

**THE
MACARONI
JOURNAL**

**Volume 37
No. 11**

March, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MARCH, 1956



Is Your Package Almost Perfect?

If you were standing in water 6" over your head, just stepping up onto a 5" block wouldn't help you very much.

If your package is almost, but not quite as good as your competitor's, you probably are losing sales every day in Self-Service stores.

In these stores where 70% of all food is sold today your package must compete, not only with other Macaroni packages, but with many other varieties of foods.

A Macaroni package that will cause a shopper to select a Macaroni Product in preference to some other possible food, will broaden your market to an amazing degree.

How can this be done?

We recently did this for a well-known food packer. We redesigned his package and by illustrating on the Front Panels of his packages a variety of tempting dishes, each prepared

with his own product, many new customers found themselves wanting to eat at least one of them.

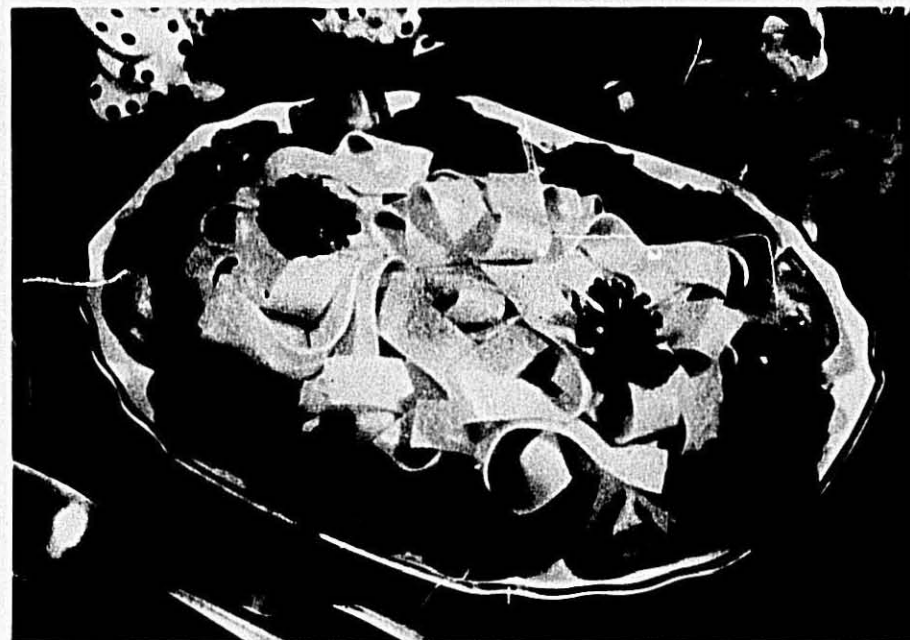
Shoppers, seeing the mouth-watering ready-to-serve dishes, shown in full color on the cartons, began planning meals around them.

They may have entered the store with a totally different kind of meal in mind.

The new packages broadened the market for this basic food product, and made his packages a powerful new asset in Impulse Buying.

Result: His sales nearly doubled.

Isn't it time to study your Macaroni packages for their competitive sales impact on shoppers in Self-Service stores? To see if your package can be used to broaden your market for Macaroni Products, becoming First Choice of a larger number of potential customers?



Will you cut out this Pictorial and place it on your present package? Doesn't it whet your appetite? It will have the same effect on many women shoppers in Self-Service stores.

We will be happy to consult with you on your packaging problems. There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could mean a very profitable increase in your Macaroni sales.

Rossotti

packaging consultants and manufacturers since 1898.

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March, 1956

THE MACARONI JOURNAL

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HOW AMBER MILLING CAN HELP YOU CONTROL *Your* QUALITY

Amber's No. 1 Semolina and Amber's Durum Hard Wheat Blends are always uniform in color, granulation and quality.

That's why many manufacturers of quality macaroni products prefer Amber's No. 1 Semolina, or Amber's Durum Hard Wheat Blends. This dependability makes quality control of their top brands easier, more sure.

You, too, can rely upon Amber Milling to help you control the quality of YOUR top brands.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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

The MACARONI JOURNAL

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Cover Photo

The forty fast days of Lent pose a problem for many homemakers. Always favorites, macaroni, spaghetti and egg noodles enhance any fish recipe and make it twice as good. Pictured are stuffed perch fillets and noodles. A hurry-up meal that is a real treat.

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March, 1956

THE MACARONI JOURNAL



DAY AFTER DAY YEAR AFTER YEAR

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

King Midas **FLOUR MILLS**
MINNEAPOLIS PV MINNESOTA

SUCCESSFUL WINTER MEETING

MORE than 160 macaroni-noodle manufacturers, their families and allies attended a successful Winter Meeting at the Hotel Flamingo, Miami Beach, Florida, in late January.

The Board of Directors meeting before the formal opening of the convention took steps for three important projects: They appropriated \$20,000 from National Macaroni Institute funds to produce three short films on spaghetti, egg noodles and macaroni for distribution on television. They appropriated \$500 of Association funds as an industry contribution to the 50th Anniversary Celebration of the enactment of the Federal Food and Drug Laws. They voted to appoint a permanent Trade Practice Rules Committee to work with the Federal Trade Commission for clarification and to improve enforcement of industry trade practice rules.

Rules Committee Named

The names proposed by President Peter LaRosa for the committee include: Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Massachusetts.

Louis Coniglio, Paramount Macaroni Co., Brooklyn, New York.

Joseph Giordano, V. LaRosa & Sons, Brooklyn, New York.

Roger Di Pasca, Ronzoni Macaroni Company, Long Island City, New York.

Raymond Guerissi, San Georgia Macaroni, Inc., Lebanon, Pennsylvania.

Salvatore Viviano, Vinco Macaroni Products Co., Carnegie, Pennsylvania.

Albert S. Weiss, The Weiss Noodle Company, Cleveland, Ohio.

Arthur Russo, A. Russo & Company, Chicago, Illinois.

A. Irving Grass, I. J. Grass Noodle Company, Chicago, Illinois.

J. C. Luehring, Tharinger Macaroni Co., Milwaukee, Wisconsin.

Albert Ravarino, Ravarino & Freschi, St. Louis, Missouri.

Thomas A. Cuneo, Ronco Foods, Memphis, Tennessee.

Jerome L. Tujague, National Food Products, New Orleans, Louisiana.

J. Harry Diamond, Gooch Food Products, Lincoln, Nebraska.

Vincent DeDomenico, Golden Grain Macaroni Co., San Leandro, California.

Guido Merlino, Mission Macaroni Company, Seattle, Washington.

How to Sell Quality

President Peter LaRosa formally opened the Winter Meeting with words of greeting. The tone of the sessions was set by the showing of the Chevrolet film "Salute to Salesmen." This was followed by Dartnell Corporation's graphic presentation on "How to Sell Quality." Round-table discussions on sales matters and selling quality followed the film showings.

The Association's Director of Research James J. Winston reported on his activities, and Joseph Giordano reported on the activities of the Standards Committee. A digest of their comments may be found on pages 18 and 36.

George W. Jenkins, president of Publix Super Markets, Lakeland, Florida, and a vice-president in the National Association



PRESIDENT PETER LA ROSA

of Food Chains, gave the conventioners assembled an interesting insight into super market operations, problems and prospects. Excerpts from his comments may be found on page 10.

The traditional Rosotti Spaghetti Buffet opened the social side of the convention on the first evening. It was a grand success as pictures on pages 32 and 34 will testify.

Outlook for Supplies

The suppliers held forth on the second day of the convention, bringing information on durum, eggs, and packaging supplies. Maurice L. Ryan, chairman of the Durum Relations Committee, stated that the 2-for-1 plan being currently considered by Congress, permitting durum growers to plant two acres to durum for every one of their regular allotment planted to durum, should be satisfactory to the industry. He cautioned, however, that unless the industry uses durum, there will be no legislation to help out next year. He predicted that on a 50-50 basis durum carry-over at the end of the crop year will be about 6,000,000 bushels.

Durum millers meeting with the Board of Directors stated there was ample durum to supply industry needs. 18,000,000 bush-

els of durum were on hand January 1. Immediate conversion to 100% semolina by the industry would take 13,000,000 bushels, leaving 5,000,000 carryover as of September 1, 1956.

Growers Antagonistic

Jess Cook of the Farmers Union Grain Terminal Association said durum growers were antagonistic to the industry because of the continued use of hard wheat. He pointed out that Selkirk and Lee varieties of hard wheat out-produced durum in the durum area by 10 to 15 bushels, so if prices do not reflect a substantial premium for durum, growers won't raise it. Durum was set at 50c over Montana 14% protein spring wheat during the War. If there is a 5,000,000 bushel carry-over of durum at the end of the crop year, there will be no legislation for unrestricted acreage next year.

The directors pointed out that macaroni cannot buck the downward trend of commodity prices—that it must meet competition at the point of sale and it must do this without raising prices. As durum becomes more competitive with other wheat, more macaroni manufacturers will use it. Millers at the meeting indicated that a higher percentage of durum was being used by many manufacturers and that the trend is growing.

The comments of Donald G. Fletcher, executive secretary of the Rust Prevention Association, on the outlook for durum in 1956 are on page 26.

V. James Benincasa of Ballas Egg Products Company, Zanesville, Ohio, and William Oldach, egg broker of Philadelphia, concurred that there would be price fluctuations in eggs due to weather, speculators and demand. Details of their remarks are on page 38. Charles Rosotti of the Rosotti Lithograph Corporation, North Bergen, New Jersey, and Ennis Whitley of the Dobeckmun Company, Cleveland, Ohio, discussed packaging prospects. Their comments will appear in the April issue of the Macaroni Journal.

In the afternoon of the second convention day the DeFrancisci Machinery Corporation served as host for a trip to Villa Vizcaya, the fabulous Italian palazzo of the former James Deering Estate.

Food Editors Report

On the convention's final day, Food Editors Bertha Hahn of the Miami Daily News, and Jeanne Voltz of the Miami Herald described their work and problems as grass roots contact with the public. Mrs. Hahn celebrated the occasion by presenting a full page in the Nally News entitled "Oodles of Noodles" with Pork Chops and Noodles illustrated in beautiful

(Continued on page 24)

HOW TO SELL QUALITY

THE Winter Meeting of the National Macaroni Manufacturers Association began with a showing of the Dartnell Corporation film *How to Sell Quality*. This adaptation of John Cameron Aspley's book dramatizes the problems of a salesman confronted with price competition. His sales-manager tells him about the arithmetic of selling quality, the use of four arithmetic symbols: + Add up the benefits—the plus values the buyer gets by making a slightly larger investment. — Subtract the disappointments that might result from not buying quality. They could amount to many times the few dollars more the buyer pays for quality. ÷ Divide the slightly higher first cost by the extra years of satisfactory service your prospect gets when he buys quality. × Multiply the satisfactions that go with quality—satisfactions that multiply customers and keep them coming back.

Formula Demonstrated

Then the salesman sees four demonstrations of these points. A milkman sells a customer on the plus values of quality by adding up the benefits. An insurance salesman shows a customer what is lacking in a policy billed as "just as good" and subtracts the disappointments that might have resulted from the cheaper policy. A sterling silver salesman divides the cost of his product over a twenty-year period and demonstrates that longer service actually makes a better buy. An industrial equipment representative meeting with a civic group shows that low bid may not cover services and functions wanted; that by multiplying the satisfactions that go with quality, customers multiply and keep coming back.

Around the Table

Round-table discussions were held after the film-showing and brought forth reports such as these in trying to apply the principles to macaroni selling:

"Quality prevents belly-aches, literally and figuratively. If the consumer is satisfied, the grocer is happy. If the grocer is satisfied, the manufacturer is happy. Quality makes for satisfaction all along the line."

"At this table we agreed that durum wheat is a good raw material with a high amount of gluten in it which makes it easy to digest. Because of its easy digestibility it is better for everyone's health."

"The second point is that macaroni products are a good source of vegetable protein. As nations, the Americans, the British, the Canadians have a high incidence of heart disease caused by chole-

sterol from meat fat. Perhaps better balance could be had if we ate more of our meat with macaroni and spaghetti. The combination of macaroni's vegetable protein with the protein of dairy products, fish and meat would give the consumer balance in diet as well as satisfaction in eating."

Enrichment is A Plus

"Enrichment is another plus that we have to offer in high quality macaroni products. Enriched macaroni provides an economical meal supplying vitamins and minerals necessary for good health. Good quality products taste better and keep the customer coming back."

Following this report one manufacturer said, "We don't say 'Enriched,' we say 'Vitamin Enriched'; it's stronger selling."

Another discussion-group reported: "To make good macaroni you must use good material on good equipment. If you have a good macaroni you can get on the shelf and you can sell."

Speaking of Machinery

"In speaking of machinery, we think the mathematic formula applies perfectly, because if quality equipment is not installed down-time may result that cannot be computed in lost wages alone. For example, if you have ten production machines and one is down, one-tenth of your overhead is waste. Lost production means lost profits. Lost productivity hurts worker morale as well."

"Another application of the arithmetic symbols: what is the life of the machine? five years? ten years? twenty years? The cost per annum is much more important than the original investment. In regard to maintenance, breakdowns cost more than parts, they cost lost productivity while down. Machinery should be rated annually for efficiency, and if not up to par, traded in."

Why Use Durum?

One group came forth with these reasons for using 100% durum to produce quality macaroni: "Durum gives (1) eye appeal; better color of the finished product as it stands on the shelf; (2) better cooking qualities—more cooking tolerance and less tendency to mush up or become slimy; (3) better taste—including texture, firmness to the bite, aroma, and pleasure to the palate."

The importance of quality in building an expanding market was stressed by one group. "We operate in a profit system. Nobody is interested in handling merchandise that doesn't show a profit. Buyers and store managers will consider

macaroni profitable if it builds repeat business. To do this it must have good appearance, both the product and the package; it must have a good remembrance value from a satisfaction in taste. Remembrance value will be aided if the packages, or parts of packages stored at home, help build brand remembrance and remembrance of tasty dishes pictured on the package.

"Retailers want dependable service, dependable delivery, because they want fast turnover. They want proper packaging—not appearance now—but packaging in such a manner that the product arrives in good shape."

Quality Must Be Consistent

"Product quality must be consistently good. It cannot be up one time and down another because the consumer just won't bother with a variable thing. A good product insures more satisfactory meals—a poor meal costs time and money and creates dissatisfaction."

