

**THE  
MACARONI  
JOURNAL**

**Volume 38  
No. 2**

**June, 1956**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION

JUNE, 1956



## IS YOUR PACKAGE DESIGNED FOR SELF-SERVICE?

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

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

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

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

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

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



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

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

**Rossotti** "FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION  
8511 Tonnelle Ave., North Bergen, New Jersey  
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION  
5700 Third Street, San Francisco 24, California

SALES OFFICES: New York • Rochester • Boston • Philadelphia • Chicago • Orlando • Houston • Los Angeles • Fresno • Seattle

*Good...*

**"Good to see you..."**

Yes, it will be good to see our friends at the fifty-second annual meeting of the National Macaroni Manufacturers Association.

It will be good, too, to exchange ideas, to learn, to broaden our knowledge and understanding of one another's present problems and plans for the future.

Like you, we at Amber Milling look forward to each annual meeting because of the many opportunities to renew friendships and to plan together for the progress and betterment of our industry.

It will be good to see you again.



**AMBER MILLING DIVISION**

Farmers Union Grain Terminal Association

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

# The MACARONI JOURNAL

June, 1956  
Volume 38, No. 2

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## Cover Photo

Wouldn't you like to have this pretty Macaroni Buffet Salad the next time you entertain? Serve with New York State Claret for a really festive touch.

*National Macaroni Institute photo.*

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# 1919 - It's Our Birthday - 1956

# 37 years

OF SERVICE  
TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

## FIRST AMERICAN AUTOMATIC

Noodle Dough Sheeter	Short Cut Macaroni Dryer
Macaroni Press	Long Goods Macaroni Dryer
Noodle Dryer	Long Goods Spaghetti Cutter

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## What's Been Going On Inside

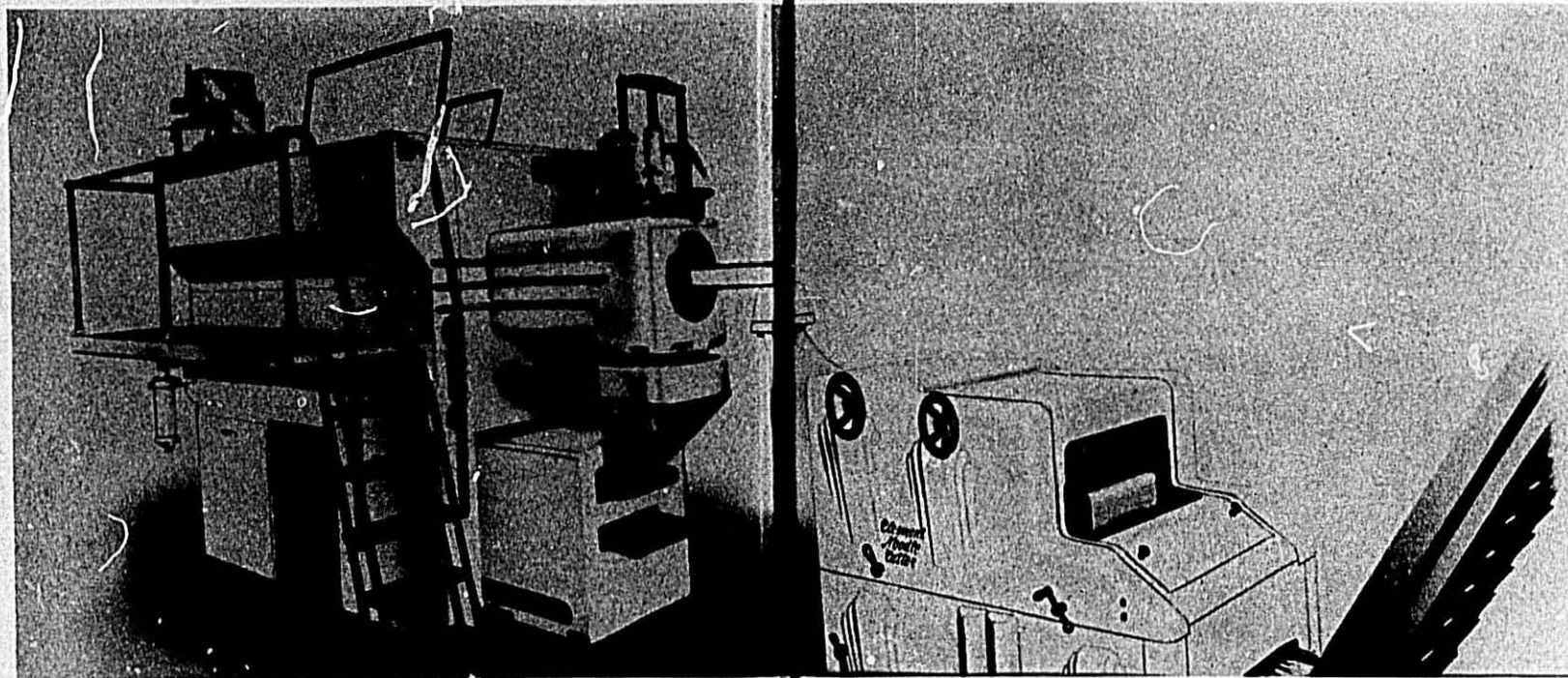
# Clermont?

OPEN AND SEE

THE SPOTLIGHT IS ON

## Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



The Lid's Off

Clermont's NEW VMP SERIES OF EXTRUDED NOODLE DOUGH SHEETERS AND PRESSES  
ADVANCED DESIGNS YEARS AHEAD

Fashioned for the macaroni/noodle industry  
This is a RIGHT one for You

Exclusive new Clermont features make the VMP series the most exciting and notable development the industry has shared since Clermont designed and initiated the first American Automatic Macaroni Press.

Get familiar with EACH machine. You will learn not just one reason but many reasons why the VMP machines are your key to quality processing, stepped-up efficiency, topnotch performance and simplified operations.

NO MATTER WHAT OUR REQUIREMENTS - Buy Clermont!

1919 - It's Our Birthday - 1956

**37** years  
OF SERVICE  
TO INDUSTRY

Since 1919 *Clermont* has consistently originated, designed and engineered the most important machine contributions to the progress of the industry. These include the

**FIRST AMERICAN AUTOMATIC**

- |                      |                             |
|----------------------|-----------------------------|
| Noodle Dough Sheeter | Short Cut Macaroni Dryer    |
| Macaroni Press       | Long Goods Macaroni Dryer   |
| Noodle Dryer         | Long Goods Spaghetti Cutter |

Nothing about a *Clermont* machine is commonplace. *Clermont* designers were FIRST to meet the industry's demand for modern, stream-lined, clean-swept styling and among machines *Clermont's* command instant attention.

*Clermont* machines LOOK BETTER, PERFORM BETTER, WEAR BETTER

The listing grows year by year and we will continue to meet the challenge of the ever expanding industry to always set the pace through new and improved machine designs for space-saving compactness, for performance, for construction, for dependability.

**EXPERIENCE SKILL IMAGINATION BOLDNESS**

have made *Clermont* a vital factor in the spectacular growth of the industry. Proof of our engineering skills can be found in plants all over the nation where again and again the name *Clermont* appears as the designer and builder of the producing equipment.

Nothing great can be created suddenly. During the past 37 years *Clermont* Engineers have found many answers. In the next 37 years we will continue to forge ahead finding new solutions for old problems and originating new processes and techniques for simplifying and improving macaroni-noodle processing.

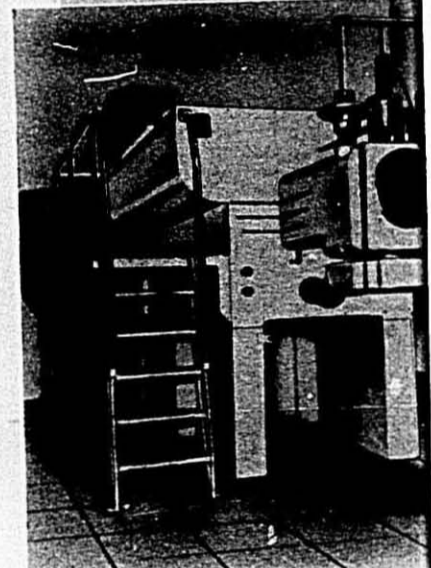
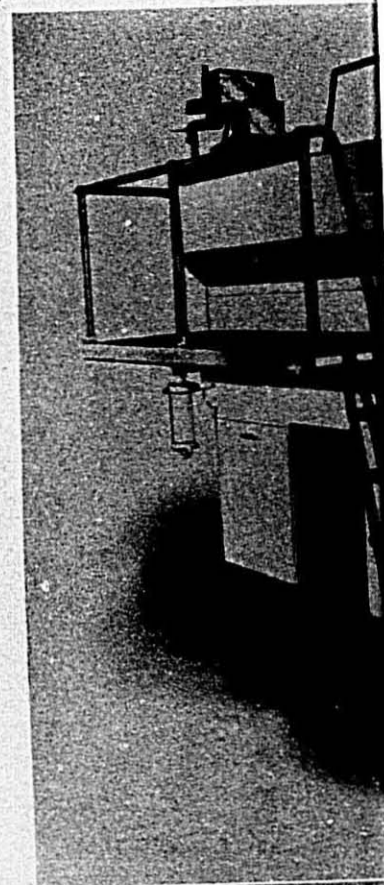
IN THE YEARS AHEAD - AS IN THE YEARS GONE BY - FOR THE VERY BEST

*Buy Clermont!*

*Clermont Machine Company*

THE SPOTLIGHT IS ON

*Cle*  
Extrud



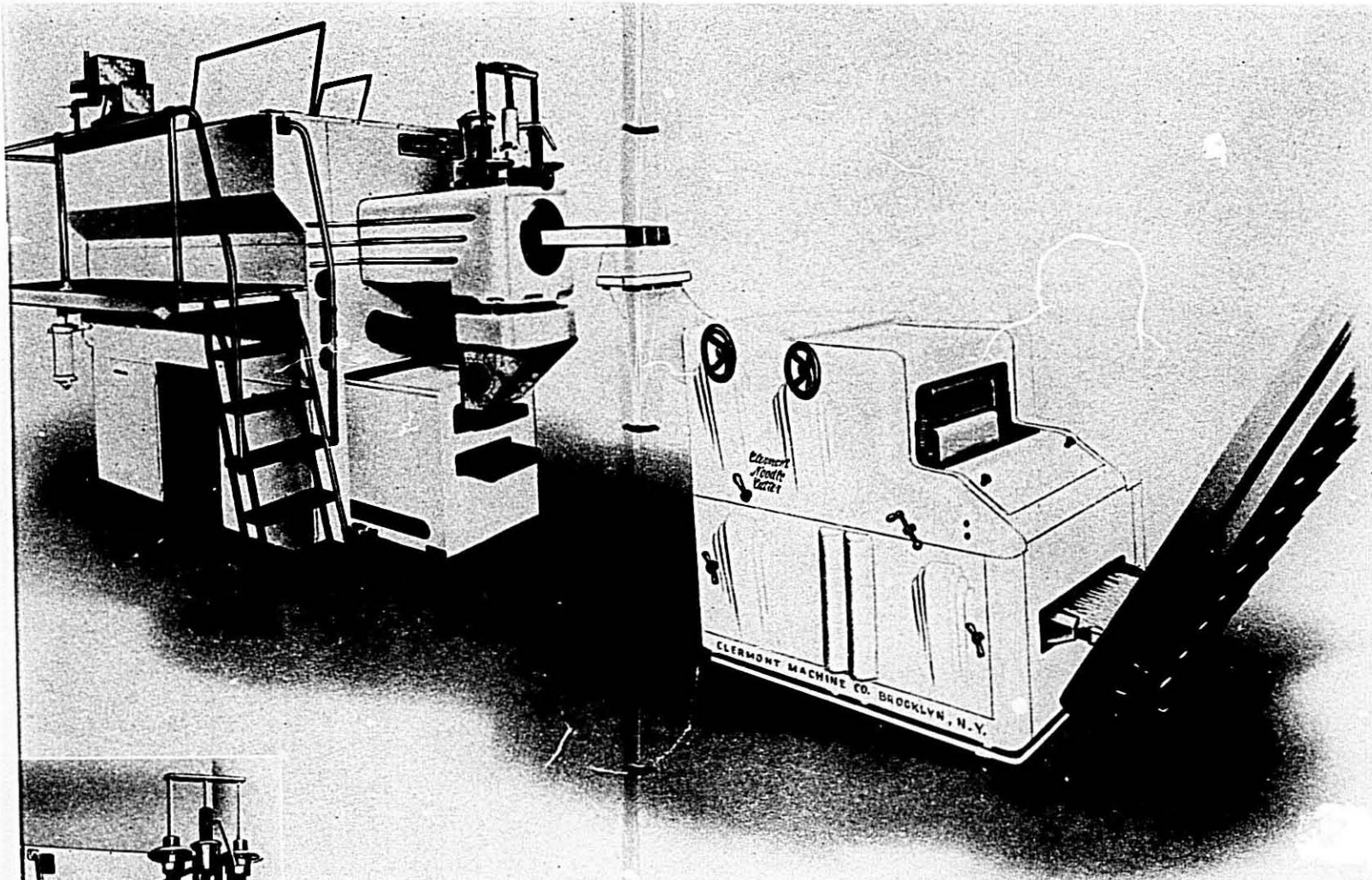
VMP-3 with short cut attachment.

FOR THE ST

TEAR OUT

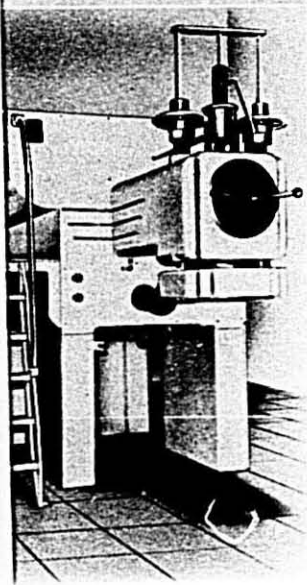
# Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



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

Clermont Extruded Noodle Dough Sheeter VMP-3



at attachment.

## TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

- C**apacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

FOR THE SUPERIOR IN NOODLE MACHINES IT'S ALL WAYS *Clermont!*

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

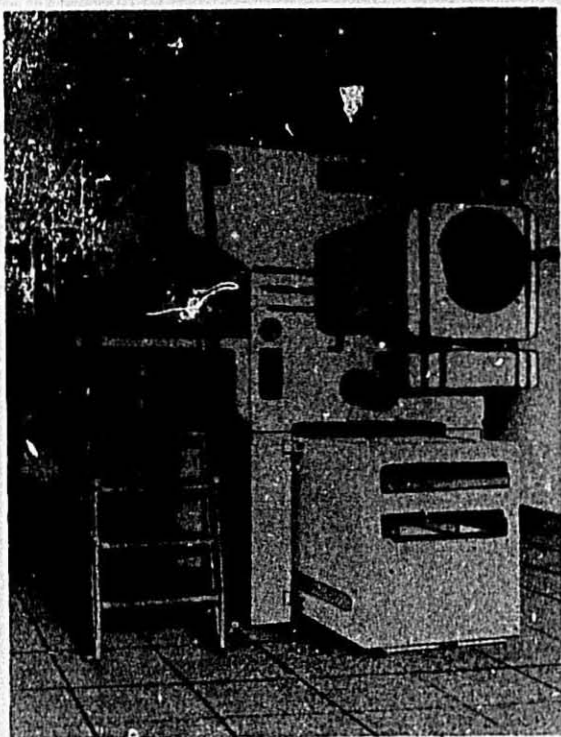
265-276 Wallabout Street

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

*Company*

*Unmistakably The Finest*  
**Clermont's Brand New Vacuum Process Macaroni Press**  
**The VMP-4, the GIANT of all Short Cut Presses**

IMPORTANT READING FOR THOSE WHO WANT TO CUT PROCESSING COSTS:



Check 9 *Clermont*  
**EXCLUSIVE Design Features**

- Large stainless steel screw affording 1900 lbs. PLUS per hour.
- Electronically controlled to automatically proportion the correct amount of additional water needed to maintain optimum viscosity in the mix.
- Vacuum process is on the screw leaving free access to the mixer.
- Stainless steel duplex mixer.
- One piece housing simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- Constant temperature control of water circulating in the housing maintains uniformity of product size.
- Built-in automatic cutoff attachment. No extension arm, no pole. Invisible externally.
- Variable speed on the cutoff attachment permits cutting product with a single blade ranging from the finest pastina to rigatoni.
- Space provision underneath the machine for installing preliminary shaker.

*Ultimate In Adaptability*

To meet industry needs — designed to do more than one job.

*Optional Features*

By removing front handwheel and connecting a tube, press can be used in conjunction with an automatic spreader for long goods production.

Machine can be adapted for extruded noodle dough sheet.

Built for long life and constant performance.

Meets most exacting sanitary requirements.

