She has done extensive traveling, both here and throughout Europe to study packaging needs from all facets, and to feel the pulse of the buying public in all markets.

In addition to receiving several packaging awards in the United States and abroad, she has received many awards in the field of fine painting. Some of her recent packaging designs include the M & M "Finger Tip Identity" candy box, and Spice Island's "Floating Vinegar Sampler," which received an award from the Packaging Design Council in Chicago, New York and London.

Although a native of New York, Miss Jolley is by choice a resident of San Francisco. She is a member of the San Fran-

cisco Advertising Club; The Society of Artists and Art Directors of San Francisco; The Society of Western Artists; The Alameda Art Association; and she is one of "The Eight" women water colorists of the west.

In recognition of her achievement in the packaging field, Jerry Jolley is one of the few designers to be selected by Modern Packaging of New York City, for their endorsement and recommendation of her as a package designing authority and consultant.

Manufacturers and packaging consultants since 1898, Rossotti specializes in lithographing of multi-color labels, folding cartons and carry home containers.

Merck Division Presidents

John G. Bill has been elected president of the Sharp & Dohme Division and William H. McLean president of the Chemical Division of Merck & Co., Inc., by the board of directors. The promotions were announced by John T. Connor, president of Merck & Co., Inc.

Mr. Bill fills the vacancy created by the recent resignation of William L. Dempsey, who remains a Merck director and consultant. As president of the Chemical Division, Dr. McLean succeeds Henry W. Johnstone, who will continue with the company as senior vice president and director.

Mr. Bill has been with Sharp & Dohme since 1925, starting as a sales representative, and held a number of posts in sales and marketing before becoming general sales director in 1947. He was elected vice president and a director of Sharp & Dohme, Inc., in 1952, prior to the merger of that company with Merck & Co., Inc. Mr. Bill was named vice president and general manager of the Sharp & Dohme Division in 1955.

Dr. McLean joined Merck in 1948, serving as director of commercial development and in other management capacities before becoming vice president for marketing in 1951. He was appointed vice president and general manager of the Chemical Division last year.

Doughboy Controller

James Buell, director of budget, was named controller recently of Doughboy Industries, Inc. of New Richmond, Wisconsin, manufacturers of grain and plastic products and farm feeds.

Ocoma Appoints Hartman

The Cy Hartman Company has been appointed as Ocoma representative for the New England area by Ocoma Frozen Foods Company, Omaha, Nebraska, one of the world's largest processors of frozen foods and a leader in the field of egg solids and frozen eggs.

Hoskins Becomes Eastern Representative for F. B. Reddington Co.

John W. Hoskins, attached to the Chicago sales staff for several years, has been appointed Eastern Sales Representative for F. B. Reddington Co., manufacturer of cartoning machines, special packaging machines and counting machines. Mr. Hoskins will maintain his office at 20 Crest Hill Road, Verona, N. J.

Hamilton Allport, Jr. in charge of Reddington's Eastern office for the past four years has assumed new responsibilities at the modern, larger plant just built and occupied by Reddington in Bellwood, Illinois, a Chicago suburb.

Lee Merry Promoted

Lee Merry has been appointed manager of Durum Products Sales for General Mills, effective December 1, W. A. Lohman, Jr., director of sales for the Flour Division, announced. Merry succeeds Harry I. Bailey, who has reached retirement age. Bailey will serve as a special representative and Durum consultant.

Merry joined General Mills on June 1, 1928, at Oklahoma City and has been continuously associated with flour sales. From 1939 to 1942, he was branch sales manager at Shreveport, La., and later served as sales manager for Arkansas and Louisiana with headquarters in Oklahoma City.

In July, 1949, he became Family Flour manager in the company's General Flour Sales Department in Minneapolis. Since December 1, 1951, he has served as assistant manager of Durum Products Sales.



LEE MERRY

*Season's Greetings
To All Our Friends*

**May the New Year Bring Continued
Good Health and Prosperity**

BALLAS EGG PRODUCTS CORPORATION

MAX BALLAS

V. JAS. BENINCASA

Spaghetti Saves Robin

"Stromboli" is lucky that a nine-year-old girl read the story "The Unruly Robin."