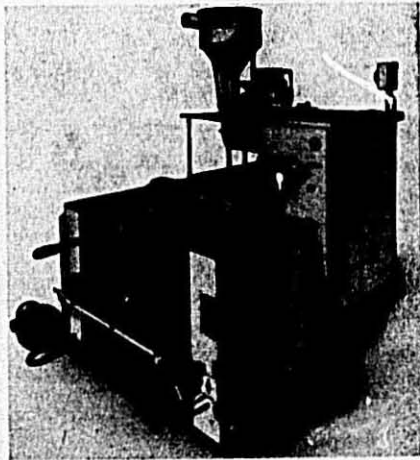
"There must be an increase in store promotion. The store manager is interested in profits but it is probably the department manager you need to talk with—if your representative is skilled in doing in-store promotion, in helping to arrange attractive displays, and getting macaroni placement at important traffic spots, it will be a helpful thing that can add to volume."

Virtue of Variety

Macaroni's virtue of variety was cited by a discussion group: "Macaroni products lend themselves to a variety of uses, give variety to the meal, and appeal to different age groups from children to older people because of the ease with which they are eaten. Taste appeal and eye appeal multiply themselves into more appetizing meals and more satisfactory meals."

An observation was made by an ally who said: "I would like again to compliment your group on the job being done in industry promotion. I don't think there is an industry of comparable size that gets anywhere near the fine publicity in every media that you do." This set the stage for the comments of the last group. They said: "Basically what gets on the table is what Mom cooks for the kids, and if the kids like it, Pop is going to get it. We must make our appeal to these people—people under 45 raising families. This is a large and important segment of our population. It is the group that eats the greatest amount of our product. They are our hope."

DEMACO SPREADER



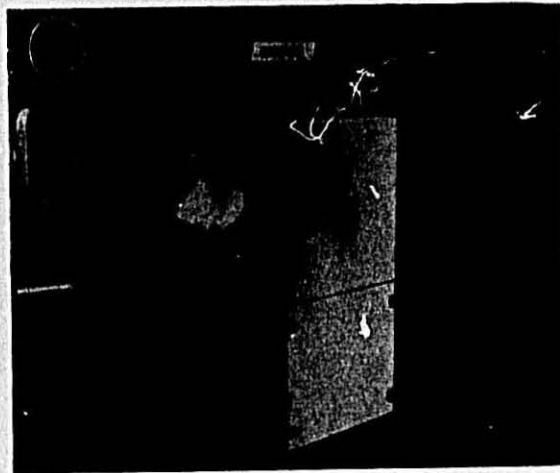
FULLY AUTOMATIC MECHANICAL SPREADER

The Spreader Attachment with:

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

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

DEMACO SHEET FORMER

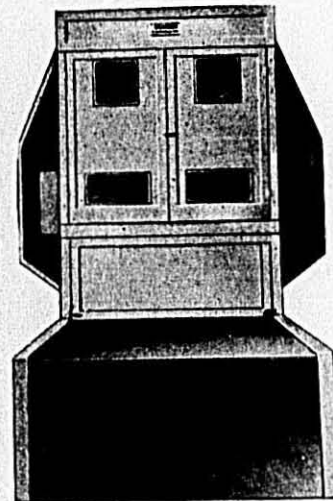


The "secret" of the perfect extruded sheet noodle. New type die that extrudes a single sheet with perfect texture.

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

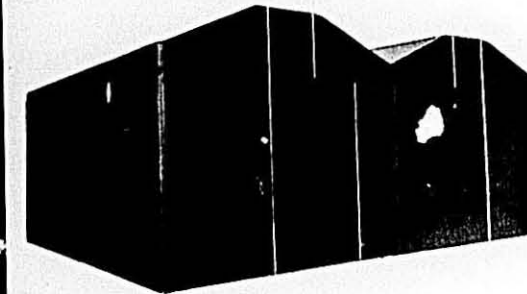
Sheet Former can also be attached to any existing Short Cut Press, thus making a combination Short Cut Press and Sheet Former.

DEMACO DUAL PRELIMINARY



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

DEMACO FINISH ROOM



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

DEMACO

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

DEMACO *DeFrancisci Machine*
CORPORATION

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SUPERS LIKE TO SELL MACARONI

by George W. Jenkins, president, Publix Super Markets, Lakeland, Florida

MOST chains are in the super market business. I am going to give you some personal experiences—some observations about our business and your business and how they work together.

In presenting these stories I certainly do not intend to give any manufacturer a plug, and I certainly don't want to rub anyone the wrong way. I sent out some questionnaires to my store managers to try and get their viewpoint. I also talked to the buyers, so what you are getting is actually from only one company, and some of the things that we find might not hold true in your particular part of the country, might not apply to your operation, but I did want to give you the relationship and experiences that we are having with macaroni products in our particular chain stores. So if you will bear with me, I will read you some of the information that I have here from our stores—specifically our store managers' answer to what you macaroni product manufacturers should do to make better relationships between your companies and the chain store companies that you serve.

With Increasing Sales

I have a bit of information here that I think I will give you first. For the year 1952 the sales of my company were \$22,000,000. For the year 1953 sales were \$28,000,000. That is a 26% increase. The number of cases of macaroni products sold in 1952 was 15,748. The number of cases sold in 1953 was 19,013. The increase of macaroni products was only 13% whereas the overall business was up 26%. Now, that doesn't sound good to you people nor to me, and I think I have the answer. I will give it to you later. Meanwhile, I will show you that the following two years give a much better picture. These are actual sales figures, leaving off the fractions, and the actual cases. In 1954 our sales jumped from \$28,000,000 to \$37,000,000, which was an increase of 31%. With your products our cases jumped from 19,013 to 26,839. So for the year 1954 sales were up 31% and our macaroni sales were up 41%. Much better. For 1955 over 1954 our sales jumped from \$37,000,000 to \$52,000,000, which was 40%. The macaroni products sales jumped from 26,829 cases to 39,720, an increase of 48%. That looks good.

You might ask me what happened back in 1953 when the number of cases only went up 13%? Well, the only answer that I can give you for that is that in '52 and '53 we were operating small stores and started building larger stores about that time. The larger store gets more than twice the shelf space for your products



GEORGE W. JENKINS and THOMAS A. CUNEO

than the small stores get. I think if these larger stores begin to open up and get the volume built up—and it takes a while for a large store to get a satisfactory volume—why the increase is reflected here in macaroni products. It would have made a much prettier picture had I skipped '53. But I had the figures so I thought I'd give them to you. The answer, as I say, is more shelf space in the super markets. In '53 a lot of our stores were not really classified as super markets but merely as average grocery stores.

Store Managers Comment

I would like to read comments from our store managers. I told them I would be addressing you and asked if they had any suggestions that they would like to pass on in order to better relationships. Here are some of the answers.

"Macaroni products packed in cellophane bags are broken easily by rough handling. I think dividers would help. The boxes and bags are easily cut when the case is opened. They should have enough room at the top of the case for opening. Tear strips would help. All packages should be packed with labels facing the top of the case for easy identity and white space on package for price marking. The cases should be designed to price mark all packages without being taken out of the box."

Another says: "Products should have marking area on top flap so that you can get a clear price mark on each package. Marking area on 8-ounce spaghetti should be large enough so as not to take added time in marking."

Another suggests: "Zip-open cartons. All macaroni products packed in cartons should be packed so the end of the price area will be on top. For non-zip open cartons which must be cut open, they should be protected by an inner lining in

the carton. The end to open should be marked 'Open this end.' And the end to be priced should be on top. Stamp cases with size and type merchandise in larger print, also on more than one side."

One store manager says, "Representatives could and should keep a closer check to be sure that merchandise is rotated." Some chain stores have a different idea. They do not want sales representatives in the stores. In our company we encourage good relationship with all manufacturers and welcome their men in the stores to give what services they can.

Another manager says, "Tie in with a major cheese company. Go in for nationwide advertising, namely TV. Destroy the idea that macaroni is extremely fattening—that it contains an abundance of starch which makes the shopper hesitate to buy. Print recipes, and associate with salads, quick snacks or a light meal. Increase the margin of profit to the retailer. By doing this we will display in a hot spot—also with cheese."

Macaroni Margin Good

I get a laugh out of that. That is the only store manager who said that we should get a larger margin of profit. Actually the store managers do not know the margin of profit. I feel that the profit margin of your products is very good, and fortunately for us and you people, we won't get price wars on your products. As a chain store operator, it's a pleasure to stock and handle your kind of products where there is no loss due to price cutting on the product.

From another store, "Noodles should be packed in heavier cellophane. All cases should be packed so the case could be opened and packages price-marked in one operation." That's the story in a nutshell. That's about what they all say.

Advertising is the best way to build most any kind of business, and I imagine some of you people operate more or less locally. Certainly in small territories magazine advertising and nationwide advertising would be out of the question. So you must give some thought as to how to best spend your advertising dollar. We know there's a lot of money thrown away in advertising, but as someone said in the advertising business, he was confident that 50c of every dollar spent for advertising was wasted. But he just didn't know how to find out which 50c is wasted and which 50c is effective.

I have covered some of the points that I wanted to bring out, and now I think you might prefer that I answer questions.

(Continued on page 29)

There's
of POTENTIAL for
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

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

CAPITAL FLOUR MILLS

PROMOTION PLANS

by Theodore R. Sills, public relations counsel for the National Macaroni Institute

NATIONAL MACARONI INSTITUTE PUBLICITY 1955 Box Score

57 Magazine breaks reached	87,536,104
12 Sunday Supplement reached	59,998,462
47 Newspaper Syndicates reached	491,500,000
18 releases to Major Markets	432,000,000
100 breaks in Labor Press	10,000,000
2 releases to Negro Press	3,000,000
1 release to Farm Press	1,000,000
1 release to Religious Press	759,746
3 Colored Photographs released	1,991,826
3 Special Television releases	750 shows
3 Network Television releases	26,374,000
2 Network Radio releases	4,400,000
16 Special Radio releases	11,200

Things Gone By

Nineteen hundred fifty-five brought macaroni, spaghetti and egg noodles an increasing amount of publicity. Here are some of the outstanding results:

Magazines

During the year macaroni, spaghetti and egg noodles were featured over 57 times in 27 of the nation's top consumer magazines in color and black photographs with lots of self-appeal. Supplementing this eye-catching illustrative material was a wide variety of tempting recipes.

To give impetus to National Macaroni Week, our biggest promotion of the year, 19 stories in nine different magazines told and retold the advantages of using macaroni, spaghetti and egg noodles.

Newspaper Supplements

Food pages of well-read newspaper supplements carried by the country's big newspapers centered attention on macaroni products time after time. Syndicated supplements including *American Weekly*, *Parade*, *Family Weekly*, *This Week* and *Rural Gravure* pointed out to their readers several times during the year that macaroni, spaghetti and egg noodles are excellent food buys.

The total circulation of stories appearing in these syndicated supplements during the year was 59,998,462.

Many newspapers with their own weekend magazine sections including such leaders as the *New York Times*, *New Orleans Times-Picayune*, *St. Louis Globe-Democrat*, *Newark News*, *New York Daily News*, *Worcester Telegram*, etc. put macaroni products in the foreground in eye-arresting spreads throughout the year.

Newspaper Syndicates

Desirable space in influential syndicated food columns was devoted to macaroni, spaghetti and egg noodles from

January to December.

Gaynor Maddox of *Newspaper Enterprises Association* did five stories on the products. His wife Dorothy Maddox did another five. *NEA Features* had a story in their *Outdoor Living Supplement*.

Cecily Brownstone of *Associated Press* ran four stories, while United Press ran two. *Bell Syndicate* did five.

Edith Barber of *General Features* highlighted macaroni in three stories. Frank Kohler of the same syndicate used two features.

King Features' Alice Denhoff wrote up macaroni seven times. Another *King Features* writer, Joan O'Sullivan, did two stories, as did the third writer for this group, Dr. Ida Bailey Allen.

Pacific Coast Dailies, with 1,000,000 circulation from Oregon to California, ran four stories. *National Weekly News Service* ran another. *The Chicago Tribune* syndicate put out two macaroni stories as did the *New York Daily News*.

Direct-to-Editor Mailings

Newspapers appealing to every sort of reader were supplied with a wide variety of material on macaroni products throughout the year. Eighteen stories with photographs and recipes went out to food editors of the nation's leading newspapers. The Negro press, farm publications, religious press and labor papers were also supplied with specialized stories, photos and recipes.

Color Photographs

Our color photographs appeared in the *Miami Daily News* and the *Newark News* and many editors are holding color transparencies to be used very soon. July *True Confessions* featured a color photo taken especially for the food editor.

Television and Radio

Macaroni, spaghetti and egg noodles were hailed in 1955 by many top radio



THEODORE R. SILLS

and television network shows. On the macaroni band-wagon were such celebrities as *Tennessee Ernie*, *Art Linkletter*, *Phil Norman* and *Josephine McCarthy*. In November Bob Green appeared on the *Eddie Doucette* and *Bob and Kay Show* in Chicago, talked about various macaroni shapes, exhibited them and offered recipes.

Disk jockeys all over the nation received a record of "*Rigatoni Rag*" and a letter urging them to fete Macaroni Week by playing the tune. This brought forth a most successful response.