WHEN LESS THAN THE BEST WON'T DO, *Buy Clermont!*

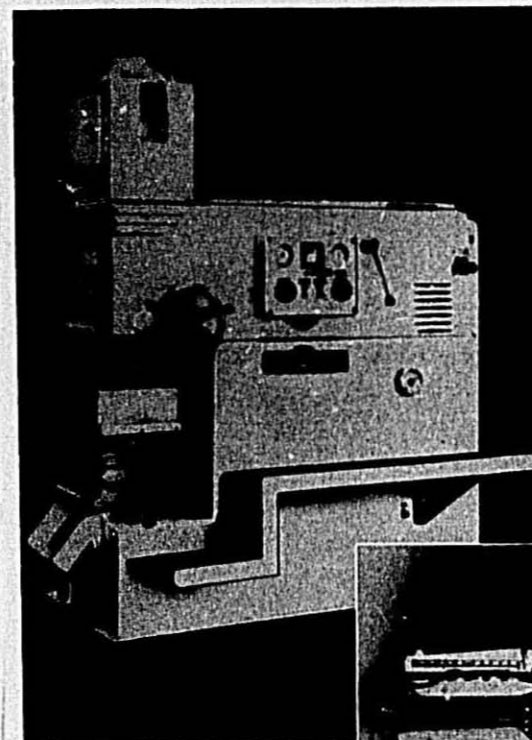
IF YOUR AIM IS AUTOMATION

**The Big News for the Smaller Manufacturer**

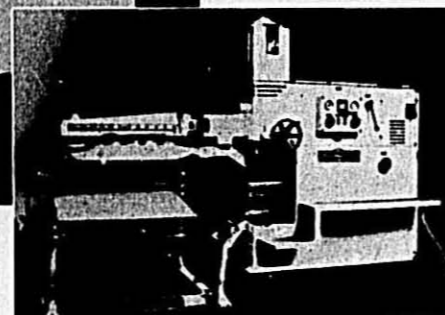
*Clermont's Short Cut Press, VMP-1*

with or without vacuum process 350 pounds per hour

EXTRA PRESS VALUE - HERE'S WHY



Short Cut Press, VMP-1



Short Cut Press, VMP-1 with Fedillini attachment

- AUTOMATIC SIFTING DEVICE.** Flour feeder sifts flour before flour enters mixer.
- MIXER** built within the housing forming a one piece construction.
- REMOVABLE MIXER SHAFTS AND PADDLES** for rapid, thorough cleaning.
- WATER TANK** built inside the machine affording extraordinary sanitation.
- WATER SPRAY DEVICE.** Fine spray of water enters mixer simultaneously with the flour to maintain uniform mixture.
- ONE PIECE HOUSING** simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- BUILT-IN AUTOMATIC CUTOFF ATTACHMENT.** No extension arm, no pole.
- DIE REMOVAL** accomplished by turning handwheel to lower die holder.
- PRELIMINARY SHAKER INCLUDED,** installed underneath the machine.
- INSTRUMENT PANEL BOARD** contains pressure gauge, vacuum gauge, amp meter and temperature control.
- OPERATING MECHANISM** all at operator's finger tips. Machine operated from floor level.

*All this Plus*

Optional features which extend the scope of uses to:

Production of extruded noodle dough sheet by removal of front cap and insertion of special attachment.

Operation in conjunction with a Fedillini machine.

MAKE IT EASY FOR YOURSELF, *Buy Clermont!*

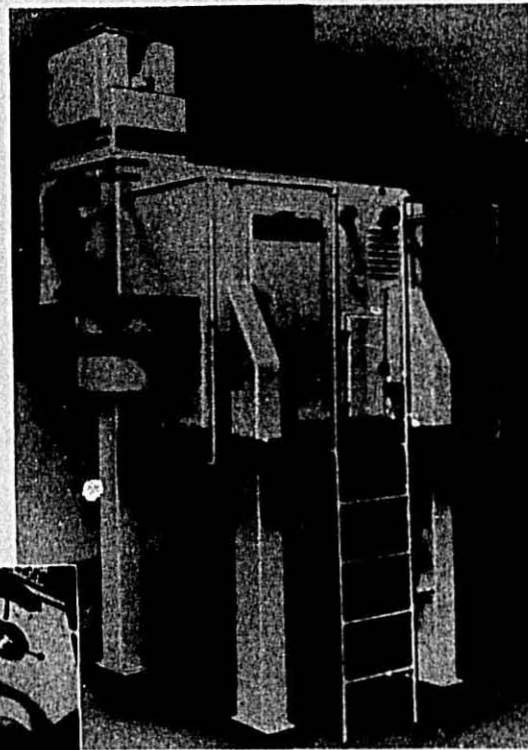


MODERNIZING?

LOOK!

## Clermont Sets New Standards in Macaroni Presses

The VMP-2, with or without vacuum process 450 pounds per hour



VMP-2, Combination Short Cut and Long Goods Press



Close-up of cutoff attachment

### BENEFITS PLUS

Most versatile of all medium production presses

BETTER BECAUSE —

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

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

**REMOVABLE MIXER** shafts and paddles for rapid, thorough cleaning.

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

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

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

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

**INSTRUMENT PANEL BOARD** at eye level height.

**SPACE PROVISION** underneath the machine for installing preliminary shaker. Shaker is optional equipment.

**COMBINATION TYPE** for production of short cuts or long goods. Long goods manually spread.

**Compactness! Adaptability! Simplicity!**

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

THE SURE WAY — *Buy Clermont!*

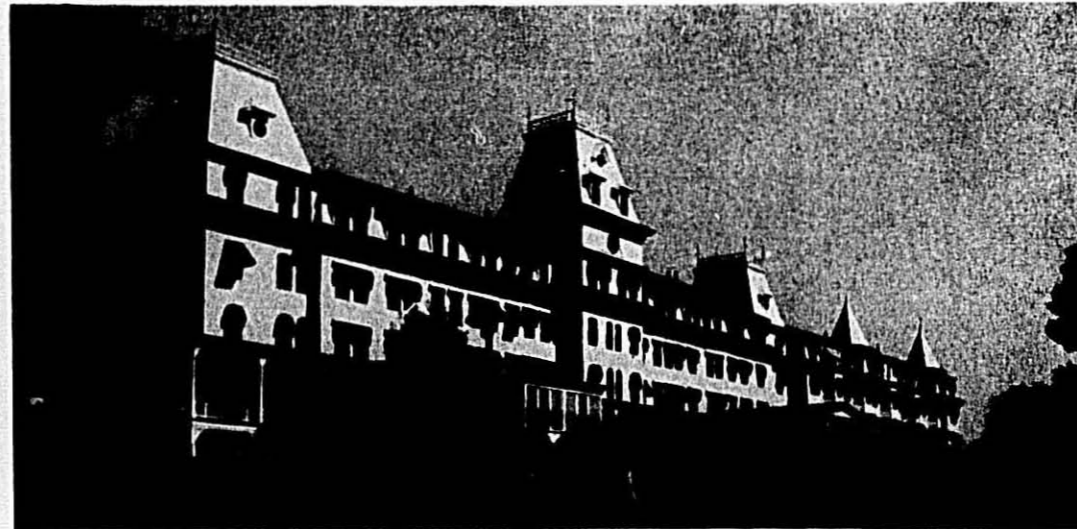
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New York, N. Y.,  
U. S. A.

*Clermont Machine Company Inc.*

June, 1956

THE MACARONI JOURNAL

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## 52nd Annual Meeting of the National Macaroni Manufacturers Association at Hotel Wentworth-by-the-Sea, Portsmouth, New Hampshire, June 20-21-22.

FROM all over the country macaroni manufacturers and their allies will gather at the historic colonial city of Portsmouth, New Hampshire, on June 20, 21, and 22, 1956, for their 52nd Annual Meeting. The Convention theme will be "Charting the Course."

On Tuesday, June 19, the Board of Directors of the National Macaroni Manufacturers Association and the National Macaroni Institute will assemble to review policies and finances. Later in the day they will meet with representatives of the durum mills to take a look at durum production prospects, discuss problems of mutual interest, and plan projects that will be jointly beneficial.

The Convention proper will formally open with assembly and registration at 9:30 a.m. Wednesday, June 20. Greetings will be extended by President Peter LaRosa to the conventioners, following an invocation. Executive Secretary Robert M. Green will describe in broad strokes "Where We Stand" as an industry. His report will cover aspects of the nation's booming economy, the rising market in food, and the possible impact of competitive products on the demand for macaroni, spaghetti, and egg noodles. Following his statement there will be an executive-type panel discussion on "Where Do We Go From Here?" This panel will be moderated by First Vice President Lloyd E. Skinner. Panel members will include Association Finance Chairman J. Harry Diamond, National Macaroni Institute Chairman C. W. Wolfe, Durum Relations Committee Chairman Maurice L. Ryan, and Standards Committee Chairman Joseph Giordano. Brief comments from these repre-

sentative executives will be designed to stimulate questions and comments from the audience.

On Wednesday afternoon golfers will participate in a tournament on the Wentworth course, adjoining the hotel. Their ladies will be entertained at a card party at the same time.

In the evening of June 20 the traditional Rossotti Spaghetti Buffet will highlight the festivities, followed by a bill of professional entertainment.

The second business session will assemble on Thursday, June 21 at 9:30 a.m. to hear representatives from Washington, D. C. give "The Government's Point of View."

John L. Harvey, Deputy Director of the Federal Food and Drug Administration, will be on hand to address the Convention. Mr. Harvey is the right-hand man of Commissioner George P. Larrick and chief legislative officer of the Administration. He has been in great demand this year as a speaker on the observance of the Pure Food Law's 50th anniversary. He will discuss the Food and Drug Administration's policy and practices and present specific information on the significance of the decision on the Buitoni case to the macaroni industry.

Charles E. Grandey, Director of the Bureau of Consultation for the Federal Trade Commission, is the chief executive for the sections dealing with trade practice conference stipulations, and advisory service for small businesses.

He will tell the Convention about the procedures and plans for a macaroni industry trade practice rules committee. Nominations for such a committee have been sent to the Federal Trade Commission by President Peter LaRosa of the

National Macaroni Manufacturers Association. It is thought that the committee's chief function would be to clarify trade practice rules and to discuss how unfair competitive practices can be curbed.

Mr. Grandey has also been asked to comment on food manufacturers' participation in special promotions by dealers as affected by the case of Food Fair and some eleven food manufacturers recently cited by the Federal Trade Commission.

The Commission's attitudes and recommendations with regard to mergers and acquisitions is also on the agenda.

Election of directors will take place at the second general session and the newly elected board will hold an organizational luncheon to elect the officers for the coming year.

During the afternoon of Thursday, June 21, conventioners will be the guests of General Mills on a sight seeing tour.

That evening the entire group will be entertained at a real New England Clam Bake to be followed by some "Macaroni Minstrels" boasting of home-grown talent.

Assembly for the final day's business session will take place at 9:30 a.m. Friday, June 22. The session will begin with a panel discussion by representatives from the New England grocery trade, including a wholesaler, an independent retailer, and a chain store operator. They will discuss such topics of interest as related-item selling, cooperative advertising, profit margins, and space allocations.

Theodore R. Sills, public relations counsel of the National Macaroni Institute will report on coming events in the institute's plans for product promotion and publicity.

Two new films that the National Maca-

(Continued on page 24)

## MERCHANDISING MEETINGS



Pot McReynolds times Bob Green in building a display.

THREE merchandising meetings were called for members of the National Macaroni Institute in April. The Low Calorie Quickie Meal was served to the members in New York, Chicago, and San Francisco.

In explaining the Low Calorie Quickie Meal campaign to be launched this fall Theodore R. Sills, public relations counsel for the National Macaroni Institute explained, "America is diet conscious."

In pointing out that one out of four Americans is always on a diet, about to start a diet, or actively thinking about one—perhaps a bit wistfully—Sills said, "Americans are accustomed to eating well and dieting is usually a bit distasteful to them."

"Perhaps the one outstanding fact about losing weight is that there are so many misconceptions that are 'extant,'" Sills said. "Few people really check on the things that cause overweight or really understand the theory of diet," he continued. "Few really understand that overweight is caused by a heavy intake of calories or by over-eating rather than by the foods themselves."

"Consequently, over a period of years Americans who are weight conscious have learned to avoid such foods as bread, potatoes, sugar, macaroni, butter, milk, etc."

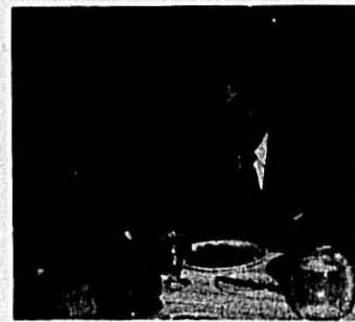
How do we overcome public misconception? Mr. Sills said, "There is no questioning the fact in my mind that the most satisfactory solution—and perhaps the best solution from the standpoint of the macaroni industry—is to attack the problem frontally."

"Recently we have had some very good examples of this. The sugar people have done a very good job in proving that sugar used moderately is not fattening. In their advertisements they have proved that a teaspoon of sugar is only 18 calories. This fact was quite startling to most Americans who, in doing without sugar in their coffee, have felt they were well on the road to achieving slimmness."

"We have also seen in the past the cigarette industry attack the problem of coughing and throat ailments that are caused by smoking. There have been whole campaigns, all of which you are familiar with, based on the fact that one cigarette has less coughs than any other cigarette. We have seen further campaigns that have proved that certain brands are kind to your throat. This is a fine example of a frontal attack on a problem."

"So our solution to the problem is: take macaroni out of the class of fattening foods, put it in the class of a food that tastes good, is easy to prepare, is economical, is something that everybody likes and wants, and above all, is good for you."

The low calorie quickie dinner menu was explained and a nutritional analysis by Association Director of Research James J. Winston given.



Donald and Irving Gross enjoy their lunch.

Discussing merchandising possibilities, Sidney Johnson, Merchandising Consultant, formerly with the National Biscuit Company, told the New York group, "This is a great opportunity if you get behind the promotion progressively. Calorie counting is a trend of the times, and this fact sets up definite merchandising possibilities. These possibilities will have to be sold to your customers. It will need down-the-line support from your own plant advertising to national publicity by the Institute, and above all, the idea to be sold needs enthusiasm."

Patsy D'Agostino of D'Agostino Brothers, retail grocers in New York City said, "There are lots of deals going on and every chain is looking for something. If a given item doesn't have sufficient profit margin to be attractive it can still get support in grocer merchandising if it is incorporated with a related-item campaign. The promotion of a dinner—particularly a low calorie dinner—is an excellent idea because it not only moves macaroni products but tomatoes, tomato



Ted Sills suggests recipe and menu sheets.

sauce, meat, peaches, and the trimmings that go with it."

D'Agostino spoke a word of caution about the type of point of sale material to be developed. He said shelf talkers were good but that big posters were out in modern markets that do not want an appearance of clutter.

In Chicago, Val Bauman, Merchandising Manager of the National Tea said, "You have a terrific idea in the Low Calorie—Quickie Meal. I took the recipe home to try out on the Bauman family of five and because the recipe sounded skimpy to me I had my wife double it so that instead of the four servings that it said it would make we had eight. There were leftovers and it was so good that we froze it in one of these TV Dinner aluminum pans and stuck it in the freezer for a good meal for another day."

"I heard it said that the average cost per serving was around 40c. Well, we totaled up the cost and found that we made eight servings for \$1.65. This is just a little better than 20c a serving. If you are not looking at calories but you are looking at pennies, this is a real menu for you. If you are not watching either, the taste is terrific."

Grocers are interested in making money. We don't make any money on cereals, but macaroni does have a good profit margin. If we took macaroni away from the department where we stock beans, rice and dried fruit and put it with the fast sellers in the breakfast line we would show a better profit in that department, and that is an idea you might give to your buyers. Prove to your buyers what you are selling with a sample of the dish frozen as we froze the leftovers from our low calorie dinner. You can create desire by letting them taste this excellent dish."

"Take the offensive—go out and stick your neck out. You might suggest a coupon of, say, 5c on meat for the meal. Twenty-five per cent of store sales are in the meat department, and the grocer is interested in that. If he didn't have the

(Continued on page 21)



...printing is our baby

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY

US  
PS

## A LOOK IN THE FUTURE

by Glenn G. Hoskins, Industrial Consultant, at the Eighth Plant Operations Forum



GLENN G. HOSKINS

**T**O BE successful, manufacturers must be prepared to give the homemaker what she wants, the way she wants it and when she wants it. Your sales and merchandising divisions will soon be calling upon production men for products in the form which the homemaker demands.

The macaroni-noodle industry must be prepared to meet the demand for tasty combinations of prepared foods. We think the industry is ready to adapt operations to meet the increasing demand for processed foods in cans and frozen food containers.

319 plants produced 657 million pounds for a population of 129 million in 1957. The average plant produced 2,065,000 pounds and the average consumer used 5.1 pounds per year. In 1955 we estimate 176 plants produced 1,011,000,000 pounds for 163,700,000 people. An average plant produced 5,920,000 pounds and the average consumer used 6.4 pounds per year.

In the past 15 years the consumption of macaroni and noodles tended to increase from a per capita of 5.1 in 1911 to 6.4 in 1955. During the same period potatoes have dropped from 128 pounds per capita to 101. The consumption of rice in 1935-1939 was above macaroni, but fell behind to an estimated 5.7 lbs. per capita in 1954. In our opinion the only thing that has kept the consumption of macaroni uniform has been the work of the National Macaroni Institute plus intelligent advertising and merchandising by some of the larger producing units.

U. S. population is increasing at a staggering rate. With the trend to fewer plants individual plants will be larger.

Average production per plant can conservatively be predicted 45% greater than present levels in 1965, 75% greater in 1970. Total production in the industry may be 40% greater in 1970.

The plants are getting bigger, better managed and more highly mechanized. Based on U. S. census figures for 1914 and 1917 with adjustments to our own production and wage indexes, we find that the cost of manufacturing a pound of macaroni is almost identical today with what it was in 1914.

In the meantime building costs have increased 600% with machinery and equipment in just about the same proportion. It is difficult to compare the cost of packaging, but in 1914 and in fact up until the early 1920's, the majority of macaroni and noodle products were packed and shipped in bulk.

Now compare the bulk barrel in a grocery store with the modern supermarket. You probably will have to visit many stores to see macaroni in bulk and if you do see it in bulk it will be in special shapes like Rotini, Sea Shells, Tufoli and such. You will see a lot of cellophane and polyethylene which appeals to the housewife's desire to know what she's buying. The beautifully designed lithographed cartons and wax wrapped packages result from the ever increasing tendency toward small units and, above all, towards sanitation in the handling of foodstuffs. But if you go a little further down the line you will see long rows of freezers with glass tops, maybe wide open because cold air, being heavier than the air in the store, tends to stay in the containers and in these refrigerators you will see practically every kind of food.

During the year 1954 frozen foods sold through grocery stores increased 14.6% and we have reason to believe that the increase in 1955 was higher. Canned products in the same year decreased 1.3 but we know from observation that more complete or semi-complete dishes such as spaghetti and meat balls, macaroni and cheese sauce, noodles and chicken appeared more frequently and more prominently on the super market gondolas.

Of even greater significance is the tremendous rush to buy pre-cooked frozen prepared foods. Sales of these items increased 31.9% from 1952 to 1953 and 64.5% from 1953 to 1954. Almost 100% increase in two short years.

The time has come for production men to learn more about freezing, cooking, canning, blending of food products and storing and keeping of the products that

are coming into current use by the consuming public.