The robin in the story ate spaghetti, so Dorothy Nesley of Reading, Pennsylvania fed "Stromboli" spaghetti after the bird, at the tender age of four days, fell from a nest in front of her home.

The bird got spaghetti every hour for about three days, enough to give him strength to take on worms.

The robin spent its nights in a box in the Nesley basement until shortly before the arrival of Hurricane Connie. It had been "on its own" in the neighborhood for one night when Connie struck, but he hurried home to ride out the storm on a raft in the basement.

The robin now spends its time in the neighborhood, but will fly to the Nesley home in answer to a whistle from a member of the family. Sometimes the bird enters the house through a window and flies to a napkin spread on a table. He wants spaghetti, of course.

Photo by Walter A. Romanski, Reading Eagle staff photographer.

Potato Glut

Potato prices are on the way down, with this year's harvest expected to be almost 287.5 million bushels, about \$1.5 million larger than for '54. The 1955 expectation is about 40 million bushels above estimated needs. Prices are already



Stromboli and Dorothy

1,100 Tons of Potatoes Given Away

Tallying of results indicates that a promotion in which 1,100 tons of potatoes were given away by Super Valu and U Save Food Stores throughout the Upper Midwest was highly successful.

The promotion was organized by Super Valu Stores Inc. in Minneapolis in mid-October, and 557 dealers in a six-State area.

Participating dealers offered free 5-pound bags of potatoes to all adults visiting the stores, with no purchase required. M. A. Ellison, Super Valu director of produce, said the promotion went "about 35 to 45 per cent beyond our original estimates."

A total of 22,000 sacks of potatoes, each of 100 pounds, were shipped by Super Valu and even then, many reports of shortages from dealers were received.

In all, 21 Super Valu markets in Minneapolis took part and recorded substantial increases in storewide sales as a result. Stores in Minneapolis showed a 14% gain in sales over the previous week and the promotion was considered very effective both in sales and in making the public potato-conscious.

The potato giveaway came as an answer to the growing stress of the National Potato Council to encourage consumers to eat more potatoes. It was also a designed effort to help farmers get their crops to market quickly and efficiently.

sliding—as of September 15, prices received by farmers average 61 cents a bushel compared to 65 cents in August and \$1.17 a bushel a year ago. Now, the Federal Government is expected to be more active in potatoes than at any time since 1950 when it removed almost 95 million bushels from the market.

• • • • •

WINTER MEETING
Hotel Flamingo, Miami Beach
January 24-25-26, 1956

RETROSPECTIONS

by
M. J.



35 Years Ago — December 1920

• Twenty-five Macaroni-Noodle Manufacturers attended the Special Convention in Traymore Hotel, Atlantic City, N. J. November 17-18.

• Colored Noodles, Macaroni Tariff and Standards discussed and acted upon. — Victor Murdock, chairman of the Federal Trade Commission, was leading speaker.

• Paul DeMartini, Jamaica, N. Y., advertises new patented drying system.

• Italian Government modifies its regulation to allow the importation of American wheat for conversion into macaroni products only for export to the United States.

• The Liberty Macaroni Manufacturing Co. was organized in St. Louis, Mo. with capital stock of \$20,000. Its plant at 5127 Bischoff Ave. boasted a daily capacity of 3,000 pounds. Vincent Italian, president. • Champion Chinese Noodle Maker, Wong Chong, was ordered deported to China from Philadelphia for illegal entry. • James T. Williams, president of The Creamette Co., Minneapolis, was honored by election to the Board of Directors of the American Specialty Manufacturers Association.

25 Years Ago — December 1930

• The Industry's first mid-year meeting was set definitely by NMMA. The date Monday, January 19, 1931 in Chicago in connection with the Cannery's annual convention.

• Lack of Sales Planning is a serious marketing problem.