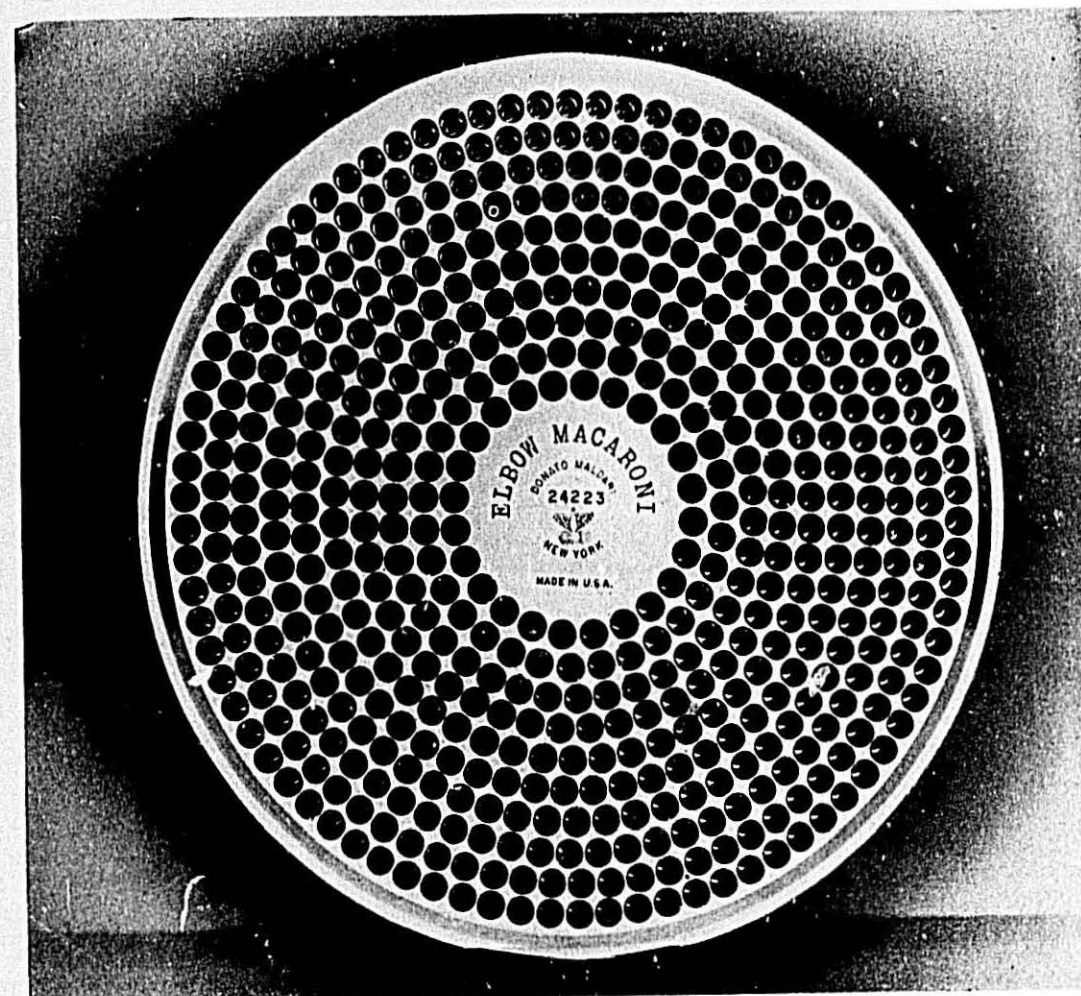
To keep over 700 radio program directors and 250 television demonstrators macaroni-minded, special material with suitable recipes was sent to them throughout the year.

Cooperative Publicity

Cooperative publicists were told of all our promotions and tie-ins were most gratifying. Advertisers of related items, too, lent their support. Color ads, television commercials, newspaper stories and ads, recipe booklets were some of the ways macaroni, spaghetti and egg noodles got a boost. In addition to cooperation from T. R. Sills food accounts, outside firms giving cooperation included *American Meat Institute*, *U. S. Brewer's Foundation*, *Underwood Deviled Ham*, *Armour*, *Swift*, *California Almond Growers Exchange*, *RKO Pictures*, *Norwegian Sardines*, *Paper Cup and Container Institute*, *Fisheries Council of America*, *Reynolds Aluminum*, *Taylor Wine Co.*, *Starlac* and *Maine Sardines*.

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

Our Fifty-third Year



D. Maldari & Sons

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

Manufacturers of the finest Macaroni Dies distributed the world over

Special Projects

In May, we participated in the annual convention of the *American Women in Radio & Television* in Chicago. In addition to having a booth where we exhibited some of our color photos, we entertained the broadcasters at "Derby Week" parties in our suite. This gave us the chance to create further good will for the macaroni industry.

In October, representatives of the Sills organization entertained the newspaper food editors during their annual conference.

Cook Books

In addition to constantly supplying cook book publishers with recipes for macaroni, spaghetti and egg noodles for new cook books coming on the market, our home economics staff is concentrating on working with publishers who are revising their outmoded cook books. A case in point is the revised edition of the *Good Housekeeping Cook Book*—long a favorite with many homemakers. This cook book had undergone periodic revision this past year and we have worked very closely with the food department of *Good Housekeeping* and have given them the latest nutritional data and recipe information for inclusion in the revised edition which was published in 1955.

Things to Come

Nineteen hundred fifty-six is getting off to a rousing start with our big Lenten push. In addition to our straight Lenten releases we are sending out material to tie-in with Carnation, American Dairy Association, and Kraft.

The magazines have started things off by heralding the new year with macaroni stories beautifully illustrated in color.

January *Good Housekeeping* had four photos in color with accompanying recipes.

January *American Home* had a color photo and a black and white of Liver Heart Casserole with Noodles.

January *Woman's Home Companion* had two color photos—one of Skillet Beef Noodles and another of Sausage-Spaghetti Casserole.

Family Circle in its January issue had a color photo of Chicken Stroganoff with Noodles.

January *True Story* had a feature "How Quick Can Spaghetti Sauce Be?" with an abstract color photo surrounded by various sauces.

January *Woman's Day* featured noodles in a black and white photo.

The January *McCall's* had a color photo and recipe for Corned Beef Au Gratin and we expect they will do another story for Lent.

Everywoman's February issue will use one of our Lenten recipes.

Family Circle will be spotlighting macaroni products in other Lenten issues.

These are just a few of the breaks so far. We are confident that Lenten

magazine coverage will really go over the top in 1956.

The food editor of *American Weekly* tells us she has some macaroni photos and recipes in forthcoming Lenten issues.

The *Toronto Star Weekly* is using our Country-Style Macaroni and Meat color photo and another of Mariner's Macaroni and Cheese has been placed with the *Chicago Tribune* for use in their Sunday magazine section.

Our Lenten macaroni promotion will reach all media. Here's the scope of our push:

Four direct-to-editor newspaper mailings.

Fourteen newspaper syndicate stories. Special material to *Parade*, *This Week*, *Family Weekly*, *American Weekly*.

Four direct-to-broadcaster radio scripts. Three scripts for radio syndicates.

Two stories for television home-show demonstrators.

Two mailings to farm publications. Story for 600 labor newspapers.

Direct-to-editor mailing Negro press. Mailings to restaurant publications.

Summer Efforts

Our home economists have already begun working on Summer ideas for macaroni products. In keeping with the trend toward easier, more gracious living we intend to release recipes that will be simple to prepare but glamorous to eat at and above all delicious to eat.

All material will be directed toward the busy meal-getter who wants to serve her family tempting and nutritious food no matter what figure the mercury has reached.

Our releases will emphasize the role of macaroni products in refreshing salads, the merit of serving quickly cooked macaroni products (no preparation, no washing, no waste, etc.) as time-and-temperature savers, and finally the wisdom of the hearty meal all under control in one casserole.

We won't overlook the "show-off" streak that's latent in every woman. Though the majority of our recipes will be easy affairs that may be assembled with little effort, we intend to include a few that she will want to try when she has time to fuss. Every woman likes to tackle something a little out of the ordinary now and again for every woman enjoys compliments on her cooking.

Plans are being made to gain the cooperative support of allied publicists and advertisers. Foods under consideration are Wesson Oil, Good Seasons (a General Foods product), Gulden's Mustard, Norwegian Sardines, Processed Apples Institute, Campbell Soup Company, U. S. Brewers' Foundation.

National Macaroni Week

Our National Macaroni Week campaign will again penetrate all media and reach readers of magazines, Sunday supplements, newspapers, farm publications,

teen-age columns, specialized readership groups such as the Negro press, the labor press, house organs and news columns.

Listeners and viewers of radio and television shows will be reminded of the popular trio throughout the Week.

To draw the whole nation's attention to our promotion, we intend to merchandise a "Low Calorie Menu" with a main dish called "Low Calorie Quickie," which may be prepared with either macaroni, spaghetti or egg noodles. This dish is made on top-of-the-range and consists of a tomato meat sauce served on either macaroni, spaghetti or noodles. The rest of the meal consists of a wedge of lettuce with fresh lemon juice for dressing, one medium cling peach half and black coffee or tea. Merchandising and tie-in possibilities of this dinner are excellent. They include: meat, canned tomatoes, canned tomato sauce, cling peaches, Sunkist lemons, spices, tea (Tea Council), coffee (Pan American Coffee Bureau), salad oil.

To give this low calorie campaign some stature and authority in the eyes of the food editors we had the Jacobs-Winston Laboratories, Inc. analyze the entire meal according to the methods of the Association of Official Agricultural Chemists. Based on their findings we know the calorie count of this meal to be very low.

We will release stories on the "Low Calorie Dinner" to food editors as well as to the trade press.

Special Projects

In April the Sills organization will entertain the *American Women in Radio & Television* at a Paul Revere Midnight Ride nightcap party in Boston during their annual convention. Attendance of over 600 radio and television broadcasters and demonstrators is anticipated.

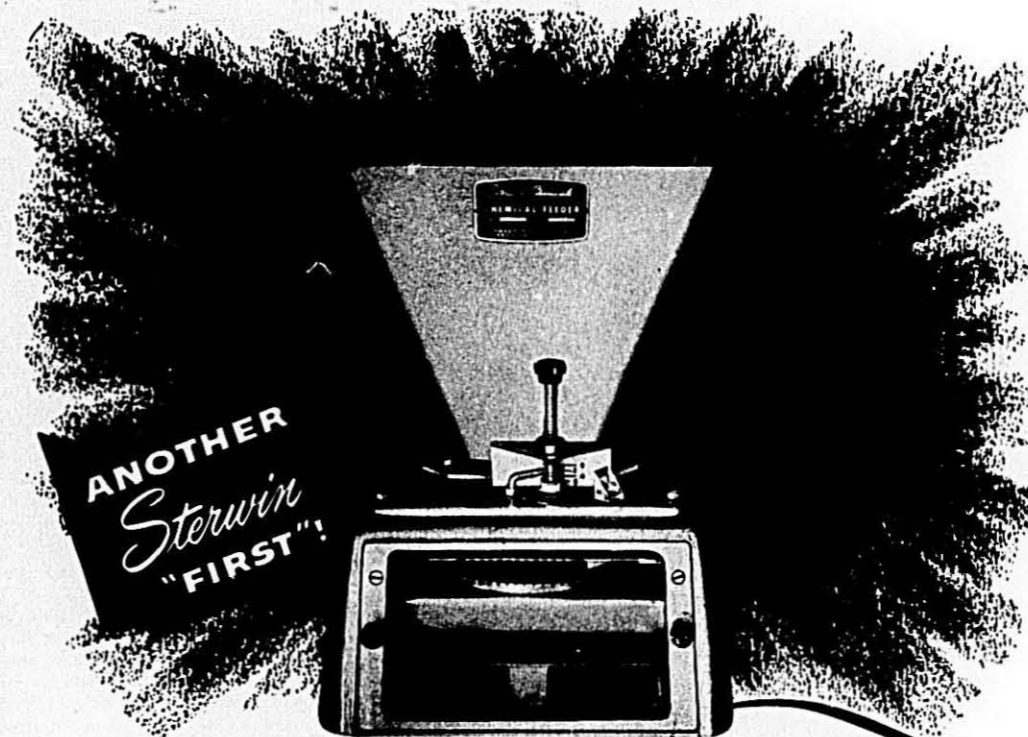
This summer we will participate in the *American Home Economics Association* convention in Washington, D. C. Three to four thousand home economists are expected to attend.

In October, the *newspaper food editors* will be entertained by representatives of Sills & Company at nightcap parties. About 175 editors will be present.

Two of the Sills staff attended the *American School Food Service Association* convention in Denver last November to become better acquainted with the possibilities of this outlet for macaroni products. We plan to participate at the next convention. This is still in the formative stage, but we would like to have a booth where we might dispense large quantity recipes for macaroni products.

Foulds Appoints Wilde

Grocery Store Products Co. has announced the appointment of Stanley A. Wilde as general manager of its Foulds Macaroni Division. He had been serving as advertising director and sales representative for Foulds Products, with headquarters in Libertyville, Illinois.



The NEW Precision STERWIN FEEDER for dry powders

THERE'S EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

Low power requirements and simplicity of design make the Sterwin Feeder extremely economical to operate and maintain. And extreme uniformity of feeding reduces the overage ordinarily required to take care of feed-rate variations.

ENRICH YOUR MACARONI WITH VEXTRAM®

For easy, accurate and economical enrichment of macaroni products made via continuous process, feed Vextram through your Sterwin Feeder. Vextram is the original free-flowing vitamin pre-mix... stable, uniform, dependable.

For complete information on the new Precision Sterwin Feeder... ask your Sterwin Technically Trained Representative or write:

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Subsidiary of Sterling Drug Inc.
Flour Service Division

1125 MERRIAM BLVD., KANSAS CITY, KANSAS
SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" ... height 27".
- 5 Transparent lid gives complete view of contents.

MEET THE PRESS

FOOD editors Bertha Cochran Hahn of the Miami Daily News and Jeanne Voltz of the Miami Herald participated in the convention program and gave some off-the-cuff comments on macaroni.

Miss Hahn Says

Miss Hahn began her remarks with the story of Yankee Doodle — "stuck a feather in his hat and called it macaroni." "Today's women seem to want that kind of miracle. Just like 'The Kitchen of Tomorrow' that will be here next week so we can see and covet it. Press a button and the lights go on. Press another and an IBM card (of all things) figures out the ingredients to go into a mixer. I wonder what happens if you blow a fuse or want to change the seasoning in your mix. And what happens to our originality if we go to automation?"

"What would Grandmother say? She would probably say not to worry about tomorrow. She taught her youngsters at the table — not only about food but about manners and etiquette."

"I noticed Tuesday night as we went down the buffet line, a youngster was getting his first lesson in winding spaghetti on his fork. We were fascinated and we all watched. Wouldn't it be sad if by 1966 we get so automatic that a waiter will provide him with a bundle of forks all pre-wrapped with macaroni or spaghetti impregnated with his favorite sauce. If that happens it will be our own fault."

Things Change

"But things do change — I can remember in the 'good old days' we all made our noodles at home. Now we go to the grocer and find a wide variety of noodle and macaroni products to choose from."

"Perhaps the miracles today come from magic in recipes. We have to turn out such a quantity of recipes that without help from people such as you we would be lost. For instance, the illustration we ran today was one sent by the Sills organization. Those beautiful pork chops and noodles just had me drooling. But it was really sparked by the macaroni-of-the-month club packages you sent me. I had more fun with them, and I didn't gain a pound."

"About this business of diets, and our worrying about our figures — quite some time ago we thought that 'don'ts' were the answer. Don't eat this — don't eat that. Then we got into a phase of tailoring recipes to calories. We were still cutting — and in the cutting we were omitting cereals for we didn't realize how many vitamins and other nutrients they had. Now we are trying to strike a balance — we go to the doctor for a diet and we stop being negative about the whole thing. We learn we can eat practically



JEANNE VOLTZ

anything if we are reasonable and do not eat too much at any one time. Of course, the amount we drink has to be figured in there too, so maybe we have to do a little tailoring to keep within a reasonable amount."