Our industry has done an excellent job of advertising and merchandising. The National Macaroni Institute has, in my opinion, been responsible for keeping the per capita consumption of macaroni and noodle products at its present level. But with all this work and all the pressure, the consumption still stays constant. Isn't this a challenge to the whole industry to seek new ways of presenting the products of the industry to the consumer? There are many attractive recipes which without question are looked upon with favor by the housewife. But when she reads the recipe and has to assemble all the ingredients, cook them separately, boil the macaroni, mix the cheese, etc., with it and then bake it, she's going to hesitate before she starts to do it. Just compare this with being able to walk into the modern super market or delicatessen to pick up a complete frozen spaghetti dinner.

We can and do predict that production per man hour and per machine hour will considerably increase in the plants. The 1000 lb. per hour press is commonplace now. A few years ago 500 lbs. per hour was peak production. There are many presses and noodle equipment now working as high as 2000 lbs. an hour.

Drying used to require anywhere from 5 days to 14 weeks. 24 to 36 hours is common now. In a not too distant past 140 lb. sacks of flour were dumped by hand into a barrel and one-half mixer and the dough was cut out of the kneader with a knife and carried up steps to be placed in a hydraulic cylinder. Macaroni and spaghetti were spread by hand and the noodles shaken up with the fingers so that they would dry well. Today the bulk flour cars, pneumatic handling systems, automatic spreaders and conveyors have eliminated all this.

The new Teflon die lining, the vacuum system, controlled temperatures and humidity have all combined to make a better quality than has ever before been produced in macaroni plants (assuming, of course, that the right raw material is used).

You have the plants, you have the machinery, you have the manpower, you have the education, you have the technical ability; now all you need is the inspiration and the desire to venture forth in this newer field and turn the trend slightly upward in the per capita consumption of macaroni products and decidedly upward in the dollar volume and profit margin.

## REMEMBER THIS . . .

. . . when you're ready to buy durum products!

Milling of durum products requires constant supervision to assure *uniformity* and *quality* of product — terms that have long been synonymous with the name King Midas.

The King Midas durum mill pictured here specializes in producing macaroni and spaghetti flour. This mill is ideally located for its purpose in the "air conditioned city" of Superior, Wisconsin. The cool summers and the low humidity are ideal from a milling standpoint, and are further assurance that quality and uniformity of product are maintained.

While it is fitting that the growing movement of bulk semolina shipments should have started at this modern mill on the shores of Lake Superior, the facilities for bag shipments are also unexcelled. Both bulk shipments and bag shipments are loaded in the mill's completely enclosed warehouse, where they receive every protection from the weather.

All these advantages are in keeping with our long standing policy of progress and service, and our pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.



Durum Products by

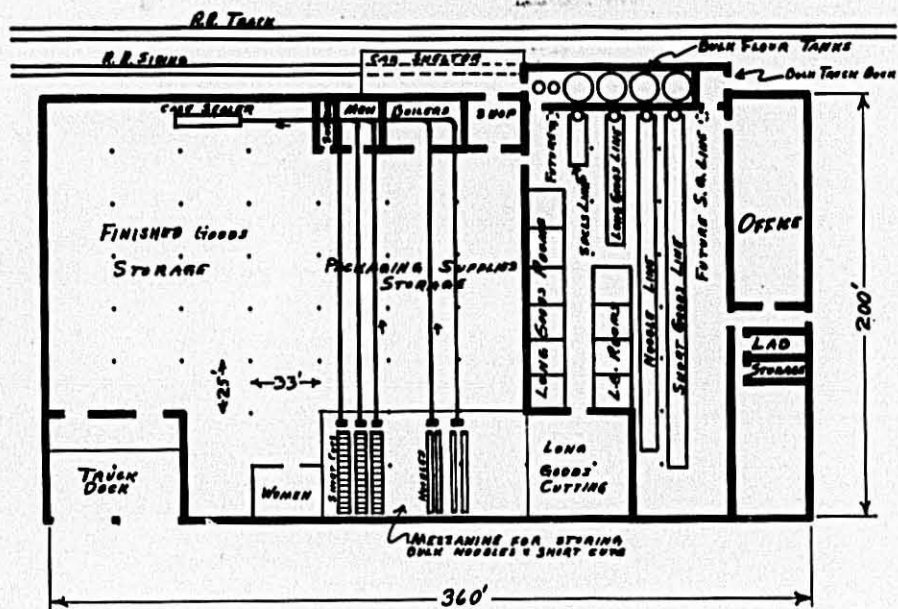


*King Midas*

KING MIDAS FLOUR MILLS • 660 GRAIN EXCHANGE • MINNEAPOLIS 15 • MINN.

# CONSIDERATIONS IN BUILDING DESIGN

by William G. Hoskins, G. G. Hoskins Company  
at the Eighth Plant Operations Forum



ONE-STORY MODEL PLANT

Editor's note: The material following is a condensation of a very complete report.

A NEW building seems to be the big hope for the answer to all problems. And well it may be, if it is planned and built right; if it provides easy sanitation; if it can be expanded easily to accommodate new production lines or processes; if the building and the move don't cost so much that the increased depreciation offsets the labor savings.

Almost everybody is thinking about a new plant. So, we have planned this discussion to present some of the cost and design factors that could be important in your planning. We will have some occasion to refer to a model and have chosen a plant having 72,000 sq. ft. of floor space, with four presses and room for expanding easily to six. Present production of the theoretical plant is 15,000,000 lbs. per year.

**Railroad Siding.** A railroad siding is a valuable asset to a macaroni business. It means about a 7c to 9c per cwt. saving in drayage as compared with a plant that does not have a railroad siding. It also makes the installation of bulk flour handling equipment simpler.

Normally, the railroad serving a particular plant will bring the siding up to the edge of the property owned by the company. From this point on the charge for the siding will be in the neighborhood of \$10.00 to \$15.00 per linear foot of siding using 90 to 100 lb. rail. This figure would not include subgrade or a turnout

from a mainline or other track on railroad property. For the normal case where the plant railroad siding is taken off a railroad track other than a main or through line, the turnout or switch, including the switch point, frogs, switch ties and switch stand will cost approximately \$2,500.00.

The planning for most new plants includes bulk flour handling facilities. Where Airslide cars are to be received, some provision should be made for providing shelter for the track. In order to make connections to the Airslide car for unloading, it is necessary for a man to crawl under the car. Also, it is necessary to keep at least one of the top hatches open on the car during the unloading. A shelter over the track will keep the weather off the car and the track.

**Flour Handling Facilities.** One reason some companies are considering building new macaroni plants is that they are not now on railroad sidings and they want to be able to obtain the advantages of bulk flour handling. In addition to the saving on drayage from a remote rail siding into the plant, additional savings can be made due to elimination of the sack, reduction of labor and siftings and shrinkage. In many cases such savings will be 18 to 20c or more per cwt.

In planning a bulk flour handling system, one of the important considerations is the rate at which cars are to be unloaded. This rate, of course, is largely determined by the number of cars to be unloaded per day. With one car per day

maximum, an unloading rate of approximately 24,000 lbs. per hour would be satisfactory. In the event that the plant will occasionally want to unload two cars per day, 40,000 lbs. per hour would probably be preferred.

Any bulk unloading system should be installed so that access could be had by trucks. Mills and local terminals are becoming equipped to make deliveries in bulk trucks and there may be instances when such deliveries would be preferable to bulk cars. Bulk trucks will normally hold 40,000 lbs. per unit and many are equipped with their own unloading system.

It is difficult to set a general rule for establishing storage capacity. Different plants have different requirements. For example, a plant may use only one grade of flour. Its storage requirements would be much less than another plant using three or four grades of flour. Airslide cars will hold approximately 100,000 lbs. of flour so storage units should be 100,000 lbs. capacity or multiples thereof. A plant should have storage for at least 5 days production plus an allowance depending on how far the plant is from the mill.

Most people who are considering the installation of bulk handling are also planning to use pneumatic conveying equipment. The most economical means of conveying pneumatically is in a pressure system in which material is introduced from the car through a rotary feeder into a line that is under pressure. There are several devices for unloading

the car into these pressure systems and they all can be slid under the car on a concrete ramp without the necessity of building a pit under the tracks.

Another important feature of flour handling systems from the standpoint of building design is the capacity of material to be stored over each press. Size of these hoppers is determined by several factors, among them number of kinds of flour run on each press in a day, actual capacity of press, method of handling, unloading from bulk storage bins to press hoppers. In general, the most desirable type of storage over the presses is a 24,000 tank which gives ample capacity to run the press all day with just one filling. This means that the filling can be done during the day shift when most people are around the plant. The press operator is then not bothered with the detail of keeping the hopper over the press filled.

**Space Requirements.** Space requirements will naturally vary for every different plant depending on both the size and type of production. For our sample plant of 72,000 square feet, assuming that we make quite a wide variety of shapes, we would probably have space distribution in the plant somewhat as follows:

Office .....	5.0%
Cafeteria .....	2.5%
Laboratory .....	.5%
Flour Handling .....	3.5%
Production and Drying .....	28.0%
Boilers .....	1.5%
Shop .....	1.0%
Men's Toilet and Washroom .....	1.0%
Women's Toilet and Washroom .....	1.0%
Cellophane Storage .....	.5%
Packaging .....	10.0%
Packaging Supplies .....	22.0%
Finished Goods Storage .....	26.0%
Truck Dock .....	3.0%
Total .....	100.0%

If our 72,000 square foot plant were arranged on one floor, we would want to keep a clear run of 200 feet long available for the production room. This would give ample room for the presses and drying equipment to be all in line, thereby simplifying the conveying and handling problems. This would give sufficient length for a press and a short cut line with 2,000 lbs. per hour capacity. We favor the adequate length due to the fact that the newer presses now on the market are tending toward larger production per unit. This will make short cut, noodle and long goods drying lines bigger, unless parallel advances occur to cut down the total required drying time.

Any new plant design should allow for easy expansion both of the macaroni producing facilities and the addition of other production lines of related items. More and more of the macaroni that is being produced in this country is being sold in cans and frozen containers along with sauces, meat balls, etc. in ready to heat and eat form. Macaroni manufacturers themselves, traditionally dry products manufacturers, are getting into this field

in increasing volume. Products of this type carry a higher unit cost and higher percentage markup and represent desirable business.

**Theoretical Plant Layout**

For one possible arrangement of facilities on a single floor, refer to the following sketch of a model plant. This particular plant will have its growth in three directions limited by a railroad track and two streets, but will be able to expand to the South when additional storage space is needed. Presses are grouped in the production room so that two additional presses can be added as required. The production area runs the full width of the building, 200 feet, so that adequate space will be available for lines of continuous dryers.

The packaging area is located adjacent to the discharge end of the drying lines so that little transportation will be involved in getting the dried goods into temporary storage. The ceiling of the model plant has been set at 16 feet for several reasons, one of which is to permit the use of a mezzanine over the packaging area for temporary storage of finished goods prior to packaging.

As this business grows, the area that will need the greatest expansion in space will be the storage area. The only thing that will have to be done to increase the storage area will be to knock down the curtain wall at the south end of the building and move the wall out, building additional floor and roof.

Packaging supplies can come in through the truck dock and be stored with a minimum of handling in the area adjacent to the packaging room. Finished, unsealed cases will be carried by booster and gravity roller conveyors to accumulating roller conveyors feeding into a case sealer which will handle all size cases. The man that operates the case sealer will be able to determine which of the lines feeding the case sealer he will run through and will make the proper setting and then load sealed cases on to pallets.

**Temporary Storage for Finished Goods.** If the temporary storage of finished goods can be made nearly automatic, quite a good deal of labor can be saved. One of the things that can substantially ease the handling of long goods is one of the new type cutters such as Clermont, Godie-Kay and Senzani. Any of these cutters can be equipped with long feed conveyors which will permit the operator to unload a complete truck of sticks on to the conveyor to be fed automatically. This leaves the operator free to move trucks and do other jobs around the long goods drying, cutting and packaging area.

Noodles are normally very difficult to handle. One of the most effective means of storing noodles prior to packaging is to feed them onto a slow-moving, wide belt conveyor. Noodles can be piled 3 ft. wide by 5 ft. deep on such a conveyor and then the conveyor can be reversed to feed at any required rate into automatic pack-

aging machines.

Where a mezzanine is used, short cuts can be fed either into portable storage bins on the mezzanine or fixed bins which are divided into compartments and discharged onto common belt conveyors.

There are many ways of handling temporary storage of finished goods, some requiring more labor than others. The principal requirement of the temporary storage system is flexibility. It is for this reason that portable storage hoppers are quite often the most desirable form of temporary storage.

**Truck Port.** In the model plant we have arranged space for six trucks and a truck dock 66 ft. wide by 50 ft. deep including a 16 ft. wide dock at truck floor height.

**Building Construction**

**Floors.** Floors in single story plants are normally concrete today. If precautions are taken at the time the floors are laid to insure that they are laid right, the floors can stand up a long time. If they are not put in correctly, they will become pitted and unserviceable in a hurry. Hardening and densifying agents can prolong concrete life to a remarkable extent and should certainly be used where necessary.

**Walls.** The critical area in the plant will be the manufacturing and drying area. We recommend that this area have walls with a heat transmission "U-factor" of not to exceed 0.25. This U-factor could be obtained by use of a wall consisting of eight inch hollow concrete block made with a lightweight aggregate such as expanded slag, burned clay or pumice, backed up with six inch hollow clay tile. Walls in the packaging and warehouse area are not critical and could be made of any desired combination of concrete block and brick.

**Windows.** Windows in the manufacturing area should be kept to a minimum, and should consist mostly of glass block with a single pane at the center for ventilation. The windows in the balance of the plant are not critical.

**Roof.** The roof in the manufacturing area should be concrete with a smooth underside. The roof should be insulated and finished off with waterproofing so that the overall "U-factor" will not exceed 0.25.

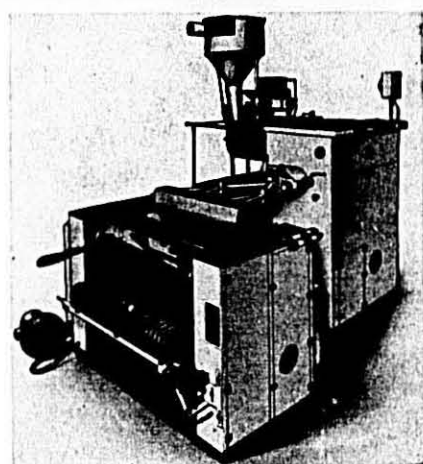
**Ceiling Heights.** In a single story building additional space can be acquired most economically by simply raising the roof. We feel that a 16 foot ceiling is a good height for our model plant. This leaves ample room above dryers for conveyors. It permits the accumulating conveyors for unsealed cases to be installed above the warehousing area so that the space in the warehousing area is totally usable. It permits the use of a mezzanine for the temporary storage of finished goods and it permits triple stacking of pallets in the finished goods warehouse, if desired.

The difference in cost for a 72,000

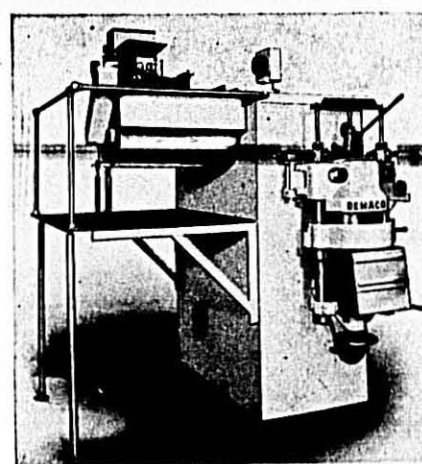
(Continued on page 32)

**DEMACO HAS THE KNOW-HOW—  
THE EQUIPMENT and the CRAFTSMEN  
to SATISFY ALL YOUR  
MACARONI MANUFACTURING REQUIREMENTS**

**T**OP-FLIGHT design engineering combined with superior manufacturing techniques makes DeMaco equipment outstanding. Whatever your macaroni manufacturing needs, DeMaco has the equipment for you. The complete DeMaco line includes vacuum mixers, egg dosers, short cut presses, long goods spreaders, new design short cut dryers and many others. The ones shown will give you a general idea.



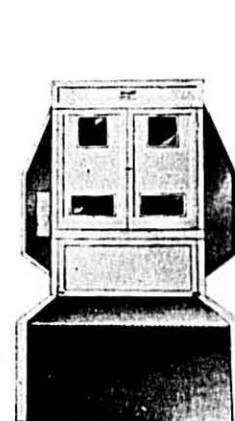
1. AUTOMATIC SPREADER



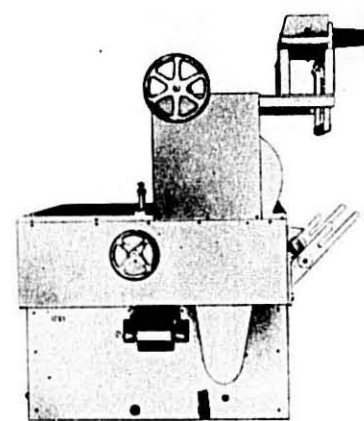
2. SHORT CUT PRESS

# DEMACO

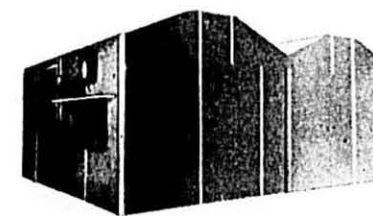
- Figure 1.** The DeMaco automatic spreader attachment with no electrical timers, no limit switches, no brake motors and with no complicated electrical wiring. On any existing ADS spreader, DeMaco offers you an exchange system in which we ship you a factory rebuilt spreader and take your existing spreader back in exchange.
- Figure 2.** The DeMaco short cut press with the "trade approved" single mixer equipped for vacuum. The only mixer that gives full vacuum over the entire mixing cycle.
- Figure 3.** The DeMaco fully controlled Dual type preliminary dryer for long goods. The only preliminary dryer that performs as a preliminary dryer and a 2nd stage "tempering dryer." No costly 2nd stage dryer is required. DeMaco also offers to convert your existing preliminary dryer to the new Dual type on an exchange basis.
- Figure 4.** The DeMaco sheet former. Here is the sheet former that is revolutionizing the entire noodle industry. A new type of die is used that produces a single sheet of unusual smoothness, color and cooking qualities.
- Figure 5.** The DeMaco fully controlled long goods finish rooms. These newly designed rooms expose your macaroni products to its maximum surface. Due to a double series of fans, super efficient, even drying takes place. The main time slashing factor is an advanced designed system of re-circulating air, with humidity kept at the optimum level by controllers and dampers. Dryers are furnished complete with temperature and humidity controls, panel electrical controls, fin type steam coils and steam control valve.