• A. Irving Grass of I. J. Grass Noodle Co., Chicago, is hospitalized with an injured knee cap as the result of an auto accident.

• "Macaroni—a highly nutritious product—a concentrated, easily digested food that blends perfectly"—Daniel R. Hodgdon, Sc.D., LL.D., consultant Editor of American Institute of Food Products.

• "Married Women Not Wanted," reports Anna Steese Richardson in Woman's Home Companion in 6 out of the 7 plants surveyed.

• Victor Ippolito, 18 year old son of owner of Ideal Macaroni Co., Cleveland, O., is one of the best half-backs in the country colleges. His team has lost only one game in four years.

• Industry's first Uniform Cost System, by Glenn G. Hoskins, is offered the manufacturers by NMMA Advertising Bureau. • Paper or food? Macaroni or Spaghetti package for a nickel in the New York area.

15 Years Ago — December 1940

• The Cover Message—"Live and Let Live! Practice the Good Neighbor Spirit!"

• The formation of NMMA did not eliminate all the trade's problems but it provided the medium through which the industry shows a united front when emergencies arise.

• The Louisiana State Board of Health has reduced the fee of sellers of out-of-state products from \$5.00 to \$2.50 a year. • The U. S. Bureau of Census reports 319 macaroni-noodle factories in 1937 census and 328 in 1939. Also a production decrease in value from \$50,358,752 in 1927 to \$46,153,471 in 1939.

• The Italian government has rationed spaghetti at 4½ pounds a month. Restaurants are prohibited from serving that food entirely during two days weekly, and only once daily the other five days.

• "Vitamins are food, not drugs," ruled Judge Robert Davison of Common Pleas Court, Paterson, N. J.

• U. S. Walnut Growers no longer use the word "English" with reference to walnuts produced in the U. S.

• Wheat flour consumption in the U. S. has decreased from 225 pounds per capita per year in 1900 to 154 pounds in 1939.

5 Years Ago — December 1950

• The City of New Orleans, La. is saluted this month with emphasis on the part the macaroni industry has taken in that city's history.

• The Durum Wheat Show, Nov. 9-10, was a success despite one of the worst blizzards.

• Stem rust greatly damaged the 1950 durum wheat crop. Extensive studies are under way to eliminate or greatly reduce this disease.

• Macaroni factory workers are given a voluntary increase by New York area manufacturers.

• A Macaroni-of-the-Month Club has been organized by the National Macaroni Institute to keep friendly contacts with food-page editors.

• Gaetano Viviano, 67, one of the founders of V. Viviano & Bros. Macaroni Manufacturing Company, St. Louis, Mo. died suddenly October 27.

• Mr. Junker of Peres Vermicelli Co., New Orleans, La., suggests the macaroni-noodle manufacturers go fishing when business goes bad.

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Nutrition or Flavor?

The Institute for Motivational Research recently received this query from Secretary Bill Moore of the National Kraut Packers Association: "Do women shoppers purchase and serve food on the basis of flavor and appearance or because the food is nutritionally important? In effect, are we flavor merchants or how important is the nutritional theme in food promotion?"

The Institute replied: "Women are very conscious of food values. This is one of their 'obvious' motivations. However, as a rule they try to provide basic nutritional requirements by means of standard 'health' items, such as milk, orange juice, salads, vegetables, etc. Moreover, they take it for granted that reliable food producers are paying full attention to vitamin and mineral values. From that point on, women shoppers are guided by their more 'silent' motivations: they concentrate on the taste, variety and other 'fun' aspects of the food they buy and serve."



Already a "BUY"-word

Market studies indicate that already many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn grits, enriched corn meal, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

HOFFMANN - LA ROCHE, INC.

Do they see the familiar "BUY"-word, "ENRICHED," on *your* packages? If not, act now to bring your products up to date.

Write today for all facts on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

'ROCHE' *Vitamin Division*

NUTLEY 10, NEW JERSEY



Seasons Greetings

to all our friends associated with
the Macaroni Industry

CAPITAL FLOUR MILLS