"But back to the food page in today's paper — if the girls like those in the Sills organization with a solid home economics background didn't help us, we just could not turn out the amount of copy demanded by the newspaper. In my section today — the section we call the grocery section because on Thursday all of our grocers in Miami advertise their week-end specials, I have a full front page in color, and I have four stories inside usually with two black and white pictures. All during the week I run a contest called 'What's Cooking' and re-



BERTHA COCHRAN HAHN

ceive recipes from our readers in the area. You would be surprised how many macaroni and noodle dishes are included in the replies at this time of year. They follow a cycle according to the season. And now, although our weather is not as cold as farther north, we are having winter dishes. Try these pork chops and noodles with apple gravy. I know you will enjoy them."

Trials of Miss Voltz

Jeanne Voltz of the Miami Herald chose to tell about the trials and tribulations of a food editor. Said she, "The first thing a food editor needs is an unlisted telephone number. I had a woman call me at 6:30 a.m. Saturday and I don't have to go to work on Saturdays. If their macaroni happens to stick to the bottom of the pan they call me up and ask me how to get it out."

"One woman called me and asked me how to cook a buzzard. I told her I didn't know and I didn't think it would be very appetizing. She replied they had been hunting and that was all they got, and she was going to cook it somehow. You might say a food editor is expected to know how to cook macaroni, spaghetti, egg noodles, buzzards or anything else."

"Most questions that come in for information are sincere. I answered a question the other day from a woman who wanted to know how to boil eggs. She was sincere — she wanted to know how she could boil them so they would not have that dark ring around them and so they wouldn't be tough. Well, there are tricks to that."

"I had another woman who wanted to know how to cook chicken and noodles. You would think anyone would know how to do that, but I find today that among women some have devoted their lives so wholeheartedly to a career or to some other specialized activity or hobby that they just don't get into a kitchen, so of course, they can't possibly know about chicken and noodles."

Young Homemakers Know

"Some of our younger homemakers are going into the kitchen with a much greater knowledge and a much greater interest in different foods than their mothers did. I am continually amazed at the number of girls that learn home economics skills in school. And I think this greater interest in food, not only among these girls but in older people as well, is because of widespread publicity in newspapers, magazines, television, practically all media today."

"Then too, more people eat out. I am sure you sell lots of spaghetti to people

(Continued on page 29)



You'll make extra dollars in the production of Macaroni Products every time with Criterion Semo-Rina . . . a Semolina Farina product milled from a mixture of 50% durum—50% hard wheats. Because of its quality and uniformity, you can rely on Criterion Semo-Rina to give you the best results and increase your consumer acceptance when you use this consistently high quality product. Make Criterion Semo-Rina a MUST on your next order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

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REPORT OF THE STANDARDS COMMITTEE

by Joseph Giordano, V. LaRosa & Sons, Committee Chairman

ONE of the projects with which the committee concerned itself this year, at your direction, was the possible revision of the trade practice rules promulgated with the government back in 1938.

Last year the Association was beset by a great number of reports coming from all around the country that manufacturers were engaging in the practice of blasting for one thing, and particularly that there was a great deal of abuse in labeling of packages and advertising along the lines of "low calorie—high protein."

You will recall at Coronado the presentation and discussion made by the Standards Committee culminated in a resolution. Its meaning was this: It is not to the interest of the industry to continue with these misleading statements of "low calorie—high protein" on packages and in advertising. A copy of that resolution was sent to the Federal Trade Commission and it was proposed that manufacturers discontinue these practices.

Just before we came down here, in the early part of December, we made a survey of the manufacturers by sending out a questionnaire. There were thirty-four responses to that questionnaire. Twenty-two manufacturers said that they had at no time used "low calorie—high protein" labeling on their packages; twelve said that prior to the resolution in July they had used it and six of the twelve had discontinued using it; I believe the remaining six intend to discontinue. So some good results were had from that resolution.

Trade Rules Reviewed

One of the projects that came out of that resolution was that we should review the trade practice rules to perhaps put more teeth in them to apply specifically to this particular problem. We examined the trade practice rules. They are worded very comprehensively and cover every violation we can think of. So supplementing them with any statement specifically on this subject, we believe, would not help at all. It is the opinion of the Standards Committee that the rules remain as they are. There is nothing we could add to them to improve them. Actually the problem is one not of rules. It is easy to write laws. The problem is always one of enforcement.

In September of last year, we received an unsolicited communication from the Federal Trade Commission. In it they called to our attention their requirements for an industry to establish a permanent Trade Practice Rules Committee. That committee must be representative of the industry both geographically and accord-



JOSEPH GIORDANO

ing to size, and the Commission has its own standards with which we must comply. At the meeting of the Board of Directors, it was determined that the President will appoint such a committee. The committee will be representative of the industry. The proposed committee must by law be submitted to the Federal Trade Commission for its approval, and if approved, it will become the permanent Trade Practice Rules Committee for the industry.

The functions of this committee will be to meet periodically with the Federal Trade Commission and its personnel. Another of its functions will be to make government aware of general abuses and violations of federal trade practices by the industry and work out means for their solution and correction. So it seems that once this permanent committee is established, many of the cases which we had over the past year will be brought into a general matter of policy and be resolved into some action by the Federal Trade Commission. Then we'll be getting some direct clarification as well as more specific prosecution and enforcement of matters such as the "low calorie—high protein" advertising and other practices that were so predominant last year.

The Buitoni Case

That is basically the report on trade practices with one exception. One part of the trade practice picture has been the Buitoni case. And I want to preface my observations on the Buitoni case by telling you that the Association has not at any time singled out any particular manufacturer for any specific action. There is nothing vindictive about anything, that

happened in this whole procedure. If you remember some years back, particularly in 1952 just before the Montreal meeting, a number of manufacturers who thought they were being hurt by the promotion of protein macaroni wanted to know whether or not they could engage in the same field and put out a 20% protein macaroni. There was some doubt in the minds of all of us as to whether or not that was permitted by the standards and whether it would be legal or illegal. The Standards Committee was asked for an opinion as to whether it would be proper and legal for manufacturers to market a 20% protein macaroni.

We did some research and at Montreal concluded it was illegal to market a 20% protein macaroni. However, we were not government and our word was not accepted. There was some doubt as to whether or not we were qualified to make a decision of that sort, so we decided to get the opinion of government.

We had a case pending at that time wherein the specific issue was present, and that case was the U. S. vs. 20 cases of 20% protein Buitoni macaroni that had been lingering in the morgue at Wilmington, Delaware.

The government had made a seizure in 1948 and here it was 1952 with no disposition of the case. We knew that case would resolve the issue whether or not you could call a 20% protein product macaroni or spaghetti. So, at your direction, the Standards Committee revived the case. We told government that this was an issue on which the industry wanted an answer. The case was brought up, has been appealed and reappealed. The government won in the District Court, subsequently won in the rearguments in the District Court, and last January 3 the Circuit Court of Appeals in Washington affirmed and sustained the decision of the lower court. The decision of the lower court was very comprehensive and resolved the issue completely and finally for us.

Issue is Resolved

It says definitely this, and there is no question about it: Regardless of the wholesomeness of a product, regardless of its possible value, if it does not conform in its specifications and composition to the requirements of the standards, it cannot be macaroni. It is not a macaroni, a spaghetti or a noodle product. To apply those names on your package, to use them in your advertising, the product must conform with the specifications of the standard.

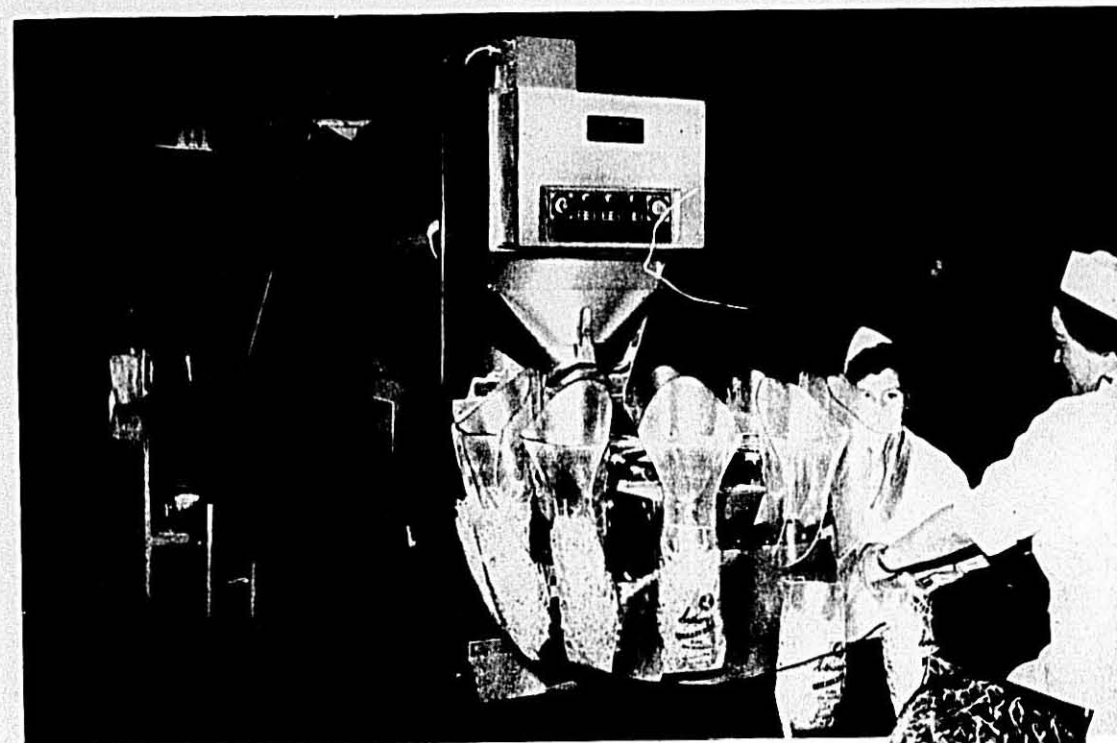
(Continued on page 29)

"Woodman's FLEET-WEIGH cut our packaging time in half!"

"We now package 1-lb. noodles, 18 to 20 per minute
... 8 oz. bags, 26 to 30 per minute!
We reduced an eight hour job to four!"



Frank Steger, Supt.
Anthony's Macaroni
& Confectionery Co.



HERE'S PROOF of the Woodman FLEET-WEIGH'S packaging ability. It chopped an 8-hour operation to four; made four hours available for work on "cut goods".

The FLEET-WEIGH handles semi-dry and free-flowing products. Weighing range — 2 to 16 ounces. Average weight variation: 1/8 ounce, or less, on most products. Fills three ways. Virba-Wheel Bag Filler speeds filling, prevents costly clog-ups! Call, write or wire for details! Your WOODMAN MAN is a GOOD MAN to know!

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Direct Sales & Service Offices in Portland, Ft. Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo; Soon in St. Louis, and Toronto.



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 Miss Angela Realmuto
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 Ravarino & Freschi, Inc.
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 Whitewater Flour Mills
 The Woodman Company, Inc.

Jersey City, N. J.
 Minneapolis, Minn.
 New York, N. Y.
 Jersey City, N. J.
 Brooklyn, N. Y.
 New York, N. Y.
 Minneapolis, Minn.
 Little Rock, Ark.
 Brooklyn, N. Y.
 Brooklyn, N. Y.
 Cleveland, Ohio
 New Richmond, Wis.
 Waltham, Mass.
 Cordova, Fla.
 Minneapolis, Minn.
 Nutley, N. J.
 Libertyville, Ill.
 Minneapolis, Minn.
 New York, N. Y.
 Rahway, N. J.
 Miami, Florida
 Miami, Florida
 Kansas City, Mo.
 St. Louis, Mo.
 Chicago, Ill.
 Philadelphia, Pa.
 Philadelphia, Pa.
 Lakeland, Fla.
 Kansas City, Mo.
 North Bergen, N. J.
 Minneapolis, Minn.
 Chicago, Ill.
 New York, N. Y.
 Decatur, Ga.

LaRosa Plans Expansion

Unprecedented demand for new La Rosa Italian-Style Foods—as well as its macaroni products—has resulted in a ten million dollar expansion program to be carried out over the next few years by V. La Rosa & Sons, Inc.

Stefano La Rosa, Chairman of the Board, announced that the first step had already been accomplished.

"We must have room in which to grow. We must enlarge the canning kitchens at our Hatboro (Penn.) Plant. Therefore, we have just purchased the 65 acre Raab Dairy Farm which directly adjoins the Hatboro Plant."

In addition, La Rosa has just acquired the building and lots adjoining their 12 story Brooklyn (N. Y.) Plant. By this acquisition, La Rosa now owns the entire square block on the Brooklyn waterfront bounded by Kent and Wythe Avenues, and by South 11th and Division Streets. Filippo La Rosa, executive vice president in charge of production, observed that this additional area will permit the construction of a wing for the installation of revolutionary types of macaroni processing equipment.

The acquisition of the Brooklyn land will also make room for the installation of complete test kitchen and laboratory for the Home Economics Department of the Company. Miss Josephine M. La Rosa, who heads the department, said that the demand for convenience foods and quick and easy recipes is so great that it becomes necessary to devote full time



AT THE CONVENTION: Seated, Bob Roof, Forest Wilson, Mrs. Reining and Eddie Standing, Art Russo, Roy Wentzel, and Paul Reining.

to the development of new foods and the creation of "just heat and eat" types of Italian-Style Foods.

Semolina Wins

While millers and macaroni manufacturers were discussing durum at the Winter Meeting a race horse by the name of "Semolina" won the ninth race at Hialeah on January 25. He beat out "Assistance" and "Lafourche" in a field of eleven runners.

New Plee-Zing Package

Plee-Zing spaghetti and macaroni are now packaged in 7-ounce, window-front cartons by Tharinger Macaroni Co. of Milwaukee.

The cartons are in full color, with a picture of the prepared product on the front. Full-color pictures of other dishes appear on the back, in addition to the Plee-Zing gift coupon for premiums.

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

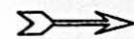
an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS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

LIKE THIS

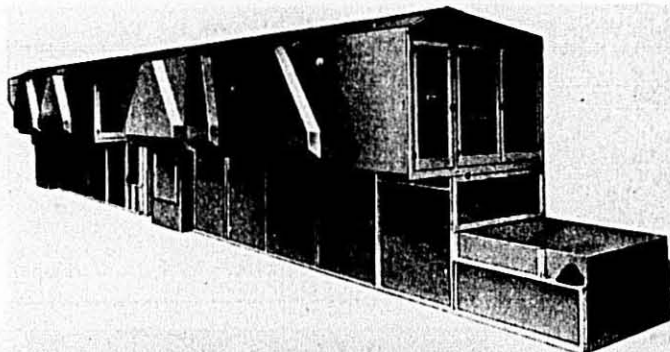


OR

LIKE THIS



OR TO SUIT YOUR BUILDING



STRAIGHT LINE

Semi-Finish Dryer attached to front of Preliminary Dryer.