3. "DUAL" PRELIMINARY DRYER



4. AUTOMATIC COMBINATION SHEET FORMER &amp; NOODLE CUTTER



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## TRACING PRODUCTION PROBLEMS TO DIE WEAR

by Ralph Maldari, D. Maldari & Sons, at the Eighth Plant Operations Forum



RALPH MALDARI

WE SELDOM, if ever, muse on just how die wear can affect production. Under normal circumstances, we become conscious of die wear through the warning medium of packaging—too heavy a product results in less volume per unit weight giving too much slack in packages.

This applies predominantly to the solid and tubular products where gradual wear can seldom be detected by visual inspection of the product, but must be determined by actual measurement. The fancy products generally give some indication of wear by a change in physical appearance. Sea shells tend towards greater curvature; mafalda towards a more pronounced wave; rotini and yolanda towards a tighter curl.

In sea shell production the flow of dough is at its maximum at the center of the shell, making this point more susceptible to wear than the ends. As wear increases, the dough flows faster at the center, thereby increasing curvature. Today by far the most common warning of wear in shell dies comes in the form of checking either during or after drying. This checking can be attributed directly to die wear and can be eliminated by reducing the thickness of the die outlet.

Wear in the wavy-type products, such as mafalda or wavy lasagne, becomes physically evident by a more pronounced or closer-curved wave. A cross section of this product should present a flat, noodle-type appearance. As you all undoubtedly

know, the wave is the result of greater flow of dough on the ends of the slots in the die, making these ends the points of greatest wear. An increase in wear is accompanied by an increase of flow of dough, resulting in a more pronounced wave. A cross-section of the product after wear is in evidence will disclose a flat noodle in the center and a spaghetti-like effect at the ends. This condition presents both drying and packaging problems, and can be eliminated by proper die maintenance.

The rotini and yolanda products (the spiral products) present an analogous cross-sectional comparison to the mafalda in that a cross-section of the product prior to wear is a noodle-type product, whereas after wear the ends (at the circumference) develop a heavier spaghetti-like appearance which increases the flow of dough at these points resulting in a tighter curl or greater degree of twisting.

Elbow macaroni die wear is tricky since wear occurs at several points, and certain dimensional proportions must be maintained in order to obtain standard product curvature. Wear takes place at the outlet, at the pin tip, at the base of the pin notch, and at the pin stem between the notch and the tip of the pin.

Some years ago the subject of gaging thickness was discussed and the effect repairs have on this vital dimension. In elbow macaroni dies we have the added concern of the elbow notch. The distance between the base of the notch and the base of the pin must be rigidly controlled for curvature uniformity. Peening during normal repairs will shorten the gaging thickness of the die which in turn will shorten the distance between the base of the notch and the base of the pin, thereby disturbing curvature standards. In addition, we have wear at the base of the notch which adds further to the woes of maintaining product curvature. Hence pin replacement is usually to be desired on elbow die repairs for proper product curvature.

Many of you have been plagued with product splits on short-cut products, and splits of weird distortions on long tubular products. The cause, though not immediately detectable by visual inspection, can generally be traced to grit! In the case of splits, the grit lodges between the pin and outlet (the grit being too large to get pushed out) and results in a definite split in the extruded product. In

the case of the weird distortions of long tubular products, the grit is forced through the die, but in the process forces the pin to one side. Thus off-center pins—directly attributable to grit—is the basic cause.

A rather mystifying condition is presented by uneven wall thickness extrusions of short-cut products where grit definitely does not enter the picture. When proper and standard operational procedures are not carefully adhered to, the die bends during production. This is particularly true when the support post is not fastened rigidly against the die before extruding pressure is applied. This bending follows an elliptical pattern tending to distort the chambers, with the result that concentricity of pin and outlet is disturbed. The effect of this condition is uneven wall extrusions.

Something must be said on the subject of gaging thickness. With each regular repair—excluding bushings—the die is peened to reduce the outlet. This displacement of metal shortens the gaging thickness with each repair. After several repairs, it is obvious that the gaging thickness will be thinner than on a similar new die. This difference in gaging thickness between two duplicate dies with the same outlet diameter in operation under exactly the same conditions may result in the following differences in characteristics between the two extruded products:

- (1) Difference in size,
- (2) Difference in texture,
- (3) Difference in production rate.

Many times operating personnel, using exactly the same production procedures, will note that an old, oft-repaired die extrudes a smoother product than a new die. One explanation is that the new die has a heavier gaging thickness, creating greater frictional resistance to extrusion. A slight change in mixing procedure (a slightly softer dough) will generally clear this discrepancy.

A thinner gaging thickness, while desirable in many instances, will most certainly shorten the productive life of the solid die. A slight change in operational procedures by production personnel to conform to the dictates of a heavier die gaging thickness characteristic will result in a better all-round product including smoothness, density, texture, and also result in greater production output between repairs.



You'll make extra dollars in the production of macaroni products every time with high quality Comet No. 1 Semolina.

Year after year, Comet No. 1 Semolina is judged the standard of quality and uniformity in the macaroni industry.

Season after season, you can rely on Comet No. 1 Semolina to give you the best results and increase your consumer acceptance when you use this consistently high quality product. Make Comet No. 1 . . . one of the largest selling brands of semolina in America . . . a MUST on your next order!



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GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

## A NEW MATERIAL FOR DIES

By C. DANIEL MALDARI



C. DANIEL MALDARI

"Teflon" is the trademark for DuPont tetrafluoroethylene resin. It is basically a plastic, and is classed as a thermoplastic resin. This new plastic is characterized by extreme inertness to chemicals, unusual heat resistance, toughness over a wide range of temperatures, and excellent electrical properties. Among its important characteristics: most chemically inert of any non-metallic material; is attacked only by molten alkali metals, fluorine at elevated temperatures, and certain complex halogen compounds such as chlorine trifluoride. It is "waxy" and nothing sticks to it. It is non-flammable, non-explosive. Above 400°F, Teflon gives off toxic fumes. It has excellent dielectric characteristics over a wide range of temperature and frequencies; heat resistance; flexibility; and zero water absorption.

In macaroni extrusion dies, Teflon shows a faster extrusion rate; produces smooth product appearance, waxy to the touch; has poor amalgamation prior to extrusion; and has greater product transparency. The product extrudes and dries smaller and with thinner wall than product extruded through metal outlets. Black and brown specks become more obvious in product. Teflon is easily streaked by grit. It is very high in cost.

It has been learned that Teflon die outlets compress and get smaller during continuing production instead of wearing to a larger size. Statistics on compression are not available as of this date. It has also been learned that initial production through Teflon gives an exceptionally smooth, waxy product immediately discernible from the product extruded through metal dies. Any flaws, such as black specks, are instantly obvious. With continuing production, however, appearance differences tend to mini-

mize and the difference between the two products is not quickly apparent. Teflon today appears to find its greatest application in sheet-former dies for egg noodle production. It gives the product a smooth, colorful appearance in addition to greater production.

### Weigh Carefully

A recent study by the Harvard Bureau of Business Research conducted for the National Association of Food Chains, which shows the American food retailer coming as close to the borderline between survival and bankruptcy as he can safely approach—with a profit after taxes of only 99/100 of one per cent—underscores the need for accurate weight determinations in this field.

In food processing the U. S. Department of Agriculture recently reported that net profits average slightly under two per cent of sales. The net of food wholesalers was even less—about one per cent. A U. S. Chamber of Commerce study found the 1955 net profits of meat packers was 4/10 of one per cent on sales of \$11 billion. This net amounted to 11 cents on 100 pounds of live weight handled.

According to Arthur Sanders, Executive Secretary of the Association of Scale Manufacturers, such slender profits can easily be dissipated in weighing errors.

"Converting pounds and ounces into dollars and cents is a basic function in the meat and food industries," Mr. Sanders said. "If weighing errors, which are exceedingly common with worn scales, creep in, they can greatly reduce or eliminate profit margins to the food field."

Mr. Sanders referred to a statement by John A. Logan, President of the National Association of Food Chains, as reporting the slim, over-all profit in the food retailing business.

"The Education Committee of the National Conference on Weights and Measures and the Association of Scale Manufacturers have recently worked up a scale error chart which demonstrates how thousands of dollars and often more can be lost by seemingly insignificant weighing mistakes of an eighth or sixteenth of an ounce," Mr. Sanders says. "More than 100,000 copies of this scale error chart have been distributed to scale users who, with small profits, now realize they can't afford the relatively small weight errors which, repeated over a year, add up to thousands of dollars."

Anyone wishing a copy of this eye-opening chart can obtain one free. Simply address the request to: National Association of Scale Manufacturers, Inc., One Thomas Circle, Washington 5, D. C.

## Pneumatic Conveyors Modernizing Industry

Opportunities exist in many industries for alert management to effect immense savings, and consequently increased profits, by the use of pneumatic conveyors for materials handling, according to H. A. Stoess, Jr., sales engineer of the Fuller Company of Catasauqua, Pa.

Speaking to the American Society of Mechanical Engineers at St. Louis, Mo., recently, Mr. Stoess estimated that handling costs, often hidden in overhead, indirect labor, excessive maintenance and other factors, can be responsible for as much as 40 per cent of total production cost. Modern engineering has evolved three basic systems of pneumatic conveyors to replace costly manual and mechanical distribution, he said.

Mr. Stoess described these three systems, all involving the transporting of bulk materials by the use of compressed air power, as (1) the Airslide, or gravity flow, (2) the Airveyor, a vacuum or low-pressure system, and (3) the Fuller-Kinyon compressed air system.

The Airslide, Mr. Stoess said, is the most efficient means of unloading large heads of finely pulverized material such as bulk flour, to discharge bins or silos. A power requirement one-tenth that of mechanical conveyors, low maintenance due to no moving parts, and dust-free operation are some of the advantages of this system. The material is fluidized with air under low pressure and flows by gravity through an inclined rectangular duct. The Airslide can be extended to any distance, provided that a gentle slope, from 3 to 15 degrees, is available. It can also be curved to change direction.

For unloading crushed and granular, as well as pulverized material from boxcars, barges and ships, Mr. Stoess recommended the Airveyor system, which is capable of unloading 300 tons an hour. Distribution is made through small-diameter conveying pipe, through which movement is induced by means of an air exhauster. Grain of all kinds, including brewers' malt, can be handled with maximum cleanliness.

Specially built Airslide railway cars and vans, used with Airveyor systems, have revolutionized materials handling in certain industries such as commercial bakeries, where materials can now be transported entirely in bulk, Mr. Stoess said.

The Fuller-Kinyon expanding air pressure system has been generally used in cement and allied industries for over a quarter of a century, Mr. Stoess pointed out. Pulverized coal, limestone dust, flue dust, fly ash and similar materials, which can produce contamination, combustion, or air pollution when conveyed in the open, can be carried with complete safety to any distance in ducts.

Mr. Stoess stressed the advantage of being able to pipe material virtually anywhere, such as underground, or under water, and the ease with which such systems can be adapted to an existing plant without alteration.



## The NEW 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:

**Sterwin Chemicals, Inc.**  
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.

**52nd Annual Meeting —***(Continued from page 11)*

roni Institute plan to distribute to television homemaker show programs will have their premier. The first, produced by TeleVision Snapshots, Inc., on Egg Noodles will be called "Use Your Noodle." The second, featuring a clever treatment of spaghetti preparation and serving, produced by Stanley Neal Productions, will be called "Choose Your Weapons."

The afternoon of Friday, June 22, will be left free for sight seeing or enjoyment of the Wentworth's fine facilities for swimming, boating, tennis and golf.

The final evening's banquet will be preceded by a cocktail party and reception for conventioners to meet the newly elected officers.

**Merchandising Meetings —***(Continued from page 14)*

meat and produce department he couldn't stay in business. With your dominant items of meat, tomatoes, tomato sauce and spaghetti you have some products that he is interested in.

"Get the recipe into the hands of consumers. We plan to feature the low calorie meal in the Betty Naco column this fall read by 12,000,000 consumers."

Helen Joyce, Home Economist at the National Tea Company who writes the Betty Naco column said she was struck with the help to the homemaker in being able to prepare one meal that would satisfy everyone in the family whether they are on a diet or not. The low price, low calorie dinner and taste appeal of the menu make it an excellent vehicle for selling.



Sherwood Swan and Gene Marsh admire display.

In San Francisco Sherwood Swan, operator of a 5 million dollar supermarket in Oakland said stack signs with colorful pictures would help sell in his store, but he cautioned that some types of point-of-sale material are not acceptable to the modern market manager.

In time tests for building displays Bob Green put up 5 cases of spaghetti, plus a case of canned tomatoes, plus a case of canned peaches in 3 to 4 minutes' time.

Periodical bulletins suggesting point-of-sale material, as well as pictures of the

dish and analyses of the menu have been going to National Macaroni Institute members.

*In attendance at the New York meeting April 2:* Peter LaRosa, Vincent LaRosa, Joseph Giordano, V. LaRosa & Sons, Brooklyn, New York; Ralph T. Smith, Horace Hagedorn, Sullivan-Stauffer-Cowell & Bayles, New York City; Frank Eichler, Ben Juris, Eichler Noodle Company, Long Island City; John Zerega, Jr., Paul Vermeylen, A. Zerega & Sons, Fairlawn, New Jersey; Donald J. Curry, Robert F. Sheeran, Prince Macaroni Company, Brooklyn, New York; C. W. Wolfe, Les Thurston, Megs Macaroni Company, Harrisburg, Pennsylvania; Alfred Sauerkopf, Neil Rothrock, Dutch Main Noodles, Allentown, Pennsylvania; Robert I. Cowen, A. Goodman & Sons, Long Island City; Mrs. Dorothy L. Hill, Al Paul Lefton Company, New York City; E. Ronzoni Jr., Ronzoni Macaroni Company, Inc., Long Island City; Milton Gattenplan, Emil Mogul Company, New York City; Gus Palombo, Procino-Rossi, Auburn, New York; Anthony J. Gioia, Alfonso Gioia & Sons, Rochester, New York; Louis Roncace, Philadelphia Macaroni Company, Philadelphia; Sam Arena, V. Arena & Sons, Norristown, Pennsylvania; Eugene Hulshizer, C. F. Mueller, C. F. Mueller Company, Jersey City, New Jersey; Ted Sills, Elinor Ehrman, Emily Berkman, Theodore R. Sills & Company, New York City; Jim Winston, Bob Green, N.M.M.A.

*At the Chicago Meeting, April 4:* Val Bauman, Helen Joyce, National Tea Company, Chicago; Louis Vaganino, American Beauty Macaroni, St. Louis; Ralph Sarli, American Beauty Macaroni, Kansas City; John Jeffrey, Skinner Manufacturing Company, Omaha; A. Irving Grass, Donald Grass, I. J. Grass Noodle Company, Chicago; Ernest J. Ravarino, Ravarino & Freschi, St. Louis; Tom Cuneo, Ronco Foods, Memphis; Arthur Russo, A. Russo & Company, Chicago; J. J. Grant, Minnesota Macaroni Company, St. Paul; "Dick" O. A. Derickson, Creamette, Minneapolis; Steve Martin, Martin-Williams, Minneapolis; Ted Sills, John Bohan, Dick Wesp, C. J. Jynes, Chicago; Jim Winston, Bob Green, N.M.M.A.

*In San Francisco, April 11:* Richard E. Merlino, D. Merlino & Sons, Oakland; Dorman Metz and Julio Didonato, Perfection Macaroni, Oakland; Frank Cafetera and George Paolini, Roma Macaroni Company, San Francisco; J. W. Wilkinson, Associated Advertising Counsellors; R. A. Emini, California Vulcan, San Francisco; Vincent and Tom DeDomenico, William Hoelsken, Golden Grain, San Leandro; Paskey DeDomenico, Golden Grain, Seattle; Kelso Norman, Kelso Norman Advertising, Inc.; P. F. Vagnino, Jr., American Beauty Macaroni Company; Robert William and Bob Bailey of A-1 Foods; Fred Spadafora, Superior Macaroni Products; Ivan Saidliner, Mrs. Weber's, Los Angeles.

**The Battle of the Bulge**

Calorie consciousness has hit a new high. Here is a summary of some of the effects in the food industry.

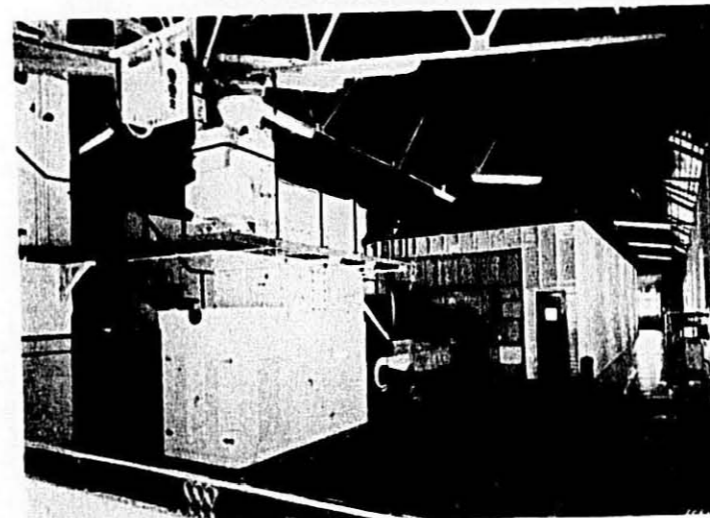
Blares an ad in the New York Times: "A Bacardi Cuba Libre Has Less Calories Than a Lamb Chop." In Los Angeles, a beer ad urges: "Don't Go to Waist—Drink Regal Pale." In New York, Minneapolis and five other cities, Stouffer's restaurants offer special low-calorie lunches; the Pennsylvania Railroad has a 470-calorie "Streamliner" on its dining-car menus. Domino Sugar asks a "diet-conscious public to recognize that three teaspoons of sugar actually contain fewer calories than half a grapefruit . . . or an apple . . . or even three small tomatoes."

All over the U. S. millions of Americans—male and female—are locked in the battle of the bulge. A recent Gallup poll showed that \$1 million Americans admit to being overweight; the American Medical Association has described obesity as America's No. 1 health problem, noting a far higher death rate among the overweight. Result: a boom in diet charts, low-calorie foods, and a new, "nonfattening" sales campaign by the U. S. food and beverage industries.