FLOOR ABOVE

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

Ambrette
MACHINERY CORP.

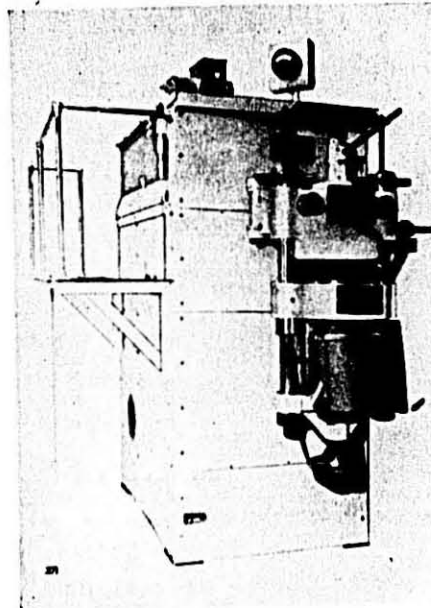
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

PRESSES

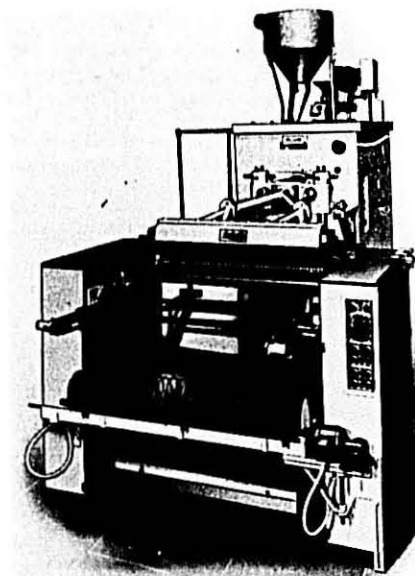
WITH THE

PROPER VACUUM*

*PATENT PENDING



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



CREATIVE
ENGINEERING
for the
MACARONI
NOODLE
INDUSTRY

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

STATEMENT ON BUITONI CASE

GEORGE P. LARRICK, Commissioner of Food and Drugs, on February 2 issued the following statement in connection with the Buitoni macaroni standards case:

After more than seven years of litigation the U. S. Court of Appeals in Philadelphia has sustained the Government's position that Buitoni 20% Protein Spaghetti was misbranded under the Federal Food, Drug, and Cosmetic Act because it failed to comply with the definition and standard of identity for macaroni products.

The case was decided initially by the U. S. District Court of Wilmington, Delaware. It was stipulated that the Buitoni product did not comply with the definition and standard because of its excessive gluten content. On Sept. 30, 1954, Chief Judge Leahy held that the seized food was misbranded because it clearly purported to be the standard article, spaghetti.

The manufacturer, Buitoni Food Corp., S. Hackensack, N. J., contended that Buitoni is the oldest and largest-selling brand of macaroni products in the world. The corporation contended that its 20% protein spaghetti was a distinctive product that has been manufactured in Europe for over a century and in this country since 1941 and thereby has acquired a separate identity.

The case was appealed, and on Jan. 3, 1956, the U. S. Court of Appeals at Philadelphia sustained the decision of the district court. The company has until April 2, 1956, to decide whether to ask the Supreme Court to review the decision of the lower courts. The National Macaroni Manufacturers Association was in agreement with the Government throughout this case and filed *amicus curiae* briefs supporting the Government in both the District and Circuit Court actions.

Background of the Case

In 1945, upon petition, Buitoni was granted a special hearing to determine whether a separate standard of identity should be established for "gluten macaroni" products or whether to amend the macaroni standard to permit the use of gluten as an optional ingredient.

Based on the evidence obtained at this hearing, the standard was amended to permit the use of gum gluten as an optional ingredient in such quantity that the protein content of the finished food is not more than 13 percent by weight. This was done to facilitate the manufacturing process and reduce breakage. It should be pointed out that the standard limits only the amount of gum gluten that may be added to macaroni products.

It does not limit the amount of protein which is naturally present from the flours used.

Buitoni's proposal of a separate standard was denied on the basis that it would not promote honesty and fair dealing in the interest of consumers to adopt a definition and standard of identity for gluten macaroni products, for the following specific reasons:

Macaroni products containing sufficient added gluten to bring the total protein content up to 20 percent had dietary effects quite different from ordinary macaroni products (Finding No. 6).

The sale of such foods was largely promoted by representations that they are low in starch and non-fattening; that they can replace other foods as a source of protein in the diet, and serve a special dietary purpose for individuals suffering from diabetes (Findings No. 4 and 6).

Persons on reducing diets were deceived into believing these foods were less fattening than ordinary macaroni products, and persons suffering from diabetes received little if any benefit from these foods (Finding No. 6).

Contrary to the petitioner, the average diet of a person in the United States is not deficient in wheat protein; no need exists for specially prepared protein foods of this type; the cost of manufacturing "gluten macaroni products" is substantially more than ordinary macaroni products and such cost is passed on to the consumer (Finding No. 7).

Use of "gum gluten" in macaroni products for supplementing the wheat protein content of the diet of the American consumer is irrational and uneconomical (Finding No. 7).

After rejection of Buitoni's petition to establish standards for gluten macaroni products the company continued to distribute spaghetti and other such products that failed to comply with the standards, and also continued to promote these products by representing them to be less fattening than other macaroni products. They used such statements as: "Keeps you slim," "Keeps stoutness away," "Why diet?" "Keep your figure," "Keep trim with Buitoni," "Low in starch—high in protein."

On June 11, 1948, the Government seized a shipment of Buitoni 20% Protein Spaghetti on the charge that it did not comply with the definition and standard of identity for spaghetti. Buitoni Food Corp. appeared as claimant and contested the seizure action.

In answers to interrogatories and requests for admissions filed by the Government, Buitoni conceded that the seized food resembles ordinary spaghetti in length, shape, diameter and color; that it is cooked and eaten like spaghetti, that similar sauces and other condiments are used thereon; that it was ordered by customers in Buitoni's own spaghetti bar in New York as spaghetti; that it was manufactured like spaghetti; packaged and marketed like spaghetti, contained all the ingredients of spaghetti except excess amounts of "gum gluten," and that it was advertised in newspapers and over the radio as spaghetti.

Based on these admissions there were no material issues of fact to be presented to a jury, and both Buitoni and the Government asked the district court to grant a judgment in their favor. The district court after accepting the admitted facts ruled in favor of the Government and granted a summary judgment. This was appealed and has now been sustained by the circuit court.

Successful Meeting—

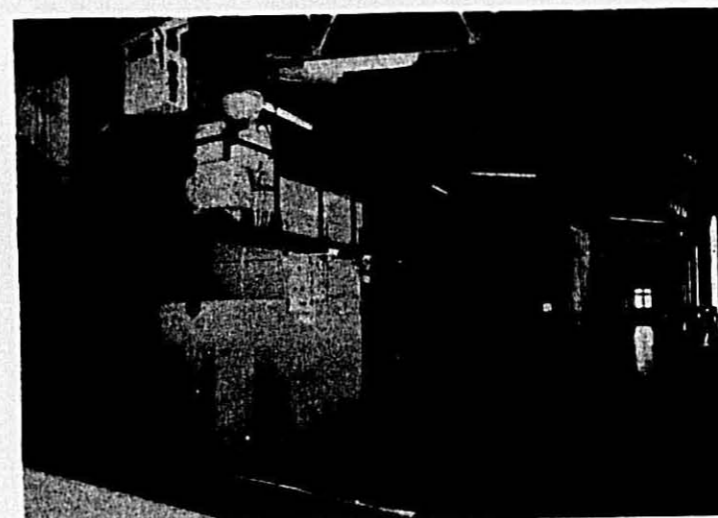
(Continued from page 6)

ful color. Mrs. Voltz had a full page spread on macaroni products in the Sunday edition of the Miami Herald prior to the meeting.

Theodore R. Sills, public relations counsel for the National Macaroni Institute, reported on publicity placements and promotional plans for 1956.

Institute Chairman C. W. Wolfe announced the board's decision to appropriate the \$20,000 for films, and called the group's attention to films that were then shown—"Fiesta" by the Evaporated Milk Association, and "It Takes Time," dealing with Spanish olives. The business sessions of the convention closed with a showing of the film made by the Chamber of Commerce of the U. S., "People, Products and Progress—1975." In pulling together forecasts from individual industries and associations, the U. S. Chamber of Commerce predicts what life in America might be like in 1975, underlining not only the possibility but the probability of vast change. The prospect is for more food, better shelter, greater comfort and more leisure, and more ways to enjoy it, and 20,000,000 more jobs to keep the population of 221,000,000 people busy.

The success of the Winter Meeting and the delightfulness of the setting caused the group to elect to return to the Flamingo for the Winter Meeting of January 1957.



Buhler Press
and
TTM
Short Goods Dryer
Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

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

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

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

DESIGN CHARACTERISTICS

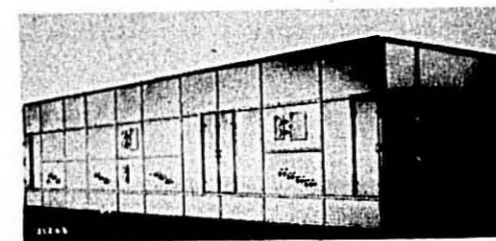
- 1) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 2) The fully-automatic operation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

veyor elements, thus eliminating repairs and break-downs.

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

CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

DURUM OUTLOOK FOR 1956

by Donald G. Fletcher, Rust Prevention Association

DURUM wheat of high quality is the raw material required by processors to supply the consuming public with tasty, attractive, high quality macaroni products. Substitutes for durum semolina and improved production methods have helped to hold the breach since 15B rust became destructive in 1950. However, competition in the food market is so intense, and the groups who are interested in merchandising other foods so active, that any slight slip in quality, either real or imagined, is detrimental to sales.

Responsibility for Quality

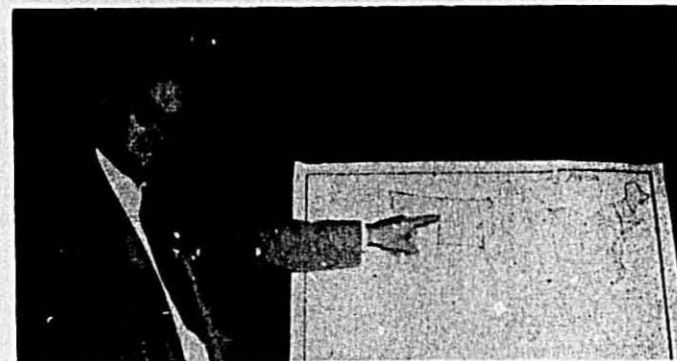
The basic responsibility for quality macaroni products therefore rests with the scientists who develop the seed for the production of a disease-free, superior crop of your raw material. Of course quality may be lost or gained all along the line from the time the grain is ripe in the field, as it passes through the hands of the miller, the manufacturer and the cook, until it is consumed as food. However, the generic quality must be present in the grain or the work of the processor is greatly increased and sometimes goes for naught. Mother Nature controls factors of rainfall, temperature and sunshine which may upset all of man's efforts in any given year. However, with good quality, disease-resistant varieties and average weather as we know it in the three principal durum producing states—North Dakota, South Dakota and Minnesota—this area will usually produce the best quality raw material in the world for the manufacture of macaroni products.

Montana's Importance

Since Montana produced more than five million bushels of high test weight, good quality durum last year, that state will have to be included with the previously mentioned three as a future potential source of millable durum. Past history indicates that usually much of the durum from Montana does not come up to the quality of the durum produced in the durum triangle of North Dakota. It probably will take several years even with adequate seed of the new varieties which are resistant to 15B rust, before it can be decided to the satisfaction of the producers and the millers and yourselves whether high quality durum can be grown consistently and profitably as widely in Montana as it was in 1955.

Several factors on both sides of the case will have to be weighed. Some of these factors change from year to year:

1. If idle acres under the wheat control program can be seeded to durum as per-



Don Fletcher indicates durum area on map.

mitted last year or with some other similar arrangement, durum acreage in Montana might increase 300 or 400 per cent this year. Plenty of good seed of Mindum, Vernum and Stewart are now available on farms throughout Eastern Montana, as less than 15 per cent of the 1955 Montana crop had moved to market as of January 15.

2. Montana is largely west of the region that suffers the greatest stem rust damage in the spring wheat states. Growers in that state therefore are not as immediately dependent on seed of the new rust resistant varieties as the durum producers further east.

3. Freight adds about 25 cents per bushel for Montana wheat as compared with wheat from Langdon en route to the Minneapolis market. This will be a competitive factor when an adequate supply of high quality durum is available in Dakota.

4. Will nature cooperate in providing growing conditions which will produce durum of the quality desired by the trade? This has not generally been the case in past years.

5. Will the change in varieties and cultural practices during recent years allow Montana to grow higher quality durum than thirty years ago?

Much of what has been said about Montana applies to western North Dakota, and it is my belief that any large increase in durum acreage which might occur this year must come in the so-called "fringe territory" around the true durum areas of the Dakotas and in western North Dakota and Montana.

Incentives Needed

Without adequate incentives from the Government, durum acreage could not be expected to increase in 1956. Fortunately, all of the senators and representatives in

Congress from the durum states are in favor of encouraging adequate durum production. Senator Young has already introduced bills in the Senate with this in mind.

It is generally agreed that 25 million bushels of durum are needed to supply the macaroni industry's present needs when they are using approximately 100 per cent durum semolina. Seed requirements, puffers, and LCD storage lots on farms and elevators account for 5 to 8 million bushels; therefore, as of today, an annual production of between 50 and 35 million bushels of durum is needed. Aside from the amount, the word *annual* is the most important word in the last sentence.

We have seen what fluctuations in production can do to an important food industry. When this whole unfortunate situation has been corrected and your customers have corrected the consumption chart of macaroni products so that it shows a steady increase, what will have been the total cost? I am sure that we will all do everything possible to avoid a repetition of what happened from 1950 up to the present time.

Importance of Research

You have read in the Macaroni Journal and heard Dr. Ruben Heermann tell how durum wheats were crossed artificially and with great good fortune, selections were made which have resulted in the present four new varieties: Langdon, Ramsey, Towner and Yuma. They are highly resistant to Race 15B of stem rust which has been the race chiefly responsible for the severe losses of the past six years. You must realize, however, that there are more than 275 different races of stem rust which attack wheat. Several of these, under certain temperature and moisture conditions, can attack the new durum varieties as severely as 15B attacks our old friend, Mindum durum.

for sluggish sales:

self-selling packages by MILPRINT!

Looking for a fast pick-up for macaroni, spaghetti and noodle sales? Then step up your sales performance and put your products on the move with Milprint packages!

The Milprint combination of crisp, eye-catching design, brilliant color and unsurpassed precision printing makes every package its own salesman... with an ability to attract and sell customers that never relaxes! For the widest variety of packaging materials and printing processes available anywhere, call your Milprint man—*first!*

printed cellophane, pttelium, polyethylene, saran, acetate, glassine, vitafilm, foil, laminations, folding cartons, bags, lithographed displays, printed promotional material

GENERAL OFFICES, MILWAUKEE, WISCONSIN • SALES OFFICES IN PRINCIPAL CITIES

It is possible to avoid prolonged periods when diseases and insects destroy large tonnages of crops if federal and state research programs are adequately maintained. Continuity in such scientific work is of the utmost importance. We must guard against any let-down in the durum improvement program. Just because excellent work has provided protection against one virulent race of a single disease is no excuse for apathy. So many crop production problems are crying for solution by the inadequate staffs of scientists at our research centers that, unless constant watch is kept, durum research may be de-emphasized in favor of some other problem.

Seed from four greenhouse plants selected in 1952 increased to 5-10 pounds that fall. Winter increase in California produced enough seed to plant about 5 acres of each at Langdon the spring of 1954. In the winter of 1954-1955, about 8,000 bushels were produced near Yuma, Arizona. This increase was financed by money provided by the state of North Dakota and the seed planted last spring in North Dakota. A total of nearly 120,000 bushels of all four rust resistant varieties was harvested last fall. Farmers in North Dakota and Minnesota are now financing about 800 acres of winter increase of Langdon and Townner in Arizona and Mexico. The Rust Prevention Association is supervising the production of 300 acres of this increase near Cd. Obregon, Sonora, Mexico. We believe the seed will be back in North Dakota for seeding before May 1.

An increase of approximately 25 percent in the total durum acreage of resistant varieties should result from the winter increases of seed this year.

At seeding time this spring, between 140,000 and 150,000 bushels of rust-resistant durum should be available. We may expect that farmers will try to obtain maximum yields of high quality seed from such fields.

Crystal gazing is extremely dangerous in the crop production field, but we can hope that enough seed of the new rust resistant varieties will be produced this year to seed 2½ million acres next year. This was the average annual acreage of durum planted in the United States during the period 1940-49 which produced approximately 37,000,000 bushels annually.

I would like to point out that the speed with which the new rust-resistant durums have been developed and their seed increase is unprecedented. The pressure

from all sides was terrific, but all parties concerned cooperated and the results will have paid for the investment many fold.

The following charts show graphically some interesting figures about durum production.

Durum Acreage (Harvested) North Dakota and Montana

For the period 1940 to 1949, North Dakota harvested an average of 2,236,000 acres of durum. This acreage declined to 1,244,000 acres in 1954 and 1,020,000 acres in 1955.

For the period 1940 to 1949 Montana did not plant or harvest sufficient durum to cause the government to record the acreage. In 1954, Montana is reported to have harvested 14,000 acres of durum and in 1955 they harvested 271,000 acres.

Stem Rust Losses to Durums in North Dakota

Year	Losses
1910-1919	Trace
1950	22%
1951	2%
1952	15%
1953	65%
1954	80%
1955	20%

If you will permit me to indulge in another look into the crystal ball, I like to think that with the increased population and your effective advertising, farmers will be required to provide you with an additional 5 million bushels of top grade durum by 1960 to supply your needs. Please help prevent me from becoming a false prophet among my farmer friends.



MAURICE L. RYAN

Durum Committee Chairman Maurice L. Ryan reports Association activity and urges more use of durum. See page 6.

United States Durum Acreage (Harvested)

Year	Minnesota	North Dakota	South Dakota	Montana	United States
1940-49 Av.	58,000	2,236,000	298,000	—	2,591,000
1954	12,000	1,244,000	71,000	14,000	1,341,000
1955	26,000	1,020,000	70,000	271,000	1,387,000

United States Durum Production (Bushels)

Year	Minnesota	North Dakota	South Dakota	Montana	United States
1940-49 Av.	971,000	32,575,000	3,810,000	—	37,386,000
1954	84,000	4,354,000	497,000	189,000	5,124,000
1955	403,000	13,770,000	735,000	5,691,000	20,599,000

Rust Prevention Association Appointment

The Rust Prevention Association recently announced the appointment of Eugene B. Hayden to its staff. For the past five years Mr. Hayden has been conducting research on the stem rust disease of cereals, a cooperative project of the University of Minnesota and the U. S. Department of Agriculture.

The Rust Prevention Association is continuing and strengthening its policy of supporting all phases of basic and applied crop research, and particularly control measures, which aid in reducing the ever present menace of rust.

Durum Stocks

Stocks of durum on hand in the United States on January 1, 1956 are estimated at 15,951,000 bushels, states the Department of Agriculture in the semi-annual report. This compares with 6,735,000 bushels on hand a year ago and 13,035,000 bushels on hand January 1, 1951. The 1956 supplies were held in the following positions: on farms and in country elevators 14,240,000 bushels; commercial stocks at terminals 134,000 bushels and merchant mill stocks 1,577,000 bushels.

Carryover supplies as of January 1, 1955 were revised downward to 1,714,000 bushels. This, with the 1955 crop (all states) of 20,614,000 bushels, provided 22,328,000 bushels for the 1955-56 season. This compares with 10,030,000 bushels available in 1954-55 and 20,761,000 bushels for 1953-54.

Mill grindings of durum for the first six months (July-December) of the present season, amounted to 3,609,175 bushels. Production of semolina and flour totaled 3,395,685 sacks of which 503,717 sacks were straight durum and 2,889,968 sacks of blended products. The output of straight hard wheat granulars, other than durum, is not included in these production figures.

Production of durum wheat in 1955 of 20,614,000 bushels, though four times as large as the record low production of 1954, was still relatively small, being more than one-third less than the ten year average. The larger production in 1955 was due mainly to higher yields, as the 1.4 million acres harvested was only 3% larger than the year before. The smaller acreage harvested in North Dakota was more than offset by a sharp increase in Montana.

Harvest of the 1955 durum crop took place under favorable conditions and the crop was generally of very good quality. Of the 798 cars of durum wheat inspected at Minneapolis during the period September through December 1955, 383 cars graded hard amber and 310 cars amber durum. Of the total inspections, 67% was classified as No. 2 grade or better. This in marked contrast to the previous year when about 80% of the movement graded No. 5 or sample grade.

Supers Like to Sell—

(Continued from page 10)

Question: Does your organization make a study of the value of the space occupied by various products sold there? You say in your opinion the profits of macaroni products are satisfactory. I was interested in the rate of growth in the number of cases sold when you started out and said the smaller store showed a lesser growth in the number of cases sold than they did when you had larger stores. Would you say that a larger display of macaroni products would result in a greater percentage of sales?

Answer: Each lineal foot on the average produces in excess of \$5 per week sales. In the case of canned milk or sugar—they might produce \$18 or \$20 per lineal foot of shelf space. Macaroni products in our small stores didn't get more than 14 feet of lineal shelf space. When we began opening up our larger stores, it would get 24 to 30 feet, and the stores that are now opening have in excess of 30 feet for macaroni products. Without a question, the more shelf space you can give any product, the more sales it will get. One row or facing will not sell as much as two facings, and two won't sell as much as three, but we have to keep in mind the case pack stocking in the shelves.

Price Marks

Question: How and where are the packages price-marked?

Answer: We have been working through the National Association of Food Chains with manufacturers on what we call getting a white spot on the package. We cut the cases and stamp all the merchandise in the back room before it is brought out in the sales room.

Shelf Space

Question: Is it the practice of your company to specify the shelf position and the footage to be allotted from headquarters to any particular product or brand?

Answer: Yes, although not directly from headquarters. When we stock a new store, the store supervisors and general manager will be there and lay out a case of everything we have in the warehouse to open the new store. We put in at least one case of each and allow so many faces with a little readjustment later on. We don't have a rigid chart to go by, but when they go to fill in there we may find they have 34 feet in the new store for your product or they may wind up with 28 feet. They take the fastest sellers and give two or three faces, and the poorest sellers go down to one. As to the location, that is up to the general manager and the supervisors and the store manager. We just naturally let the larger packages go to the bottom shelves because they are much deeper, and the smaller packages find their way on the top shelves.

And the Future?

Question: Can you give us a few thoughts of what we can expect in the next 5 or 10 years?

Answer: I am extremely optimistic about the future of this business. I started out in 1924. I had five years with the old Piggly Wiggly and later was connected with a couple of independents for about 10 years. After that I bought another chain, so I have been with both the independents and chain stores. The thinking in the super market and chain store business is the most optimistic at this moment that it has ever been. A few years ago some of the fellows asked, "How long can it last?" There was quite a feeling two years ago that it would not continue with the degree of prosperity that we were going through in '53. Yet it has been getting better and better.

In our case we have six stores under construction and planning six more. The twelve stores we plan to open within the next two years have more floor space than our 29 stores we now have combined, and I thought that might be peculiar to my company and to the State of Florida. However, I found most everywhere I go the same degree of expansion is in the making with other chains.

Meet the Press—

(Continued from page 16)

who first try it in a restaurant and then want to serve it at home.

"You would be surprised at the recipes people ask me for. The big three on the hit parade, and I'll bet I've sent out a thousand recipes in the past couple of years, are Veal Parmesan, Veal Scallopini and Beef Stroganoff. As you well know these dishes are eaten with noodles or spaghetti. These are people who are not able to find the recipes they want in the cook books they have, and plenty of them don't have cook books.

"Bertha mentioned the women who wanted to cut down on time—on the other hand there are still women who will spend all day in the kitchen, and quite a number of them, and they are not concerned about time if the dishes they prepare taste good.

Budget Dishes Popular

"Something else we have found in our contacts with readers is that there is more interest today in budget dishes than there was a few years ago. You will find it among those people having bigger families. When you have four mouths to feed and four children to put through college it is important to cut down on some costs. But still there are plenty of people who will pay any price for food as long as they like it.

"I think that today you will find more women that know about good food and nutrition than a few years back. They are buying foods they think are healthful.

"Getting back to the question of making noodles at home. The other day I ran across a store in town that was featuring noodle rolling pins—longer and more slender than the standard rolling pin. When I asked the proprietor how they were selling he replied, "Fine!"

One woman came in the other day and ordered four. When I asked her what she did with them she said they make wonderful parrot perches. Parrot perches cost \$2 while these only cost 59c."

Standards Committee—

(Continued from page 18)

So, now the issue is resolved. Some of you may ask what is the recourse of the fellow who was marketing a 20% protein macaroni. In our discussion with the Department of Justice and the Food and Drug Administration, it seems there are only two alternatives. One is that the product must be changed to conform to the standard product and, once it conforms to the standard product, it can enjoy the name macaroni, spaghetti or egg noodles. The other alternative is that if he wants to continue, or if anybody wants to continue, with a 20% protein macaroni, he will have to preface the word macaroni with the word "imitation," because it is an imitation of the standard product.

I want to touch on the matter of imports. We also have the job of looking into the import picture. We have sought methods by which imports of macaroni might be discouraged. The first thing we tried to do was to have macaroni included in the flour quota. When it appeared that we had no chance of having that accomplished, we tried to have a quota fixed for imported macaroni. That was just as impossible. The next step was to consider whether or not we could have the tariff on macaroni raised. It is amazing that in 1930 the duty on macaroni was 2c a pound and at that time the price of macaroni was at its lowest point. Today, when the value of macaroni is three or four times what it was in 1930, the duty has been cut 50%.

Although I think we have a good case and could possibly have the former tariff reinstated, I believe at this time it would not be policy to approach the subject, because the government is definitely committed to reciprocal trade policies. Moreover, we may not get too much consideration because the quantity that is coming in at this time is so insignificant in relation to our total production that they may not be receptive.

Nevertheless, the importation of macaroni is being restricted by cooperation of the Food and Drug Administration. Rejections at the port of entry are constantly increasing and over the past six months, we have seen a noticeable decline in the marketing of imported macaroni. However, your cooperation is still solicited to submit samples of imported macaroni to the laboratories. By concerted effort, we can do a real job.

Good Buy

Probably the smartest investors in real estate on the moon at \$1 an acre will be those who try to locate their macaroni farms near the cheese mines.

A GOOD TIME



Host Charles Rossotti welcomes his guests to the Traditional Spaghetti Buffet.

THE old phrase "A good time was had by all" may be trite but true when it comes to describing the social functions which have become an integral part of the National Macaroni Manufacturers Association conventions and get-togethers.

Spaghetti Buffet

After playing touch and go with the weatherman, who produced "unusual" showers for Tuesday afternoon, the Rossotti traditional Spaghetti Buffet was able to be held out of doors on the terrace of the fabulous Flamingo.

Host Charles Rossotti, resplendent in his white coat and gleaming smile, greeted almost 200 guests. They were served a wide variety of imported Italian delicacies as antipasta and spaghetti and green noodles with meat sauce as the main course.

President Peter LaRosa served as master of ceremonies for the festivities following the Buffet, and past presidents of the Association lauded the Rossotti organization and their famous feasts as important contributions to successful conventions.

Dancing under the stars completed the evening's fun.

Luncheons and Lurex

Luncheons were held on the terrace each day of the convention. On the second day Ennis Whitley of the Dobeckmun Company presented a bag, a pair of ties, and a set of jewelry, all with Lurex, the Dobeckmun metallic thread, to lucky ticket holders. The winners were Mrs. David Wilson of New York, Mrs. Robert Schmalzer of Fort Lee, New Jersey, Mrs. Lee Merry of Minneapolis, and Mrs. J. Campanella of Jersey City, New Jersey.

A Trip to Vizcaya

The usual boat trip sponsored by the DeFrancisci Corporation was replaced this year by an interesting visit to Villa

Vizcaya. The Villa was the estate of the late James Deering and is now the Dade County Art Museum in Miami, Florida.