For years some food companies have made salt- and sugar-free products for diabetics and other special dieters. But the reducing trade has become so widespread that more than 80 canners now turn out some 60 different low-calorie foods, ranging from applesauce and peanut butter to French dressing and puddings. About 80% of U. S. supermarkets have added dietetic departments featuring low-calorie foods. Their sales total some \$25,000,000 a year, and within a decade, the industry thinks, volume should hit \$140,000,000. Says one Seattle chain-store manager: "All you have to do to sell an item to a housewife now is put the magic word 'nonfattening' on it."

One of the biggest lines of low-calorie foods is made by Mrs. Tillie Lewis' Flotill Products, Inc. of California. Recently she brought out a complete line of low-calorie foods sweetened with saccharin and pectin instead of sugar. The products—ten fruits, four salad dressings, three jellies, four puddings, four gelatins, a chocolate topping—did so well that Flotill will soon add a low-calorie liquid sweetener, ketchup, maple syrup and soup.

New York's Dorset Foods, Ltd., a canner of poultry and meats, introduced five low-calorie soups, recently added a line of "substance" low-calorie products, including beef stew, chicken fricassee and a chicken-vegetable dinner. Dietetic Food Co., Inc., which started producing foods for diabetics 30 years ago, now has a full low-calorie line, including candy, desserts, chewing gum and a new ice cream. Sales of high-protein foods, like meat, are up; protein-bread makers are also cashing in on the bonanza. Said an official of Ralston Purina, makers of an old reducing



Buhler Press and TTM Short Goods Dryer Installation

**BUHLER SHORT GOODS DRYER, TYPE TTM****PRINCIPLE**

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

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

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

**DESIGN CHARACTERISTICS**

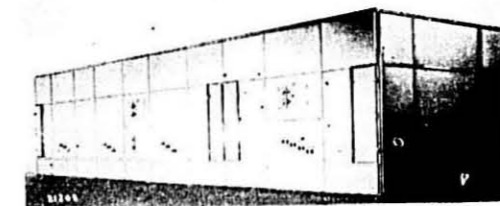
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities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

veyor elements, thus eliminating repairs and 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 lights flicker if a motor should fail to operate.

**CAPACITY**

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



TTM Short Goods Dryer in Light Metal Panelling

**BUHLER BROTHERS, INC.**

Engineers for Industry



Since 1860

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standby, Ry-Krisp: "Our sales chart is something beautiful to watch."

The most sensational growth has been in low-calorie soft drinks; sales rose from zero to 5,000,000 cases in one year. Pioneer in the field was Kirsch's Beverages, Inc. of Brooklyn, which started producing No-Cal ginger ale in 1952, aiming at an annual market of 100,000 cases; instead, Kirsch's sold half a million, added four other flavors, and this year expects No-Cal sales to top 2,500,000 cases. More than 50 companies are now in the field.

The new emphasis on the U. S. waistline has forced some food producers into hasty counteraction. Dieting has already helped cut per capita consumption of wheat flour from 157 lbs. pre-war to 129 lbs. a year, and the worried American Bakers Association is spending a good part of its \$1,000,000 advertising budget to plug bread as a reducing food. Annual potato consumption dropped from 132 lbs. per capita in 1939 to 104 lbs. last year.

Among the hardest hit has been the beleaguered dairy industry. A dairy-association survey showed that: (1) at any given time, about one-quarter of the U. S. population is on a diet; (2) the first thing dieters are likely to give up is milk products. Per capita consumption of whole milk and butter has dropped 19% since the war. But consumption of low-calorie skim milk and nonfat dry milk has risen as much as 136%. To fight the diet menace, the dairy farmers will spend between \$6,000,000 and \$10,000,000 in the next year, touting milk as the "ideal food" around which to build a reducing diet.

#### Look Features Reducing Diet

Macaroni, spaghetti, noodles, and other products that are generally taboo for weight-watchers, are permitted in ample quantities in a new scientific reducing diet described in the June 12 issue of LOOK Magazine.

In striking contrast to most modern reducing diets, the new diet is relatively short on proteins and long on carbohydrates and fats. Not only are macaroni, spaghetti and noodles permitted, but other surprising foods—such as breads, breakfast cereals, cream, sugar and jam—have a prominent place on the menu.

The reducing regimen, which LOOK calls "revolutionary," was devised and scientifically tested by the Rockefeller Institute for Medical Research. While supplying all essentials to good health and good eating, it is said to trim off an average of about 2½ pounds of overweight per week.

Typical breakfast menus on the Rockefeller Diet call for buttered toast and cereal with cream, while bread and butter are also included on the lunch and dinner menus. Meat, fish, eggs and other protein foods are taken at dinner only, and then in moderate quantity. Milk and cheese are permitted in measured quantities as substitutes for meat or other protein dishes.

The diet automatically stops reducing the dieter when he reaches his ideal, or normal, weight and from then on, keeps him there, says LOOK.

#### Brooklyn Gentleman Farmer

Richard J. Walton, staff writer of the New York World-Telegram & Sun had this piece recently about Representative Victor L. Anfuso:

"They call him 'the gentleman farmer from Brooklyn' and at first they couldn't understand what Congressman Victor L. Anfuso was doing on the House Agriculture Committee with them.

But he knew why. It certainly wasn't because he knew anything about farming. Like most Brooklynites he always thought of a farm as some place where the Dodgers were cultivating a good left-hander.

On his sixth of an acre at 709 Bushwick Ave., the Anfusos' only crop was a brood of five youngsters and one flower blooming annually in a windowsill pot.

The reason for his being the only city slicker on the 36-member committee, and the first ever, was simplicity itself. Who eats what the farmers grow and where is the biggest concentration of eaters in the country?

So Congressman Anfuso was the choice of the New York delegation to join the controversy that forever swirls around the vital agriculture committee. And he had to plunge into debate that frequently sweeps across partisan lines and is agreed to be the most potent political force of our time.

To a Brooklynite even the language of the continuing debate was foreign—Brannan plan, Benson program, flexible supports, firm supports, parity, soil bank.

So at first there was a slight resentment. What could a man from Brooklyn contribute to the complex farm problem? But gradually that resentment vanished. Perhaps it began that first day when durum wheat was discussed.

A little timidly he asked, "Isn't that what semolina is made of? I'm very familiar with that; I'm a daily consumer, never miss a day without macaroni or spaghetti." His colleagues laughed. And they began to understand why he was there.

But he had much to learn. He turned to books. And he went to farms. At Cornell Agricultural College he milked a cow on the first try. "It was fun."

In overalls and wide-brimmed straw hat, he stomped through barnyards and waded through fields of waving grain.

Last November after 11 months on the committee has been appointed as the Democratic member of a delegation to the U.N. Food and Agriculture Organization meeting in Rome where 71 other nations discussed the life and death problem of feeding the world's millions of semi-starved.

He's glad he's on the committee. He's learned that farmers "are just people

working for a living; there's no difference whether you push a pen or a plow."

"Someday maybe I'd like to own a little farm," concludes the gentleman farmer from Brooklyn.

#### Frozen Food Rules Lauded

The new trade practice rules for the frozen food industry are the best ever issued by the Federal Trade Commission in clearly specifying harmful discriminatory practices that violate the Robinson-Patman Act, the National Association of Retail Grocers announced from its national headquarters office in Chicago.

Commenting on the new frozen food rules, Mrs. Marie Kiefer, secretary-manager of the Association said: "These rules mark a significant departure from previous Commission practice of having the rule on prohibited discrimination merely parrot the statutory language of the Robinson-Patman Act without adequate explanation or application to particular illegal discriminatory practices. The basic purpose of trade practice rules is the elimination of unfair trade practices by industry-wide cooperation with the Commission. This can only be accomplished when the rules are written so people can understand them in relation to their own business."

Mrs. Kiefer pointed out that this is the first time the Federal Trade Commission has given examples of price discrimination practices in food distribution that violate the Robinson-Patman Act. In so doing, it has increased substantially their educational value, she said.

"By defining the practices which are to be avoided, the rules for the frozen food industry introduce an effective means of deterring violations which result from confusion, ignorance, carelessness and general indifference," Mrs. Kiefer said. "The result is that this new set of rules points the way whereby trade practice rules can become an effective educational means for encouraging voluntary adherence to the standards of the Act."

#### Big Restaurant Business

Marion Isbell, Chicago restaurateur and president of the National Restaurant Association, predicts that the nation's food service industry in 1956 will exceed its volume of 1955, when sales totaled 17 billion 550 million dollars.

More than 78 million meals are served daily in restaurants of the United States, Isbell said, with 55,000 establishments handling nearly 80% of the nation's dining-out business.

There is one restaurant for every 700 persons in the country, he explained. The capital investment in a restaurant averages \$800.00 per seat, he said.

Nearly one-quarter of all the food consumed in the United States is handled by the food service industry, of which 60% of that total is served by the 60,000 member restaurateurs of the NRA, Isbell said.



AVAILABLE ON REQUEST... an 8 x 10 inch color transparency or black and white print of this photo to use in your own advertising.

## How appetizing dishes can help you sell

OLD-FASHIONED MACARONI AND CHEESE is just one of many appetite-whetting recipes Betty Crocker, of General Mills, has developed to help you sell more of your products. Here's how. Just feature the macaroni-spaghetti recipes in the booklet at right as an extra service to your customers. Good recipes help them get the most from your product... like it better... want it oftener. That's the way Betty Crocker builds fast repeat sales, and she's known to millions as the very symbol of food quality and service. General Mills has already home tested these recipes—

among all types of families. So they are sure to enhance the quality of your product. Get these delicious recipes that can help sell your products to grocers and consumers alike. Capitalize on them—in your advertisements, on package labels or inserts, and in your sales literature.

THIS 12-PAGE RECIPE handbook is available now—with room on the cover to imprint your name and address. For sample and quantity price, ask your General Mills salesman or write to Durum Sales, General Mills, Minneapolis 1, Minnesota.



DURUM SALES **General Mills**  
MINNEAPOLIS 1, MINNESOTA

## SUMMER SUGGESTIONS



Spaghetti and Corned Beef

Summer's the season for leisure and less work around the house. Menus still have to be planned and meals prepared, but a good stock of macaroni and canned meats helps to cut down kitchen time.

Satisfying casseroles and refreshing main course salads are a simple matter when the preparation involves little more than opening a can and boiling a pan of macaroni. Keep these recipes on hand for easy summer serving.

Everyone wants to cut down on kitchen chores when warm weather comes along, so the smart homemaker plans her menus to include plenty of macaroni products and canned meats. Nothing is simpler to prepare than these fine foods and they're ideal fare for picnics, barbecues and other outdoor meals. Here are two flavorful dishes that have been kitchen-tested for easy summer serving.

### Summer Spaghetti and Corned Beef Platter (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1 cup sour cream
- 2 tablespoons prepared horse-radish
- Salt and pepper to taste
- 1 12-ounce can corned beef, sliced
- $\frac{1}{2}$  cup grated sharp Cheddar cheese

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

Combine spaghetti, sour cream, horse-radish and salt and pepper; mix well. Arrange spaghetti mixture and corned beef on oven-proof platter. Sprinkle spaghetti with cheese. Broil 3-4 inches from source of heat 3-5 minutes, or until cheese is browned.

### Macaroni Luncheon Toss (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- $\frac{1}{4}$  cup butter or margarine
- 2 tablespoons all-purpose flour
- 2 cups milk
- $\frac{1}{2}$  teaspoon salt
- 1 tablespoon prepared horse-radish
- 3 tablespoons chopped green pepper
- 3 tablespoons chopped onion
- 1 12-ounce can luncheon meat, diced

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

Melt butter or margarine and blend in flour. Gradually add milk and cook, stirring constantly, until thickened. Add macaroni and remaining ingredients; mix well. Heat to serving temperature, stirring occasionally.

### Ham and Noodle Casserole (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 2 slices bacon, diced
- 1 1-pound 8-ounce canned ham, cut in 1-inch cubes
- 1 medium-sized onion, coarsely chopped
- 1 medium-sized green pepper, diced
- 1 10 $\frac{1}{2}$ -ounce can condensed cream of chicken soup
- 1 cup milk

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that

water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Pan-fry bacon over medium heat until crisp. Add ham, onion and green pepper; saute until onion is tender. Add soup and milk; mix well. Combine meat mixture and noodles; mix well. Turn into greased 1 $\frac{1}{2}$ -quart casserole. Cover and bake in moderate oven (350°) 30 minutes.

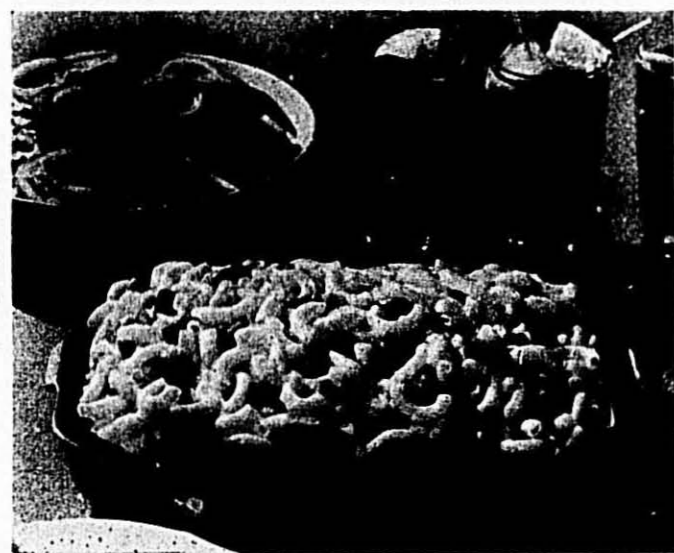
### Picnic Means Fun

The French, who seem to have more fun than anybody, have a word for it. So do the Scandinavians, who take full advantage of their short season by making every summer day a picnic day. The English are some of the world's greatest picnickers. In Spain, Italy, Germany, the countryside swarms with families on picnics from April through October. In Australia and South America the picnic season is winter in most of the world.

Lucky Americans can picnic, like the Swiss, high up in the mountains; like the English at the seashore; like the Norwegians among tall, cool pines. On the banks of broad rivers or beside blue lakes, there's no place like America for a picnic. We can match the scenery of any country in the world. So enjoy your picnic this summer. The whole wide world of America is yours to choose from.

### Marinara Sauce Popular

Marinara Sauce, a specially prepared Italian style sauce, has won widespread customer approval, according to Golden Grain Macaroni Company, producer of this item. A feature of the sauce is its preparation by slow simmering to effectively blend the ingredients.



Macaroni Luncheon Toss

# Thanks to All You Wonderful People!

You have made it possible this Spring Season for us to enjoy the largest volume of yolk sales in our history.

Your confidence in us and our product will further encourage us to expand our facilities to produce more of the same -

## Rich Natural High Color Yolks

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

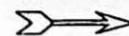
an ESTABLISHED PERFORMER in the AMBRETTE FAMILY of DRYERS . . . OPERATING in MANY PLANTS in the UNITED STATES and CANADA . . . THIS UNIT ADDED to YOUR PRELIMINARY with 4 of our EFFICIENT SELF-CONTROLLED 16 TRUCK ROOMS . . . HANDLES A 24 HOUR DAILY CAPACITY of 1 AUTOMATIC SPREADER . . . CUTS LONG GOODS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

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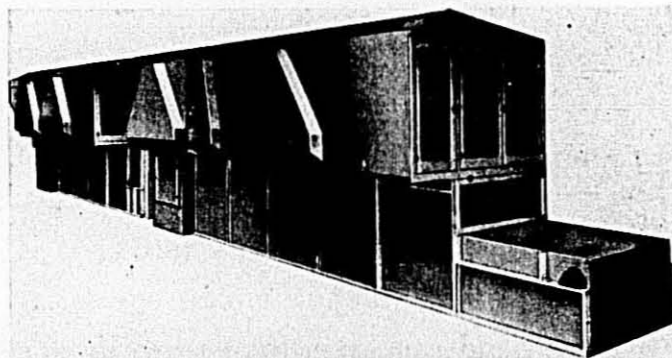
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TO SUIT YOUR BUILDING



**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.

# ONLY DRYING SYSTEM



## TO FINISH DRY IN ROOMS

Spaghetti (up to .075")



Macaroni

Within **24** Hours



and

Straight As An Arrow

With

# NO STRETCHING

**Building Considerations —**  
(Continued from page 17)

square foot building for a ceiling height of 16 ft. instead of 14 ft. is only about \$1,700. new building to the point where the building was finally built. In almost all cases each of the changes in plans re-

**A CHART SHOWING COMPARISONS BETWEEN MULTISTORY BUILDINGS AND SINGLE STORY BUILDINGS HAVING THE SAME GROSS FLOOR AREAS**

Multistory Building	Total Gross Area	Single Story Building
72,000 sq. ft.	72,000 sq. ft.	72,000 sq. ft.
<b>Area Lost</b>		<b>Area Lost</b>
2,976 sq. ft. Columns		1,168 sq. ft.
1,512 sq. ft. Elevators		None
2,160 sq. ft. Stairs		None
3,600 sq. ft. Approaches		None
3,120 sq. ft. Outside Walls		1,260 sq. ft.
<b>13,368 sq. ft. Total Area Lost</b>		<b>2,438 sq. ft.</b>
<b>58,632 sq. ft. Total Usable Area</b>		<b>69,572 sq. ft.</b>
82% Percent of Usable Area		96%
1/2 Acre Land Required		2 Acres
133% Cost of Building Complete		100%
2% Cost of land per acre same in both cases		10%
135% Total Cost		110%
135% Cost per sq. ft. land and building, including heating, lighting, plumbing and elevators		110%
157% Cost per usable sq. ft. of building		114%
162% Cost per usable sq. ft., land and building		125%

**Overall Building Costs.** It is always dangerous to try to generalize about costs, because every building is different, and prices vary widely from one part of the country to the other. However, one cannot plan completely in the dark and it helps to have some costs to use as tools in planning. The following costs could be considered reasonable for a plant in a climate similar to that of New York, St. Louis or Chicago:

Railroad siding, \$15.00 per foot; overall building cost, including lighting, all utilities, boilers and sprinklers, \$8.00 per sq. ft. (for single story); concrete block walls, installed, \$1.50 to \$2.00 per sq. ft.; insulated aluminum siding, installed, \$2.00 per sq. ft.; brick and concrete wall consisting of 8 in. concrete wall and 4 in. brick, \$2.50 per sq. ft.; roof, \$1.50 to \$3.00 per sq. ft.