Mr. and Mrs. Nat Bontempi and Mr. and Mrs. Joseph De Francisci.

To enter Vizcaya is to be captured by the spell of Europe. A magnificent Italian palace in a superb tropical setting, it leads you into an enchanted world through its sumptuously furnished rooms, the splendid vistas of its formal gardens, and the music of its splashing fountains.

Vizcaya reflects the grandeur of an Italian palazzo in a Miami setting. Erected on the shores of Biscayne Bay 34 years ago by the late James Deering, the fortress-like structure today houses a collection of European decorative art and



Family Affair: the Benincosas left to right—Don Carlo, Jim Jr., Mrs. Benincosa, Tony, Catherine, and V. James Benincosa.

architecture. Every important style from 1500 to 1800 is shown.

Dinner Party

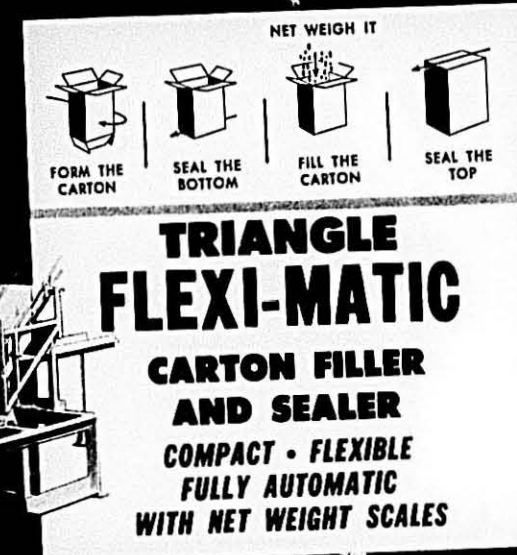
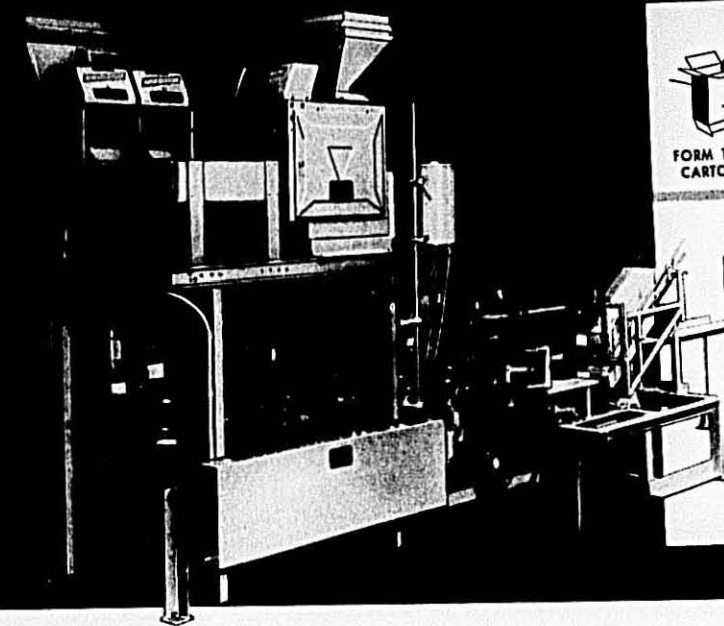
The Association dinner party set a fitting climax to a pleasant get-together of friendly competitors, their families and allies. Under the management of Mr. O. C. Thompson the terrace has been enclosed with jalousies. Excellent music was provided for dancing under the stars and the famous moon over Miami.

Family Affair

More than the usual number of children accompanied their parents this year—some 19 in all. The Skinners of Omaha, Nebraska, and the Benincosas of Zanesville, Ohio, had the record with four children each. The privacy of the Flamingo Club and pool makes it an ideal place for a family winter vacation, and in off moments the group enjoyed shuffleboard, swimming or sunning at the pool, while others got away for a round of golf or a visit to the track. A good time was had by all, and the group elected to return to the Flamingo in January 1957.

Buffet Photos on pages 32-34

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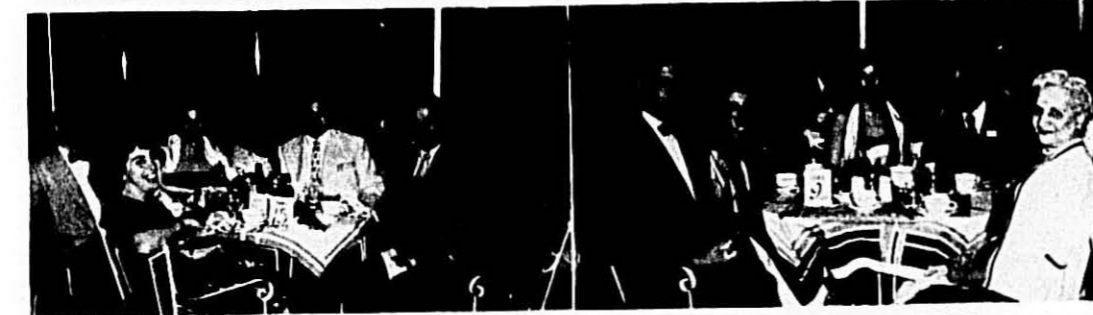
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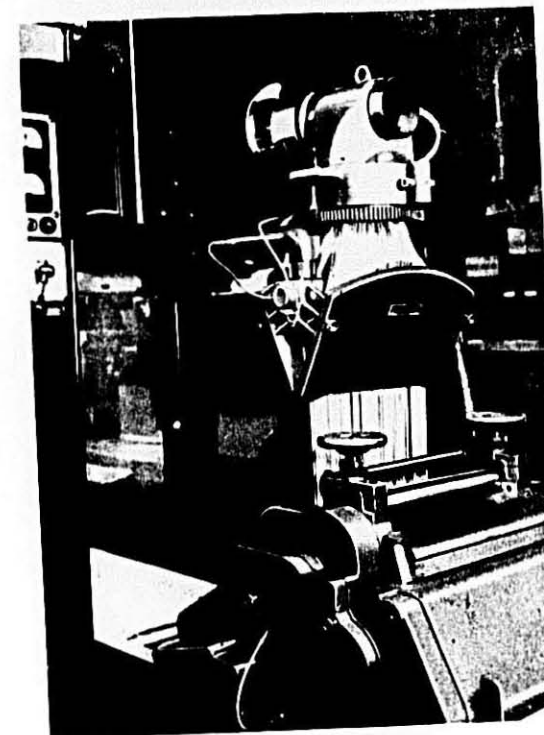
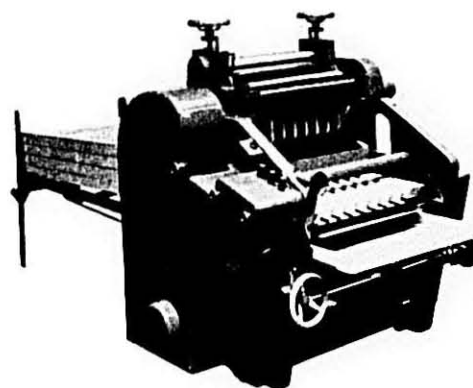
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DIRECTOR OF RESEARCH REPORTS

by James J. Winston at the Winter Meeting

LAST year when we met there was a lively discussion on imported macaroni. Some four million pounds had been imported in 1954, primarily from Italy. For the first nine months in 1955, the only figures available, the U. S. Department of Commerce reports 3,194,000 pounds of macaroni imported and about 90,000 pounds of egg product.

At the end of our meeting last year, a telegram was sent to the Food and Drug Administration, asking them for greater cooperation in the investigation of imported macaroni products in order to prevent the entry of merchandise that was unwholesome because of the presence of insect, or other foreign matter. Some time later, your Standards Committee, consisting of Joseph Giordano, Roger Di Pasca and myself, went to Washington to confer personally with Mr. John L. Harvey, Deputy Commissioner of the Food and Drug Administration on this matter. In the course of our discussions, Mr. Harvey pointed out that the Food and Drug Administration, because of its limited personnel, was unable to extend the necessary coverage on imports. However, he assured us that they would try to cooperate with us as much as possible, and inspect more shipments of imported macaroni products coming in from Italy.

As you know our laboratory is continuously examining and analyzing imported macaroni products for compliance with the sanitary requirements of the Food and Drug Administration. Imported brands that show an undue amount of insect filth are immediately reported to the Food and Drug Administration for their investigation and action. For the past six months there has been a noticeable increase in the number of rejections due to increased vigilance. Totals amount to 2,910 cases, 2,861 bags, and 4,500 cartons.

Citizens Advisory Committee Report

In June, 1955, a very important report was rendered to the Secretary of the Department of Health, Education and Welfare by the Citizens Advisory Committee. This Committee, consisting of fourteen members, was selected principally from industry in order to make a thorough study of the activities of the Food and Drug Administration, and to propose recommendations to better its effectiveness. The chairman of this group was Mr. G. Cullen Thomas of General Mills. Other members included Mr. Frank W. Abrams, former Chairman of the Board of Standard Oil Company of New Jersey; Miss Catherine Dennis, President of American Home Economics Association; Mr. Charles



JAMES J. WINSTON

Wesley Dunn, President of the Food Law Institute; Mr. Robert A. Hardt, Vice-President of Hoffman La-Roche; Mr. Walter F. Silbersack, President of American Home Products Company; Mr. Herbert N. Riley, Vice-President of H. J. Heinz & Company, and a number of other individuals from universities. This group, in every sense, comprised a representative Citizens Advisory Unit. One of their important aims was to assess objectively the present enforcement and certification policies and programs of the Food and Drug Administration.

The report points out the many problems which the Food and Drug Administration faces in its various enforcement programs. Of special interest to the milling and cereal industry, was the section on special projects in which the report said:

"Complexities arising out of the growth of volume, new products, technological developments in production, and new marketing techniques in such fields as bakery, cereal and macaroni products have imposed a greater burden than the Food and Drug Administration with its limited staff can meet."

With the pressure of routine activities, the FDA has insufficient facilities to do more than scratch the surface of special problems which are constantly arising, and even if they do so, their general program suffers. The great majority of those projects are essential for the protection of the public health and the economic status of the affected industries.

Some of the other recommendations made in this 89 page report are as follows:

(a) FDA should plan enforcement efforts to ensure some action in all three priority categories, namely, hazards to health, filth and decomposition, and economic violations.

(b) FDA should devote more effort to educating consumers, professional groups, public officials and the industries concerned, with respect to politics, procedures and activities of the FDA. (This point was stressed.)

(c) FDA should establish a division of educational operations, directed by a qualified person to develop and direct a broad, well-defined program aimed at promoting compliance through informational and educational efforts directed to the public and industry.

(d) FDA should provide flexibility in food standards to permit change for the improvement of quality or value, or the introduction of new varieties or forms.

(e) FDA should encourage food groups to improve their own practices among themselves by fostering informal commodity and product standards of purity, labeling and sanitation, and provide them with all possible assurances from other branches of government that such efforts will not bring them hazards under other laws.

In conclusion, the Citizens Advisory Committee felt that it is necessary to effectuate a three to fourfold increase in the size of the FDA within the next five to ten years in order for them to do a thorough and effective job.

New Seed Distributed

Two hundred twenty-five farmers of Grand Forks County, North Dakota have been given 2,000 bushels of two new durum wheats. Allotments were made on the basis of applicant's history of durum acreage.

Growers with 50 acres of durum history during the years 1950-1954 were granted four bushels; 51 to 100 acres got six bushels; 101 to 150 acres got eight bushels; acreage of 151 and up got ten bushels each.

Ten increase growers were selected to grow forty bushels of Ramsey (Ld 396) and three growers will increase Langdon (Ld 372) under contract. All increase growers of 1955 received renewal contracts for 1956. Both of these varieties performed especially well at the Langdon substation in the past two years. Langdon yielded 51 bushels per acre in 1954 and 46.8 bushels in 1955. Ramsey yielded 48.3 bushels per acre in 1954 and 45.8 per acre in 1955. Langdon is relatively early maturing, is the best in yield and probably the best in quality. Ramsey is a bit later in maturing and has a high yield. Tests have shown both to have acceptable macaroni milling quality.

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James J. Winston, Director
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IT TAKES TWO

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

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

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

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THE OUTLOOK FOR EGGS

by V. James Benincasa, Ballas Egg Products Corporation
and William H. Oldach, egg broker

MR. BENINCASA, egg broker and cold storage operator in Zanesville, Ohio and Mr. Oldach, egg broker in Philadelphia, gave their views on the outlook for eggs, and then answered questions for the group.

Mr. Benincasa led off: Statistics have a way of throwing you off sometimes. Shortages become surpluses with high prices, surpluses become shortages with low prices. Statistics must be watched carefully—they just can't be taken at face value.

New trends are getting into the egg industry, trends that are very confusing.

First is public speculation. The public has money and they are getting in the futures market. If they think eggs are going to be worth a lot of money they raise the level of the futures market. That has a marked effect on the country receipts market. If everyone thinks eggs are going to be worth 45c in September, there is no way of getting away from paying 35c for country receipts in the spring. It takes a 10c differential for the producer to pick up these eggs, grade them, send them to storage and hedge them so he can go out and pick up some more.

The second trend is increased population. It is hard to determine what youngsters are going to eat as they grow up, whether they are going to like noodles, hot dogs, or pizza pie. Whether or not they are eating eggs affects the market.

Then comes the third important trend, the cake mix business. I am sure you are aware of how they affect the market. In 1952, when Pillsbury came into the market with their angel food mix, egg whites were selling at 9c a pound. In no time at all they were selling for 30c and we were paying 38c before the season was over. General Mills at one time would not use powdered eggs, but that is not true now. They are in the picture and so is Bromedary and whites are selling at 25.5 to 27c per pound.

If whites remain at this high level, I would recommend you buy your yolks early, because if egg whites drop—and they are liable to drop fast—the yolks will have to take the burden. There are only 16½ pounds of yolks in a case of eggs. When eggs go up or down a penny a dozen, it affects the total yield by ¾c per pound. If the whites can't take the raise, the yolks will have to take it. That reflects 2c per pound to yolks.

Before there is a trend to lower egg prices on whites, these mix people might put pressure on the market as they generally do. They did that the first time when they got the egg market out of line. They gave all their efforts to yellow cakes because yolks were cheaper than



THREE GOOD EGGS: Broker Bill Oldach, Jim Benincasa of Ballas, and Mel Krigel of Monarch.

whites. They knew they had created an imbalance and went on this yellow cake binge thus getting whites down to 13-14c again. When they do that, yolks are bound to go up.

So my advice is to buy while egg whites are high.

We are working now on a corrugated paper carton. You have probably had some experience with it during the war, and we believe it's the coming thing.

We turn handsprings every year trying to meet low bacteria counts for the trade, and then when these eggs go into the bakery or factory and are left to thaw out at room temperatures of 85 or 90 degrees, bacteria will increase.

When using eggs from a paper carton, you will need a hammermill, crusher or shaver which can be purchased for a nominal sum. When you use this package of eggs, you throw the bulk into a crusher or shaver and the product will be in as good a condition as when it left our plant.

Of course, we have the bag, but industry doesn't want it. They say it will leak or it will be damaged in transportation. The ploffilm bag is a boon. You just roll it off the package and throw the product in the machine ready for use.

We wish you people would support us in this effort as I believe we're the only ones working on it.

We don't try to meet specifications after June. Then we have hot weather and chickens don't eat properly. All they want to do is drink water and get in the shade so you don't get good eggs. Peak production is between February and May.

Mr. Oldach reported:

Last year at this time current receipts were selling in Chicago for 29c. Yesterday they were 39c. The difference between this year and last year is 10c, but

this higher price of 10c is on the way down. Last year our price in January was 29c and it went up to 47c. Our 39c price has already been up to 49c back about 3 or 4 weeks ago, and it's my guess barring weather and a lot of other angles that come into this picture that your market will stabilize somewhere along here.

One angle that you want to bear in mind is that egg whites today are selling at 9c a pound higher than they were a year ago. Egg whites are worth 25c to 26c a pound.

Part of your guessing on what your ingredient cost on yolks is going to be must take into consideration these values on cake mixes. It's a matter of truly good fortune if you're going to hit the bottom of the market in making a deal. There isn't anybody who can give you the answer.

The speculators—the public—get in and invite a lot of eggs into Chicago as they did last year. In February, when our current receipts went up to 47c-48c, you had terrific participation of the public buying these long range future eggs for delivery in September and October.

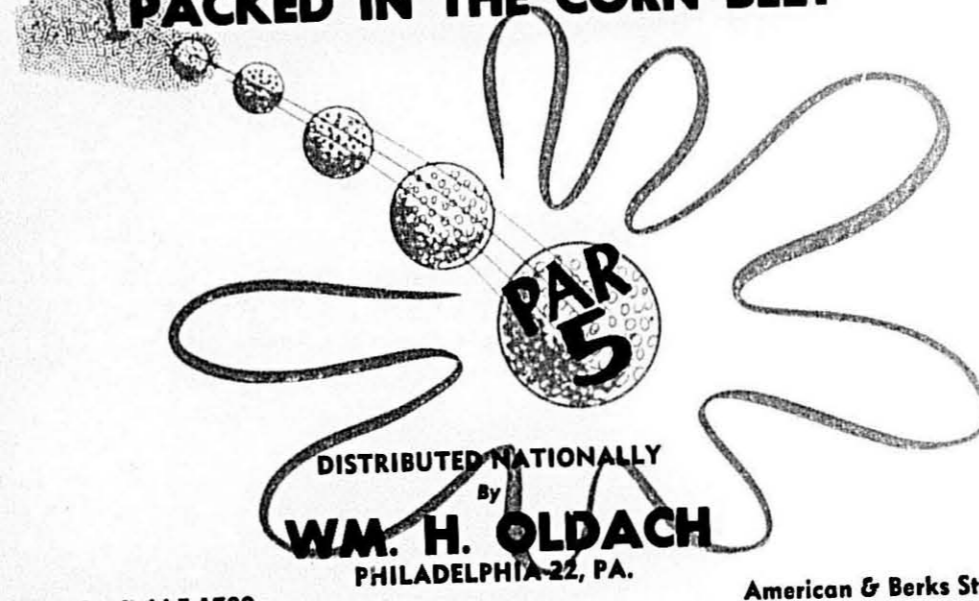
Who were selling them the eggs?—the farmers back in the country. They had the most terrific egg deal you could imagine and the result was a terrific stockpile of eggs in Chicago. The futures buyers are a market influence, but usually a beneficial influence, because they finally make the thing fall flat on its face.

So if you want to hedge your egg yolk purchases against a decline, talk to your investment banker with a wire house connection, and when you see these long range futures getting pretty high, hedge your eggs by selling them. There is no really accurate hedge that you could use that refers directly to frozen eggs, but

(Continued on page 42)

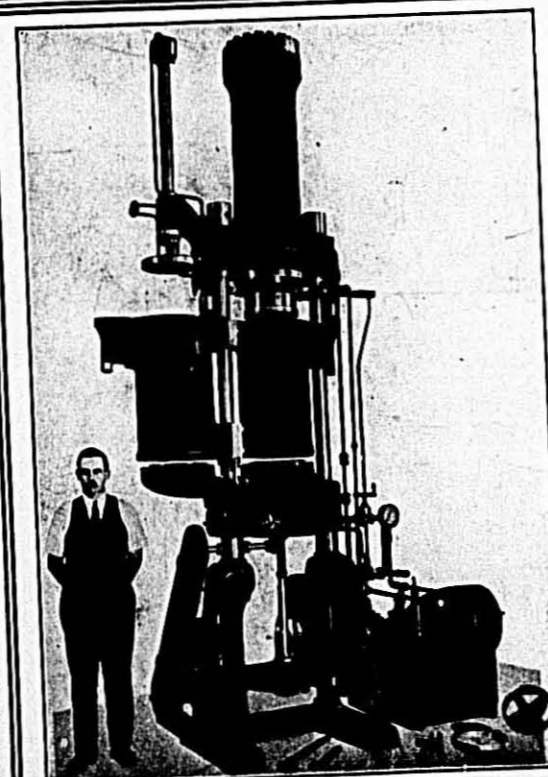
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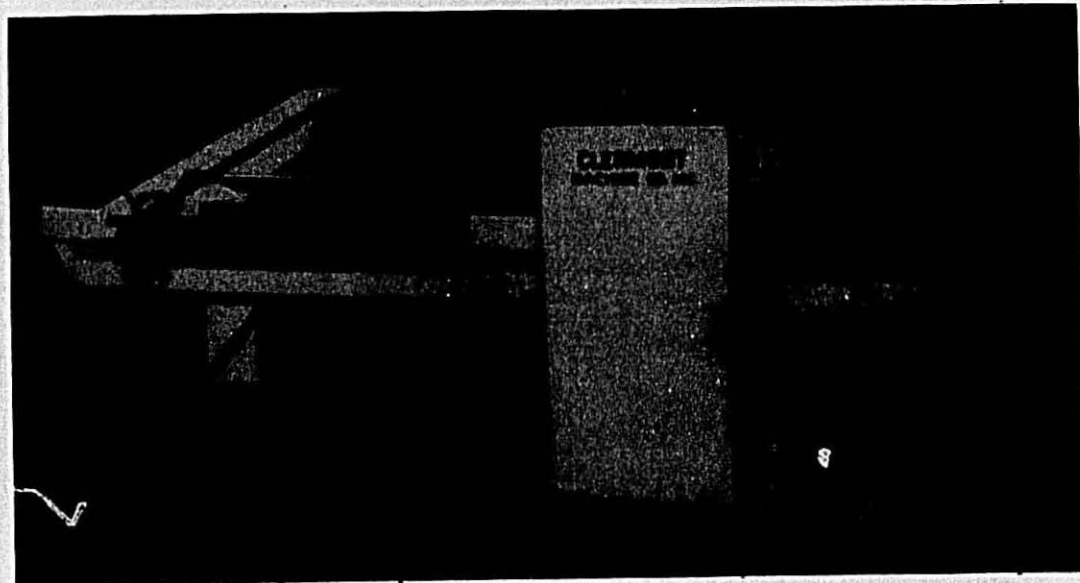
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RETROSPECTIONS

by
M. J.



35 Years Ago—March 1921

- Macaroni Tariff History—It was 1½ cents per pound in 1897 and reduced to ½ cent in 1913.
- March 9, 1921 first declared as Fish Day. Why? U. S. fish consumption was only 16 pounds per capita against 65 pounds in United Kingdom, 52 pounds in Greece, 44 in Norway and 30 pounds in Canada.
- New firm, the Macaroni Foods Corporation formed in Omaha, Nebraska to succeed Omaha Macaroni Co. with plant at 1315 Howard St. President Emery O. Peterson.
- International Macaroni Company plant in Joliet, Illinois sold at public auction February 24. Purchased by Attorney Daniel Harrington for \$1,625.00.
- Associated Rice Millers of America announce their first nationwide advertising campaign to popularize their food.
- The National Cereal Products Laboratory, more popularly known as the Macaroni Laboratory, set up in Washington, D. C. with Benjamin R. Jacobs, Association's chemist in charge.

25 Years Ago—March 1931

- "Our advertising," says Gaetano Le Marca, president of Prince Macaroni Mfg. Co., Boston, Mass., "will do permanent good only if supported by products of the highest quality—sold profitably."
- Association Directors and Advertising Trustees conferred in Hotel Pennsylvania, New York City, March 4 and 5.
- The Pacific Coast Products League, including leading macaroni manufacturers, with headquarters in Los Angeles, California are advertising: "Buy ONLY Locally Produced Goods" in its monthly magazine "Paycheck" whose October issue carries a picture of the modern plant of the Superior Macaroni Co., Los Angeles, Calif.
- Peter Rossi & Sons, Braidwood, Illinois, contributed several hundred cases of assorted macaroni products to the trainload of foods gathered by the Chicago & Alton Railroad and shipped freight free, in answer to the American Red Cross appeal for sufferers in the drought areas.
- Henry D. Rossi of the donating firm was President of the Braidwood Red Cross Chapter.
- The title "Macaroni Week" was registered January 27, 1931 by NMMA.
- "Deliberate Selling Below Cost is Unfair Trade Practice" writes B. R. Jacobs, Macaroni Educational Bureau, Washington, D. C.

15 Years Ago—March 1941

- "Who's Being Fooled?" when such staples as macaroni products are being sold for less than the cost of production and distribution?
- The 1940 durum crop was reported as heavily damaged by blight.
- Action planned to eliminate accidents peculiar to women is being taken by the food industry.
- The American Management Association has issued a call for a meeting of food packers in Chicago April 1 to 4.
- A. Irving Grass, chief executive of the I. J. Grass Noodle Co., Chicago, visited the Mardi Gras celebration in New Orleans on a combined business-pleasure trip.
- The American Macaroni Manufacturing Company's plant at Birmingham, Alabama was gutted by fire of unknown origin, February 23, Damage estimated at \$24,000.00.

5 Years Ago—March 1951

- James T. Williams, President of The Creamette Co., Minneapolis, passed away March 5, while vacationing in Florida. Born July 26, 1876 he spent all his life in Minnesota, starting his business career as a grocery clerk, then owner of a large grocery store, ending up as owner of the largest macaroni factory in the Northwest. He served as President of NMMA during the World War 1 years, founded The New Macaroni Journal May 1919. All his life he remained closely associated with the food trade, as grocer and manufacturer.
- The Bureau of Agricultural Economics reports that milk drinking severely cuts the butter supply.
- Edmund P. Pillsbury, vice president of Pillsbury Mills, was killed in a plane accident, February 22.
- Though in semi retirement, Benjamin R. Jacobs continues to serve the Macaroni Industry as Washington, D. C. Representative and Government contact man.
- George L. Faber, sales representative of King Midas Flour Mills in the Chicago area, was honored by election as president of the Chicago Chapter of the University of the Minnesota University Alumni of Illinois.
- President C. Frederick Mueller of NMMA predicts that the 1951 production of Macaroni Products in U. S. plants will break all previous records, surpassing one billion pounds.

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Egg Outlook—

(Continued from page 38)

just as a miller hedges a tank full of wheat, you can to a very great extent reduce your cost by selling the long range futures. Then if you take delivery of your eggs, pull in the futures.

There are plenty of eggs, and the price is determined by all angles that make a price, namely supply and demand. You'll see some fluctuations. Eggs are sensitive to weather, they're sensitive to speculation, and you'll find that come next July you'll have an ample supply at a reasonable price.

The Egg Market

Shell egg production for December was down 2% from a year ago. The 12 month total was up 3% from the 12 month total, 1954.

Hens and pullets of laying age January 1, 1956 were down 12,701,000 from a year ago, while pullets not of laying age on January 1, 1956 were up 1,815,000 from January 1, 1955. Total potential layers on January 1, 1956 were down 10,888,000 from January 1, 1955.

The storage holdings in 35 cities showed 71,712 cases of shell eggs on hand January 9, 1956 compared with 165,190 cases a year ago. Frozen eggs on hand January 9, 1956 was 40,044,092 pounds compared with 40,431,299 pounds held a year ago.

Current receipts on December 1, 1955 were at 36c. During December they climbed to 49c and by January 27 were back to 36c. Especially at this time of the year, conditions can change very quickly. There is such a diversity of opinion, it is impossible to predict even the immediate future.

From the Henningsen Headlines.

The Vital Story of FARINA and PASTINA ENRICHMENT

by Science Writer

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

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

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

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

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



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

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

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

*No maximum established

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

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



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

INSIDE SCIENCE

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

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

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

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

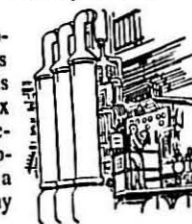
Enrichment's Simplicity. Enrichment is really a simple process. The enriching ingredients (vitamins and minerals) are added to the food during processing. The consumer then receives farina or pastina which equals or exceeds the values of the original wheat in vitally important vitamins and minerals.

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



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

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



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



BECAUSE JOE DEMARCO GREW UP ON MACARONI—

You get better Durum Products from General Mills



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Durum Sales
Eastern



M. R. Martin
Durum Sales
Western

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.

Joe DeMarco grew up in the shadow of a macaroni plant in a home where spaghetti and meatballs, ravioli and similar dishes were family favorites. Even now, Sunday dinner at the DeMarco's would be incomplete without lasagne or some other pasta delicacy.

It's no wonder, then, that Joe likes nothing better than "talking shop" with macaroni manufacturers like John Zerega (left) of A. Zerega & Sons, Inc.

Besides knowing durum products from an "eating" angle, Joe knows them from the manufacturing and sales standpoint, too. He's been with General Mills for 30 years—is out calling from morning 'til night in the metropolitan areas of New York and Philadelphia.

Joe knows many people in the macaroni industry. And what's more, Joe knows their problems.

In cooperation with others in the General Mills Durum family, Joe DeMarco's job is to bring you the best Durum Products possible—to help you manufacture the finest macaroni products possible.

DURUM SALES

General Mills
Minneapolis