**Multistory or Single Story.** The question of whether a macaroni plant should be multistory or single story has caused a good many arguments around the country. Perhaps we can give some of the factors to be considered in making a decision on this score.

Much of the above information is from the Austin Company of Cleveland, Ohio, one of the biggest builders of buildings in the United States. Their view seems to be pretty well substantiated by the fact that a vast majority of new factories today are being built one story high.

**Initial Planning Vital**

We have seen from the above discussion that there are many factors to be considered and many possible courses of action to be weighed in the planning of a new macaroni factory. In every case where we have been involved as consultants in a new plant we have found that the plans have been changed many times between

the original conception of the need for a sulted in substantial benefits of efficiency and reduction in cost. Each of the changes has been made to incorporate new and worthwhile ideas advanced by architects, owners or ourselves. We cannot stress too much the necessity for plenty of time in the planning and a willingness to compromise a good idea with a better one. Further, we cannot stress too heavily the importance of securing the very best in help from architects, engineers and consultants thoroughly familiar with the requirements of construction, equipment performance and building design.

**Merger Movement Studied**

Federal tax laws and anti-merger laws are working at cross purposes. In effect, the tax laws are motivating the very economic concentration which the anti-trust laws are attempting to prevent.

This conclusion was stated in a detailed study on the merger movement in retail food and grocery distribution by the National Association of Retail Grocers.

The Association found in its study that the Federal corporate, estate and capital gains taxes create an incentive for local retail food merchants to sell out or merge with large operators. This fact played an important part in encouraging the wave of mergers in the retail food field last year, according to the Association's study of the problem.

In a 25-page statement, approved by the executive board of the National Association of Retail Grocers, with headquarters offices in Chicago, it was pointed out that more than 1400 food stores throughout the nation were gobbled up in mergers in 1955. Annual food sales for these stores was estimated to be \$1.2 billion.

After studying the potential impact of this merger trend on consumers and farmers, the Nargus board statement warned that if the trend continues food price competition will be strangled as more of the market becomes concentrated in the hands of a few giant distributors.

The Association, representing independent food market operators across the nation, also found in its study that farm producers, and particularly those in the fresh produce market, will be seriously threatened if retail food distribution mergers continue as they have in 1955. It was emphasized that producers must sell in a truly competitive market to receive a fair price for their products, and that any long run tendency toward concentration of the retail food market by a few giant retail food distributors cannot be anything but adverse to farmers.

To prevent a further continuation of harmful mergers in retail food distribution, the Association suggested that the Attorney General and the Secretary of the Treasury undertake a study for bringing the Federal tax laws and the anti-merger law into harmony. It also recommended a reduction in the corporate surtax on income less than \$50,000 so that independent market operators can retain more earnings for expansion purposes. In addition, the Association's study found a need for strengthening the procedure used by the Government in stopping harmful mergers. One of its recommendations on this point was to require merging corporations with combined assets of \$10,000,000 or over to notify the Attorney General and the Federal Trade Commission at least 90 days before the proposed merger is to take place.

The study by the Association of merger activity in 1955 relates to actions whereby retail food stores that were independently operated are brought under the ownership and control of a single management. Since no one knows exactly how many mergers took place in the retail food industry last year, Nargus considered primarily such important mergers as those of George Weston Ltd., ACF-Brill Motors, the Kroger Company, American Stores Company, Colonial Stores, Inc., Winn & Lovett Grocery Company, Dolly Madison International Foods, Ltd., and Grand Union Company.

Commenting on the merger study, Alvin V. Hokanson of Chesterton, Indiana, President of the National Association of Retail Grocers said:

"Vigorous competition among a large number of food retailers is essential to holding retail food prices down and protecting our free society. The communistic revolution in Russia proved, as history has done for centuries, that any group which controls food distribution controls the entire country and its people. This is the most practical reason why any sustained trend toward concentration in food retailing is not just an economic threat, but a social and political one as well."

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C. L. SIBBALD

#### New Address

Mr. C. L. Sibbald, director of the Cattell Durum Institute has announced that the offices of the Institute have moved from their location in Winnipeg to 13th Street North, Lethbridge, Alberta. It is believed the new location will be more suitable since more than 95% of the 1956 durum crop is expected to be produced in southern Alberta and western Saskatchewan. Recent attacks of 15B stem rust have forced the crop westward on the prairies, where it misses the initial spore infection. Furthermore, this trend will in all probability continue for some years due to the difficulty being experienced by plant breeders in their efforts to find a variety of durum with good resistance to this particular race of rust. The Institute, which provides farmers, government officials and the grain trade with information about the growing, marketing and processing of durum wheat, should be better able to perform these services from its new offices.

#### Planting Intentions

In the first report on 1956 planting intentions the U. S. Department of Agriculture predicted an increase of about 5% in all spring wheat acreage over last year. Almost all of this increase is accounted for by a 40% jump in durum planting intentions. Other spring wheat plantings are planned at less than 1%. Representative acreages of wheat in the northwestern states and their percentage of last year's plantings, respectively, are as follows: Spring wheat other than durum—Minnesota 596,000 acres, 104%; North Dakota 6,408,000, 101; South Dakota 2,050,000, 100; Montana 2,586,000, 101. Durum wheat—Minnesota 56,000 acres, 200%; North Dakota 1,254,000, 120; South Dakota 115,000, 155; Montana, 596,000, 215.

Average acreage for the 10-year period 1945-1954 ran as follows: Minnesota 47,000; North Dakota 2,309,000; South Dakota 257,000; Montana 15,000.

#### California Durum Meeting

Tulelake farmers interested in planting durum held a meeting on March 30. Among the speakers were Phillip Talbot of the Commodity Stabilization Service, Washington, D. C., Norris Chambers, farmers' field man for the Agriculture Stabilization and Conservation Committee, Red Bluff, and J. T. Moody, acreage allotment and marketing quota specialist, ASC, Berkeley.

They discussed the durum wheat bill which has been signed by the President, allowing Tulelake Basin farmers to plant up to 45 acres of durum wheat, provided certain qualifications are met by the growers. Hans Karstenson and West Williams, Siskiyou and Modoc County ASC secretaries, discussed the Siskiyou and Modoc Counties ASC program for durum wheat.

Milton Miller, agriculture extension agronomist, University of California, Davis, spoke on future demands of durum wheat in the west. Dr. C. W. Scallier, associate agronomist, University of California, Davis, reported on his trials of durum wheat varieties conducted in Tulelake in co-operation with the Tulelake Farm Advisor last year. Ed Seus, manager of the Newell Grain Growers Association, and Ivan Kandra, manager, Winema Elevators, spoke on west coast prices, markets, and seed supply of durum wheat.

#### Processed Eggs

The U. S. Department of Agriculture has released information on processed egg production for March.

Liquid egg production during March totaled 62,791,000 pounds, compared with 67,855,000 pounds in March last year and the 1950-54 average of 83,190,000 pounds, the Crop Reporting Board announced. The quantities used for immediate consumption and frozen were smaller than a year earlier, but the quantity used for drying increased by 21 per cent.

Egg solids production totaled 2,612,000 pounds, compared with 2,357,000 pounds in March last year and the average of 4,010,000 pounds. March production consisted of 398,000 pounds of dried whole egg, 1,181,000 pounds of dried albumen and 1,033,000 pounds of dried yolk. Production during March last year consisted of 518,000 pounds of dried whole egg, 975,000 pounds of dried albumen and 834,000 pounds of dried yolk.

Frozen egg production during March totaled 49,212,000 pounds, compared with 55,419,000 pounds in March last year and the 1950-54 average of 66,334,000 pounds. Frozen egg stocks increased 17 million pounds, compared with an increase of 21 million pounds in March last year and the average increase of 30 million pounds.

#### Egg Prices

In the Chicago market, current receipts of shell eggs firmed in price following the Easter holiday and rose from a level of 35.5c per dozen to a high of 38.5c in the third week of April. They eased off about 1c as the month closed.

Frozen yolks of 45% solids and dark color fluctuated in a narrow range of 48 to 52c per pound during April. The upper limits were hit when shell egg prices rose and the trend downward followed the same pattern. Whole eggs in frozen form were in an even narrower range of 30 to 32c per pound as were whites at 22 to 24c for the entire month.

Of all processed eggs, dried yolk solids showed the greater movement in price. Starting the month in a range of 99c to \$1.07, they rose the first week to range between \$1.20 and \$1.30 per pound. They eased off at month's end to stand at \$1.05 to \$1.10.

#### G. M. Elects Lohman Vice President

William A. Lohman, Jr., director of sales for the Flour Division of General Mills, has been elected a vice president of the company by the Board of Directors.

Lohman joined General Mills in 1919 as secretary to the manager of the company's New York office. He became chief clerk at New York in 1923, and handled special sales and broker contacts from 1925 until 1928, when he became bakery sales manager. He was appointed manager of the New York district office in 1939. When the present Flour Division was formed in 1953, he was named director of sales with headquarters at Minneapolis.

Born at Brooklyn, N. Y., in 1902, Lohman received his education at the Hefley Institute in Brooklyn. He and his wife, Kathryn, live at 651 East Minnehaha Parkway in Minneapolis.

He is first vice president of the Allied Trades of the Baking Industry, a past vice president of the Bakers Club of New York and past president of the New York Association of Flour Distributors.

#### Golden Grain Man Killed

Olen Hart, assistant sales manager of Golden Grain Macaroni Company for Northern California was fatally injured in an automobile accident near Sacramento April 13.

Mr. Hart, a native of Indiana, joined Golden Grain as a salesman in 1946, after serving in the armed forces. In 1955 he was made Assistant Sales Manager, a position for which he was eminently suited.

A man who enjoyed close friendships and wide popularity, Olen Hart was a hard working, successful sales executive. His untimely death is mourned by his wife, two married daughters and seven grandchildren, a host of friends and the entire Golden Grain organization.

## DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT

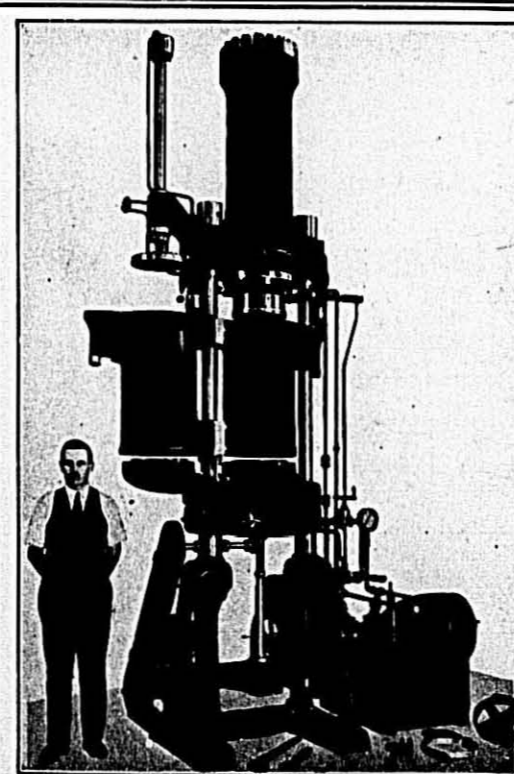


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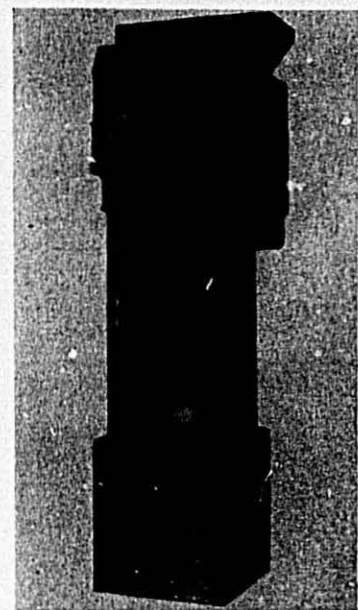
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### Triangle Introduces New Machine

A new, fully automatic machine makes, fills, and seals up to 60 pillow style, single or double wall bags per minute from roll stock. Called the Elec-Tri-Flex, it is offered by Triangle Package Machinery Co., Chicago, Illinois, who report that its low cost makes it practical for any plant packaging as few as 3,000 bags per day.

The machine is normally furnished with Triangle Elec-Tri-Pak Net Weight Scales, but can be equipped for either volumetric or auger feed, or for hand loading.

Triangle claims that in most cases production per minute is the result of the number of net weight scales used and the



rate at which those scales can weigh accurately. It is not determined by the number of bag making tubes. Hence, they claim that by using 2, 3, or 4 Triangle scales, speeds ranging from 20 to 25 a minute up to 60 complete packages per minute are easily achieved.

It is claimed, too, that the new Elec-Tri-Flex is a considerably more simple machine, easier to operate and easier to understand than most other machines that do similar work. Triangle claims that a complete changeover of product and film size can be performed in from 10 to 20 minutes. Furthermore, the Triangle scales can be fed either from overhead or from a waist high floor type hopper. A new folder has been prepared by the manufacturer and will be sent upon request.

### Rosen Talks on Flexible Packaging

Shy Rosen, vice-president and director of Eastern operations of Milprint, Inc., gave an address on the "Adaptability of

Flexible Packaging for Today's Market" on May 2nd to New York University's 5th Annual Design Seminar.

"The adaptability of all basic flexible packaging materials is truly remarkable. They can serve a function in themselves, or can be used in conjunction with almost every known container—flexible or rigid," pointed out Mr. Rosen.

He added that flexible materials not only complement or help to make rigid container more effective, but also they can and do challenge and directly compete with glass and tin cans. "Flexible packaging, while not the 'cure-all' for all packaging problems, has the widest range of adaptability for more packaging problems than any other single container."

### Du Pont Pushes Mylar

Vivid proof that "Mylar" polyester film has overcome many early difficulties to establish itself as a new packaging material was offered by the Du Pont Film Department exhibit at the National Packaging Exposition.

A large assortment of on-the-market packages and an announcement that "Mylar" can now be used on automatic packaging equipment provided supporting evidence for the theme, "Mylar" Polyester Film—A Tough Film for Tough Packaging Jobs."

A variety of products and methods of packaging emphasized the progress made by this strongest of plastic films. Products ranged from metal washers, apples, clothes-pins, garden shears and paper cups, to a clarinet and a recently introduced frozen meat specialty that can be heated right in the bag made with "Mylar."

More than 75 packages showed how the sparkling clarity and crisp appearance of "Mylar" are being used to attract "impulse sales"—especially in self-service outlets. Durability was an equally important factor for manufacturers who chose "Mylar" because it offered extra protection for slower moving items. "Mylar" offers added insurance against tearing, puncturing, or other damage in handling and storage. Its basic strength is unaffected by changes in temperature or humidity and it does not embrittle with age.

Most important development at the show was the use of "Mylar" on automatic packaging equipment for bundling and direct tray overwrapping. The inability to heat-seal polyester film in the conventional manner has been a packaging handicap. However, chemists at Du Pont's Sales Development and Technical Service Laboratory discovered that a combination of benzyl alcohol and heat provided an excellent seal. Working closely with machinery manufacturers, they found this principle could be applied to standard equipment by making a few relatively simple engineering changes.

Visitors saw two of these converted machines in operation. A bundling machine, loaned by the C. F. Sauer Co., Richmond, Va., manufacturers of food

products, demonstrated how "Mylar" polyester film is being used to bundle cartons of extracts.

Another machine, converted to seal with heat and benzyl alcohol, demonstrated that "Mylar" can be used on high speed automatic equipment for direct or tray overwrapping.

### Fringe Benefits for Salesmen

"Salesmen are people, aren't they?" This comment by an executive attending the American Management Association's annual marketing conference in New York typifies management's evident desire to bring salesmen out of their occupational isolation and strengthen their feeling of "belonging" to the company they represent.

One practical expression of this desire is the rapid trend toward full inclusion of salesmen in fringe benefits given other employees. In a spot survey at the conference 82 per cent of the responding companies said that they now provide pensions for their salesmen. Even assuming that the survey represents a more progressive than average segment of management, the 82 per cent inclusion of salesmen marks a dramatic advancement over 1953, when a nationwide study showed less than half the participating companies extending pensions to their sales forces.

In the present survey salesmen fare better than plant employees, and about as well as office employees on fringe benefits promoting security: pensions, hospital and health insurance, life insurance, paid sick leave, and severance pay. A few firms, in fact, said they had set up certain plans for salesmen only.

Salesmen get paid vacations in 165 of the 179 companies. Of the minority of firms having either a profit-sharing or a Christmas bonus plan, most include salesmen.

Fringe benefits help to reduce sales-force turnover, most companies said. But this was far from the only reason for installing them. The motive expressed most consistently was that of simple moral obligation. "We have never been able to figure out why salesmen should not be included," one sales manager explained.

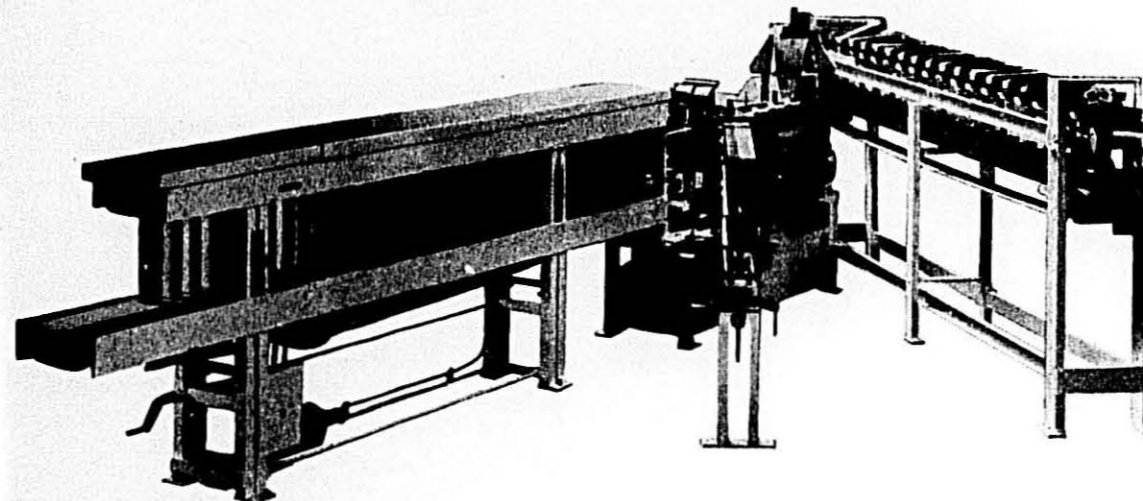
Many firms believe that by giving the salesman greater security, they set free his energy for productivity on the job. Loyalty is an important consideration; still another is reduction of interdepartmental friction. "Salesmen often feel left out," one man said. "They would be awfully hard to live with if they did not participate in fringe benefits." A number of companies feel that the benefits encourage loyalty "not only from the salesmen but also their families."

Unquestionably, today's tight manpower situation exerts some influence: Competition for good men makes fringes a necessity, many sales executives reported. "We use them as a selling point in employing men," said a chemical firm;



## INTRODUCES

### THE FULLY AUTOMATIC LONG GOODS INSERTING CONVEYOR IN CONJUNCTION WITH THEIR CMC CONTINUOUS AUTOMATIC CARTON FILLING AND SEALING MACHINE



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and a large instrument company uses its pension plan to "encourage a career with the company since it provides protection and a buildup of equity."

Special considerations such as union contracts, tax savings, and savings to salesmen made possible through group purchasing of benefits have influenced some companies.

By and large, though, the most frequent—and most heartening—reason given for including salesmen in fringe benefits is that expressed by a marketing service manager:

"After all, they are part of the family."

**For Office Automation**

A new refinement in office automation, a method of housing and indexing strips of perforated paper tape and edge-punched cards to save time in common-language data-processing operations, has been announced by Remington Rand.

The method is a simple adaptation of Kardex, the visible-record system on which many of the world's business facts are stored. Its unique advantages of compactness, visibility and quick reference have made it a natural for this important new role in automatic data-processing.

Today's electronic office methods rely to a great extent on the use of common-language paper tape. The working tape itself must, of course, be stored and handled on spools. But a large amount of non-variable or repetitive information can be recorded on short strips of tape, or on edge-punched cards, to be pulled from a file and reproduced into the working tape as required.

Three master tapes and cards, which save countless man-hours in any sizeable data-processing operation, are used over and over again. They must be kept in good condition and protected against wrinkling or tearing; at the same time they must be kept carefully in order and be made available at a moment's notice.

In a purchasing department, for example, it might be desirable to maintain a Kardex record containing a strip of perforated tape for each item frequently purchased. The information stored on this master tape would include such non-variable facts as the complete shipping address, the standard commodity number, the item description and shipping details. When this data is pulled from the visibly-indexed

Kardex file at the time of order and automatically reproduced into the working tape, only such variable facts as the quantity desired and the order number would remain to be manually entered.

In the same way, a Kardex installation in the order department would allow all these facts to be entered into each sales order in a single automatic operation: customer name, type of business, complete address, shipping instructions, interested salesman, number of invoices, and territory. After manual entry of the variable data, the new tape then produced could be transmitted to the plant involved by Teletype.

In the production department, non-variable data stored in the Kardex record would greatly simplify the creating of bills of material, operation sheets and requisitions. Similarly, the billing department could keep a Kardex file of master tapes containing customer name and address, shipping instructions, number of invoices required, and terms.

The standard size Kardex pocket can accommodate both five and eight-channel tape. The tape is fitted into a holding card in the Kardex pocket, and the information coded in the tape is printed on the body of the holding card for identification purposes. Several folds of tape can be comfortably housed, and as many as three separate tapes may be stored in the same pocket.

When edge-punched cards are used instead of tape for recording non-variable master information, they can be inserted into the Kardex pocket either vertically or horizontally, depending on their size. Unlike the perforated tape, the edge-punched card provides its own space for identifying information, and postings may be made right on the body of the card itself. Therefore, the entire card can be used both in the common-language reproducing machine and as a posting medium; no additional holding card is necessary.

**Hefter to Milprint Board**

Roland N. Ewens, president of Milprint, Inc., Milwaukee, Wisconsin, has announced the appointment of Bert G. Hefter to the Board of Directors of this nation-wide packaging and lithography company. Mr. Hefter is vice-president and general sales manager and has been with the company twenty-five years.

**A Family Affair**



In Spokane the U. S. Macaroni Company is a family affair, with left to right, Joe, Fil, Vincent, Albert, and Art De Felice.



**Giordano Joins Appliance Firm**

The appointment of Joseph Giordano as general counsel and administrative director of Friendly Frost Stores, Inc. was announced May 21 by Frank Perl, president. Friendly Frost operates a chain of household appliance super-markets in Brooklyn, Queens and Long Island, New York.

As a member of the firm of V. La Rosa & Sons, Mr. Giordano was well known and respected in the macaroni industry as an energetic committee worker and an articulate spokesman. He was chairman of the Association's Committee on Standards, and was an active member on the Institute's subcommittee for movie projects.

In announcing his separation from the industry, Mr. Giordano wrote the editor: "I am sure I do not have to tell you of the regret I feel in making this announcement. These years of association with La Rosa and the industry have made up the most stimulating and enjoyable period of my life. I shall never forget those years nor the fine friends I've developed during those years. My best to all."

**About N. J. Cavagnaro & Sons**

The Buyers Guide, pages 62 and 63 in the April issue of the Macaroni Journal, listed N. J. Cavagnaro & Sons of Brooklyn, New York as manufacturers of new and rebuilt macaroni equipment. This should have been qualified to say they do not make new machinery for the manufacture of spaghetti, macaroni and noodles, with the exception of machines for Chinese type noodles. Their primary business is in baling equipment.

**New Members**

Several firms have joined the National Macaroni Manufacturers Association since the listing was made on pages 34 and 35 in the April issue of the Macaroni Journal. They include the Phoenix Macaroni Co. of Phoenix, Arizona, Costa Macaroni Co. and Florence Macaroni Company of Los Angeles. Associates include the Kraft Foods Company of Chicago and the Fuller Company, Catasqua, Pa.

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## GENERAL MILLS CONDUCTS IRRADIATION STUDIES

A POWERFUL source of radioactivity has been installed at the General Mills Research Laboratories to be used in studies of chemicals and food irradiation. The project was carried out under the direction of L. F. Borchardt, Director of General Mills Physical Research, and his associate, Donald Young.

The source, nearly 4,000 curies of high activity cobalt 60, was shipped by truck from the Oak Ridge National Laboratory in a 6,000-pound lead container. (Radioactive cobalt 60 is made by activating stable cobalt 59, a natural metal which looks like steel, in a nuclear reactor.)

The only major cobalt source in this area and one of the largest in the country, its radiation energy is equivalent to about 6,000 grams of radium which would be worth about \$120 million. This is far more radium than has ever been isolated in the world.

For safe usage, the cobalt will be kept submerged under a shield of 12 feet of water in a well 4 by 6 feet. Material to be irradiated will be lowered to the bottom of the well and placed adjacent to the cobalt.

Installation of the highly active material involved lowering the three-ton lead container through a hatch in the roof of a small building built over the well, and to the bottom of the well. Then, six stainless steel "pencils," 1/2 inch in diameter and 9 inches long, each containing 56 cobalt disks, were removed from the container and placed in mechanical holders in the well. The shipping container will be returned to the Oak Ridge National Laboratory.

General Mills Research officials point out that the radiation studies of foods and chemicals will be a broad program involving a number of different possible developments. In fact, the cobalt, rather than another radiation source, was purchased because of its high energy—enough to include treatment of a wide variety of materials with complete penetration.

Generally, Dr. John Andrews, Director of General Mills Food Research, and food scientists at other laboratories, expect food irradiation studies to result in products with greater consumer convenience and less physical and flavor change in processing and storage. First, at least in the foreseeable future, this treatment cannot be expected to replace the conventional heating and freezing processes.

Also, this source of energy cannot be expected to replace the common, inexpensive means of chemical processing, but those chemical reactions which are impossible or impractical by conventional processing will be investigated in the General Mills radiation work.

Food irradiation research in other laboratories has revealed that potatoes, onions and other tubers can be irradiated to prevent them from sprouting in storage. Prevention of insect reproduction and consequent deinfestation of grain or other dry foods, and control of trichinosis in pork has been advocated by several research groups. Although this research may be considered in its infancy, a number of promising applications have already been found.

Facilities for keeping the cobalt at the General Mills Laboratories include such safety devices as a float-valve water inlet to keep the water at a safety level. Should this fail, an alarm system sounds when either the water level drops below the prescribed level, or when the radiation level at the water surface rises above a predetermined setting on an ionization chamber monitor. This radiation monitor also guards against danger by sounding the alarm in case one of the cobalt pencils was accidentally raised toward the surface of the water. Also, as a matter of safety, there is no drain plug in the bottom of the well.

When necessary to remove the water from the well, as for maintenance or repair work, the cobalt pencils may be lowered into a three inch stainless steel pipe which extends another 12 feet below the bottom of the well.

Rice Enrichment Adopted in South Carolina

### Rice Enrichment Adopted in South Carolina

For the past four years, rice millers in the United States have been enriching all white rice for the Puerto Rican market with vitamin B<sub>1</sub>, niacin and iron as required by government regulations of the island commonwealth, but until this year only occasional attempts have been made by individual rice packers to enrich their products for consumers in the United States itself.

South Carolina, the first state in requiring that white flour and corn meal and grits meet modern nutritional ideas through enrichment with vitamins and minerals, now is the first state to establish official enrichment requirements for white rice. The legislature of South Carolina has passed a rice enrichment act which has been signed by Governor George Bell Timmerman, Jr. This new law provides that all white rice sold within the state after July 1, 1956 be enriched and that a special label statement be made that instructs consumers against washing or rinsing the rice.

White rice is a staple of the diet in South Carolina; its citizens have a high per-capita consumption. There appears to be a feeling among nutrition experts that other states having consumption as high as or higher than South Carolina

may now follow suit with similar legal requirements.

This new development in South Carolina focuses attention on the whole question of improving the nutritional qualities of processed cereal grain foods through enrichment. Of special interest, therefore, to all bakers, millers, to manufacturers of macaroni products and breakfast cereals, is the new 20-page illustrated brochure just published by Hoffmann-La Roche Vitamin Division.

Titled "The Vital Story of Cereal Grain Products—Enriched with Vitamins and Iron for Better Nutrition," the new publication treats each food in a separate chapter, and demonstrates the value of enrichment to white flour, white bread, macaroni products, corn meal and grits, white rice, cereals, and prepared breakfast cereals.

This popular edition, filled with facts about enrichment, is being widely distributed by the Roche people among nutritionists, public health experts, dietitians and women's news editors as a source book on grains enrichment.

A limited number of copies is available on request from the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey.

### Italian Feast

You don't have to go to Rome to enjoy an Italian feast. Such delicacies as ravioli, spumoni, pizza, minestrone, spaghetti, lasagna, and veal scaloppine are available from neighborhood market shelves, frozen-food cases, and meat counters. The May issue of Better Homes & Gardens magazine offers recipes and serving suggestions for these and other Italian foods.

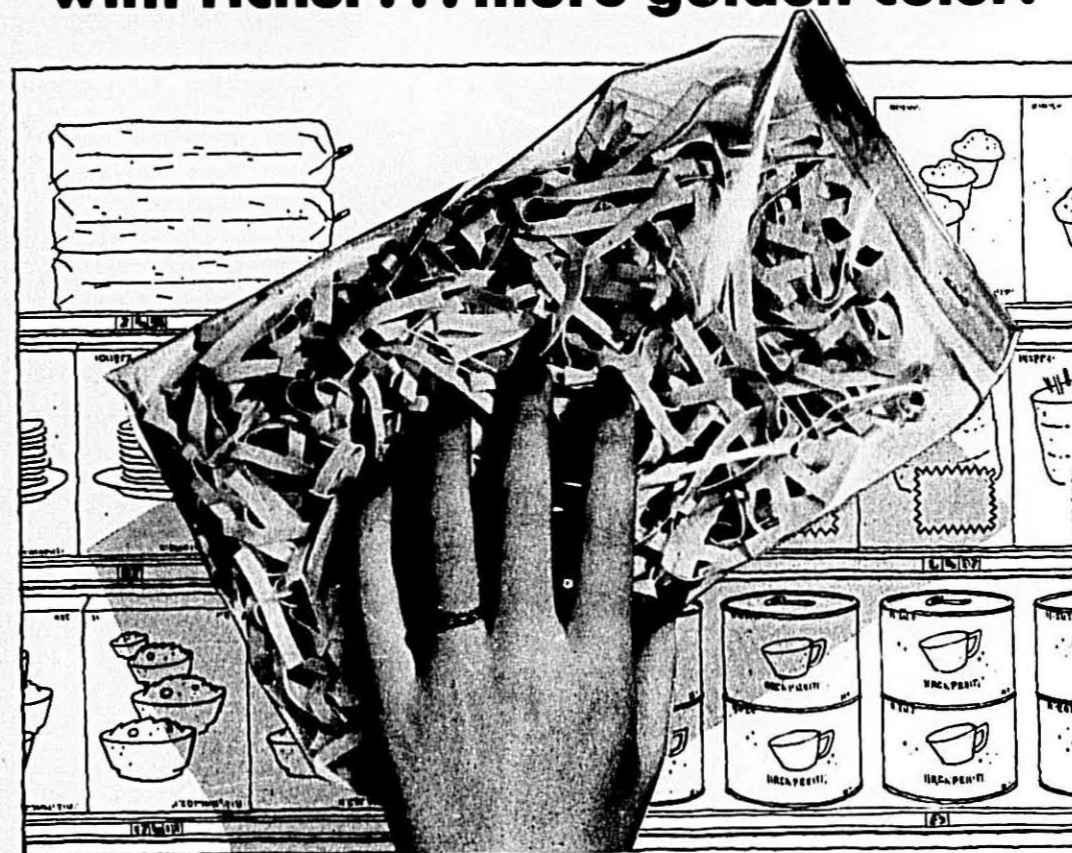
### Paris Memo

Some of the most expensive looking jewels in Paris are baked in a second-floor apartment kitchen at 79 avenue de Versailles. Overcooked spaghetti is the bizarre raw material used by artist Valentine Velter for her richly enameled clips and accessory set-pieces retailed by some of the top couturier names in France. Twisted, cut and shaped into earrings, necklaces and clips, her poetic pasta is then painted in bright—even garish—colors, varnished and baked for several hours. Spotted with colored vermicelli stars and letters, the thoroughly fired result emerges from the oven in delicate soft shades of antique blue, ivory and tired silver, faint violet and faded rose that recall the tints of old enameled Byzantine jewels. By Monique in the Lebanon, Pennsylvania Daily News.

### Container Corp. Net Rose

Sales of Container Corporation of America in the first quarter this year were 17% above those in the comparable 1955 period and earnings increased 25%. Walter P. Paepcke, chairman, reported at the annual meeting.

## How to make your noodles stand out with richer... more golden color!



## USE CLOVERBLOOM EGG YOLKS!

The deeper colored quality yolks with uniform solids content!

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- Carefully selected for uniform dark color
- Solids always uniform

Ask your Armour Salesman to show you the profitable advantage of Cloverbloom Egg Yolks—Frozen or Solids!

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## STORE OF TOMORROW

CIRCULAR food stores may be the shape of the future, providing maximum selling area and the most efficient operation, according to an article in the Nargus Bulletin, official publication of the National Association of Retail Grocers.

In its special "Modern Stores Annual Report and Survey Issue," the Bulletin presents a circular layout for study and describes the advantages and disadvantages of the "round" store.

"Mathematicians long have known that a circle encompasses the greatest interior area with the least amount of exterior wall," the article points out. "For a business that could adapt itself to this shape, it would mean advantages costwise in the structure itself."

According to an architect there is 50 per cent more shelf space in a round building than in a square one, and customers can see 70 per cent more of the merchandise on circular shelves.

"No conclusions on this unconventional plan are drawn," the article states. "It is possible and workable. Store shapes other than the conventional rectangle are being given serious consideration in retailers' planning. Don't be hampered by the faults of previous buildings in any new venture!"

Also presented in the Bulletin is a portfolio of modern store fronts and interior arrangements, including architectural designs for canopy entrances, glamorizing a small store, making the most of daylight, and economical store construction with wide flexibility.

A special article describing "The Food Store of Tomorrow" presents some of the ideas now in the talking and experiment stage, such as "air curtain" entrances that eliminate entrance doors, multi-deck frozen food cases to increase frozen food display capacity 50 per cent and more, closed circuit television so operators can observe all areas of the store, motorized shopping cars, and electronic lighting.

"Tomorrow's store will be designed around the shopper," the article forecasts. "Covered walks will offer protection from the weather almost from the moment the shopper leaves her car. Pick-up stations near the exit will eliminate need for carry-out boys. Loud speakers will flood the entire area with soft music, interspersed with shopping suggestions."

The entire store will be overlooked by a mezzanine, containing offices and customer service booths, the Bulletin predicts. "Either on the main floor or mezzanine will be leased service shops. A barber will cut Junior's hair, and shoe and tailoring services will be performed during Mother's shopping trip. A laundromat will allow her to do the washing while she shops, with no time lost waiting idly. A branch of the local bank will cash checks, accept deposits, write money or-

ders and offer general banking services of a limited nature."

An illustrated article discusses the latest in lighting and the new materials that "may soon end the era of bare exposed lights." According to the Bulletin, "The ultimate in lighting is the luminous ceiling in which the entire surface is illuminated by concealed bulbs. . . . Regardless of which system of luminous ceiling is used, all that are on the market today have acoustical properties, as the ceiling surface is broken into small areas."

Thirty-five pages of stories and illustrations include store planning for tomorrow's competition, trends in meat department equipment and better parking lot layout.

With the building boom still on, Nargus members have indicated they will make 1956 another record year in new store construction, building stores that will be "frillier than ever and more expensive."

A total of 25,500 members predict they will buy new equipment, and frozen food cases and refrigerated self-service meat and produce cases lead the parade, the survey reports. Purchases of shopping carts, mechanical checkouts, cash registers, store safes, conveyors, scales and meat saws rank high in purchasing intentions.

### Freedom for Homemakers

Mrs. Homemaker has benefited enormously from the attentiveness of the grocery industry, Paul S. Willis, president of Grocery Manufacturers of America, said recently. She enjoys two outstanding privileges. "One is the freedom to choose from among a very real abundance of products. The other is her reasonable expectation of receiving more for her money."

Speaking on the "Economy of Free Enterprise, How it Affects the Consumer," Mr. Willis pointed to the amazing growth of the grocery industry in terms of dollar volume and goods on the shelf. "In today's markets we find all the way from 4,000 to 7,000 items, depending on the size of the store."

"The self-service market, itself, is a uniquely American development, born of the idea that consumers would appreciate the convenience of shopping under one roof and saving money. Some men of vision and business judgment bet their shirts on the idea, and we can thank our lucky stars — or rather the free enterprise system which encourages such daring — that they succeeded."

Mr. Willis underscored the difference between the pre-War and the modern grocery basket, which provides the consumer with better nutrition, improved quality, wider variety, greater tastiness, and many time-saving and convenience services now built into modern grocery products. "These new and improved foods which are fairly commonplace miracles

today have contributed a great deal to the growth of the entire industry," he said.

"The consumer's freedom of choice is a rare and wonderful thing. In many nations . . . the government makes the decision on what gets on the shelves. The consumer's vote with her dollars is the most democratic and the most practical way of deciding what products fail and which shall succeed."

"We sometimes overlook the fact," Mr. Willis continued, "that as a result of increased productivity and ingenuity it costs us a smaller percentage of our paychecks to fill our food needs today than it did in the hey-day of low prices."

"There are a number of ways to get more for your money," he explained, ". . . lower prices, larger quantities, better quality and now the grocery industry has added a new dimension — you can get more service, more leisure time from convenience-type foods."

Prices on items such as frozen concentrated orange juice and baby foods are far below what they were when they were first marketed. This happens, according to Mr. Willis, because "The very considerable savings of mass production and distribution help build up pressure for price reductions."

Mr. Willis spoke of the manufacturers' contributions in improving products through scientific development and in bringing about sweeping changes that "come along to knock all our ideas of price and value into a cocked hat."

"Competition is, of course, the greatest downward pressure on prices. It's pushing all other pressures." Those "competing for your favor are well aware of the sensitivity of your pocketbooks. And so you may expect something more for your money — on a continuing basis."

Mr. Willis concluded that "nowhere on earth is the consumer put on so high a pedestal, given so many privileges in the marketplace, or so thoroughly observed for even her whispered wishes."

### A Customer

A customer is the most important person in any business.

A customer is deserving of the most courteous and attentive treatment that can be given him.

A customer is a person who brings a supplier his wants — it is the supplier's job to fill those wants.

A customer is not someone to argue or match wits with.

A customer is a part of your business — not an outsider.

A customer is not an interruption of your work — he is the purpose of it.

A customer does you a favor when he calls on you — you are not doing him a favor by serving him.

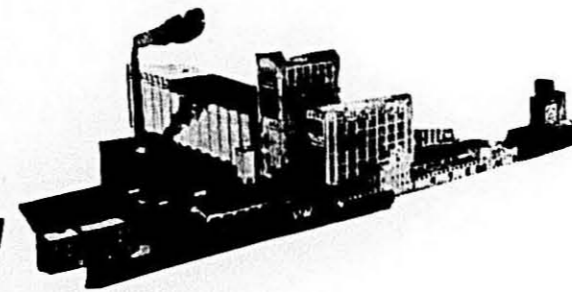
A customer is not a cold statistic — he is a flesh-and-blood human being with feelings and emotions like your own.

A customer is not dependent on you — you are dependent on him.

A customer is the life-blood of your and every other business.

## From the Skyscraper Mill of North Dakota Comes the

# Finest Semolina and Durum Flour in the World!



**Good Chefs know when they are Cooking Top Quality Products!**

. . . you never sacrifice quality in your spaghetti, macaroni and noodles when you rely on the world's finest Semolina and Durum Flours, manufactured by the North Dakota Mill and Elevator: DURAKOTA, fancy No. 1 Semolina; PERFECTO, fancy Durum Granular; EXCELLO, fancy Durum Patent.



**PHILIP R. FOSSEN**  
General Manager  
N. D. Mill & Elevator

Directing the over-all operation of the North Dakota Mill and Elevator is P. R. "Phil" Fossen, General Manager. The North Dakota Mill and Elevator is one of the most modern in the United States.

★ **North Dakota Leads the Nation in the Production of Durum Wheat**

## North Dakota Mill and Elevator

GRAND FORKS, NORTH DAKOTA



**EVANS J. THOMAS**  
Mgr., Durum Division  
N. D. Mill & Elevator

Evans J. "Tommy" Thomas, headquartered at Chicago, heads the Durum Division of the North Dakota Mill and Elevator. A veteran of the industry, Mr. Thomas is widely recognized for his knowledge and experience in the semolina and durum flour industry.

### How To Solve The Farm Surplus Problem

A revolutionary new plan to master the nation's number one domestic problem, the farm surplus, has been advanced by John S. Williams, senior vice president and director of Cunningham & Walsh, New York ad agency. Essence of the plan is to sell this surplus both here and abroad by a large-scale use of the modern advertising and marketing techniques that have made the United States the world's greatest merchandiser.

Williams told members of the National Newspaper Promotion Association that farm surplus had cost U. S. taxpayers over 22 billion dollars in the past three years, and that storage costs alone were more than one million dollars a day.

Williams said that the problem of selling farm commodities held by the government was essentially the same as selling an inventory excess for a business organization. The only difference would be one of degree, he pointed out. Farm surplus, piling up at a rate of over nine billion dollars annually, would require market analysis, advertising, and merchandising promotion on a broader scale than hitherto required by even the nation's largest industrial producers, he said.

Williams stated that although each successive government administration had greatly extended the scope of its business operations, practically no use had been made of advertising and marketing practices accepted as vital by private business organizations. He pointed out that the federal government's total advertising outlay in measured media last year was only \$200,000, as compared to budgets of \$90,000,000 or more for a single private enterprise.

Williams proposed that the government establish a Farm Surplus Marketing Commission, set up on a non-political basis similar to the Atomic Energy Commission. This Commission would select advertising agencies on a competitive basis, in the same way as a prospective client chooses an agency. Each agency would be given an advertising appropriation for a specific surplus commodity, such as butter, wheat, corn, or cotton. The agency would then study both domestic and foreign markets, develop new outlets, create new uses for the commodity, and then promote it and advertise it. In recent years, the advertising agencies have accomplished this feat again and again, with such products as frozen foods, concentrated fruit juices and many other products, he said.

Williams pointed out that the popular concept of advertising and its function, based on the agency of 25 years ago, was generally inaccurate. "In 1930, advertising agencies consisted mainly of creative people and media men. When a copywriter created an advertisement, he didn't have any gauge to tell if it was good. He had a hundred-to-one chance that his advertisement would succeed. Gradually research began to creep into the agencies and the copywriter now had some foundation upon which to work. Added to copy

research came media research, marketing research, and merchandising and promotions."

Williams said that advertising has proven its ability to use these new techniques to expand markets for established products, and to launch new products on a profitable course. The proof of this lies in the fact that American business today places its sales future with agencies at an annual cost of 9 billion dollars, he said. With such a background, agencies have the experience and facilities to take products that are dying, like farm surplus, and bring them back to life.

Williams said that there was no danger that his plan would create an unfair competitive advantage for government held commodities over privately marketed ones. He pointed out that although nominal competition would exist, experience in the past shows that such competition had extended commodity markets rather than constricted them. On the other hand, he said that the government's policy of limiting farm production was inherently detrimental to the nation's full economic potential.

Williams stated that the farm surplus problem was creating other and equally serious side effects. For example, a reduction in farm machinery manufacture and sales; loss of government income in the farm belt; and impaired purchasing power of farmers. This situation is causing growing resentment not only among farmers but with the nation at large, he said.

### The Power of Television

Nearly 300,000 pounds of beef — 12 carloads — sold in less than three hours after a one-shot television presentation on a late evening program the night before.

This was the result chalked up in a television sales check conducted by Thorofare Stores, Pittsburgh, through its advertising agency, Ketchum, MacLeod & Grove, Inc., and presented over one station, KDKA-TV, Pittsburgh.

The sale was featured in 16 minutes of commercials interspersing a 90-minute motion picture play on the regular Friday night "Startime Theater" program of Thorofare over KDKA-TV, beginning at 11:15 p.m.

Advance newspaper advertising provided added viewer build-up for the presentation. The commercials were provided as an education feature to show householders how to select various cuts of beef and their preparation for the table.

Kay Neumann, home service director for the agency and KDKA-TV, assisted by a meat expert from Thorofare, presented the beef story from the cattle feed lots to the butcher's retail counter.

Her script has been requested by the U. S. Department of Agriculture to be used as part of the present plentiful-foods program of the government.

The script, and accompanying illustrations, described the beef cuts for easy identification by purchasers, how the cuts are made, and how government inspected beef provides the public with guarantees

of quality and food value. Miss Neumann also provided cooking instructions for the various beef cuts to prevent shrinkage and drying out and to preserve the full flavor of the beef.

All of the regular cuts of beef from porterhouse to hamburger were described and their relative costs explained.

Thorofare operates 58 stores in Western Pennsylvania, all within the KDKA-TV reception area.

### Coupon Clearing House Test

A. C. Nielsen Company will conduct a test operation this summer of the Nielsen Coupon Clearing House, it was announced by Arthur C. Nielsen, Jr., executive vice president of the marketing research firm and head of Nielsen Food-Drug Index services. The new service is designed to aid grocery store operators in sorting, counting, determining values and redeeming coupons with the hundreds of manufacturers in the food field.

On the subject of couponing, Mr. Nielsen commented, "Coupons have long been recognized as a valuable merchandising device and due to many developments within the food industry in the past few years, more and more manufacturers are actively engaged in almost continuous couponing operations."

"During the past year," Mr. Nielsen added, "more than one billion coupons were redeemed through grocery stores! The volume of coupons in circulation has reached such proportions as to pose serious handling problems for both retailers and distributors."

"We have been encouraged by cooperating retail chain and independent organizations and manufacturing clients of Nielsen Food Index to develop an orderly method of dealing with this acute problem. During the past nineteen months Mr. Duane Bailey and others in the Nielsen organization have thoroughly investigated various ways to insure prompt and economical redemption of coupons. A plan has now been developed which will utilize special-purpose, high-speed electronic equipment to perform many of the handling operations."

"Mr. Kirk Tischler, until recently mail order sales manager of Montgomery Ward and Company, has joined A. C. Nielsen Company in an executive capacity. In his new position, Mr. Tischler will be in charge of making arrangements with manufacturers and retail food organizations for the test. Prior to his Ward experience, Mr. Tischler was a merchandise executive of R. H. Macy and Company in New York."

"Mr. Tischler's background in retailing, merchandise promotion and advertising will be of assistance to A. C. Nielsen Company in formulating plans to test the Clearing House concept," stated Mr. Nielsen.

"The pilot stage will include further tests of the electronic equipment and various procedures and methods developed in the plan for the Nielsen Coupon Clearing House."

Dott. Ingg. M. G.

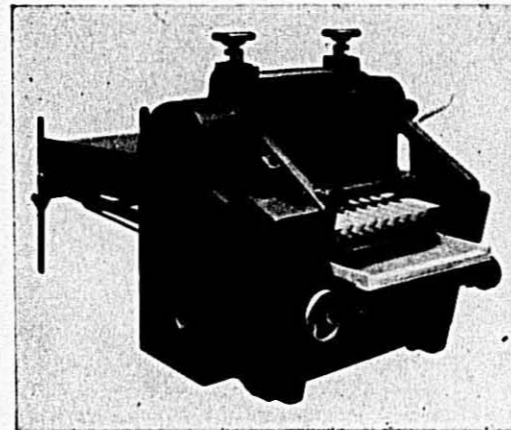
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MILANO—Via Borgogna No. 1 (Italy)

## THE NEW PLURIMAT MACHINE FOR COILED SPAGHETTI, SPAGHETTINI, VERMICELLI & NOODLES



The above pictures illustrate the "PLURIMAT" machine attached to a "MACRI" press with special mushroom attachment. This machine can make either one or up to five separate coils in a row on the tray from very small diameter to 5/64". For Noodles just as the length of the Skeins can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

Write for full particulars to:

**Eastern Zone: LEHARA SALES CORPORATION**

60 E. 42nd St., New York 17, New York

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

2036 East 27th Street, Los Angeles 58, California

## Merck Enrichment Macaroni



**MERCK VITAMIN PRODUCTS FOR**

## Preparations give your Products increased consumer appeal

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

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

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

#### For Continuous Production

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

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

#### For Batch-Type Operations

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



**ENRICHMENT OF MACARONI**

*Research and Production  
for the Nation's Health*



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

### Buitoni Statement

Food Processing magazine carried the following story in its April issue:

Following FDA Commissioner George Larrick's recent review of court decisions holding that the firm's 20% Protein Spaghetti has been misbranded under the law, the Buitoni Food Corp., S. Hackensack, N. J. has announced it will put out a new product which will (1) comply with the definition and standard of identity for spaghetti, and (2) contain 20% protein as in the case of the product deemed to have been misbranded.

"No wheat gluten will be used in the new enriched product," legal counsel for Buitoni told Food Processing. He said the firm is now developing a new carton which would be required. The firm, he added, has decided against appealing to the Supreme Court the recent ruling of the U. S. Circuit Appeals in Philadelphia that the firm's 20% Protein Spaghetti has been misbranded.

"After rejection of Buitoni's petition to establish standards for gluten macaroni products," said Commissioner Larrick following the circuit court decision, "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."

The National Macaroni Manufacturers Association, Larrick added, has been "in agreement throughout this case and filed . . . briefs supporting the government. . ."

FDA officials here say the case follows precedents laid down by the judiciary in the Libby Causp and Quaker-Purina cases.

#### Reasons for Decision

The Buitoni's case was decided initially by the U. S. District Court of Wilmington, Del., where it was stipulated that the Buitoni product did not comply with the definition and standard of identity. Chief Judge Leahy of the Circuit Court held that the food was misbranded, says FDA, because "it clearly purported to be the standard article, spaghetti." Buitoni's proposal of a separate standard was denied, says the FDA, on the basis that it would not promote honesty and fair dealing with consumers for these reasons:

(1) Macaroni products containing sufficient added gluten to bring the total protein content up to 20%, had dietary effects little different from ordinary macaroni products.

(2) 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.

(3) 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.

(4) 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.

(5) Use of gum gluten in macaroni products for supplementing the wheat protein content of the diet of the American consumer is irrational and uneconomical.

### Movie Charmer

Dolores del Rio, continuously charming cinema luminary, admits she is 47, though she looks 20 years younger. She still has her schoolgirl figure. Asked if she was on a diet, she said, "I should say not. I eat plenty. Mostly spaghetti." She added, in explanation of her retention of her youthful appearance, "I never drink, never diet, and am always in love with life."

### Buitoni Offers Frozen Lasagne

A new, fast-from-freezer-to-table lasagne, appropriately named "lightning-quick," has been produced by Buitoni Foods Corp. in a new nine-ounce aluminum foil container, the international food company has announced. Three Italian cheeses—ricotta, parmesan and mozzarella—are used with the broad Italian pasta, lasagne, in the product.

Without thawing, the new package can be placed in a pressure cooker and, at 15 pounds pressure, will be ready to serve in the foil container in five minutes. For those who prefer the oven-heat method of warming the lasagne, 25 minutes at 400 degrees is recommended. A crusty top can be attained by removing the foil cover during the last five minutes of baking.

In addition to the trio of cheeses, the package is richly sauced with meat, tomatoes and spices.

A thinner type of pasta, plus a packing innovation, a "loose" placement of the lasagne, makes possible the new faster-to-heat product, the company reports.

The streamlined lasagne, first of a new series of "lightning" products planned by the concern, is now available in the food departments at local chain supermarkets. Price is 49 cents per package.

### New Frozen Spaghetti

Morton Frozen Foods, Inc. of Louisville, has announced the addition of a new frozen product, spaghetti and meat with savory sauce. This new item is an 8½ ounce individual serving. A broad promotion on television will coincide with the initial distribution.

### Chef Boy-Ar-Dee Demand Grows

American Home Products Corporation in its annual report to stock holders says a record volume of business was handled in their food division as sales of Chef Boy-Ar-Dee Italian style foods through grocery and institutional channels. Sales topped all prior year figures.

Products marketed under the Chef Boy-Ar-Dee label are: spaghetti dinner with meat sauce and grated cheese, pizza pie mix, canned meat balls with gravy, ravioli with beef and sauce, spaghetti and meat balls, spaghetti sauce with mushrooms. American Home Foods also packs Dennison's chili con carne, G. Washington's instant coffee and Burnett's vanilla.

In recent years, the food habits of the American family have been undergoing changes. Given impetus by the steady rise in the standard of living, more and more people have developed the habit of eating foods of better quality. Along with these more discriminating appetites, there also has arisen a demand for quality foods that require less work in preparation. Wishing to spend less time on kitchen chores, more and more families are turning to foods that can be prepared quickly and with little trouble. In this field, Chef Boy-Ar-Dee is playing an increasingly important role. Through intensive research, new products are continuously being added to their line of convenience foods and efforts to improve existing products continue unabated.

Promising new products developed during the year are being tested in several markets. Work is progressing on a number of other products, some of which are already being tested with consumer panels which help them to gauge their appeal as well as to perfect their formulations. Long-range research projects, now underway, include new cheese-drying methods and the development of new strains of mushrooms for greater yield and better flavor.

The broadened market for their products has necessitated extensive expansion of their production, packaging, shipping and warehousing facilities. At the Milton, Pennsylvania plant, they are doubling the mushroom growing capacity, enlarging cold storage facilities, adding a warehousing unit, installing additional automatic packaging lines and additional spaghetti-making equipment. At the Oakland, California plant, the processed foods kitchen has been re-engineered for greater efficiency; cheese grating and drying facilities have been added and additional equipment is being installed for the processing of a greatly increased tonnage of tomatoes into puree and paste for use in their tomato base sauces.

### Frozen Macaroni and Cheese

The Creamette Company of Minneapolis has introduced a frozen macaroni and cheese combination to the market. This is the second item in their frozen food line. The first was frozen pancake batter.

## JACOBS-WINSTON LABORATORIES, Inc.

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

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

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

## NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes — Dry Noodle Cutters  
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Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

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Hydraulic Baling Presses for Baling All Classes of Materials

### HYDRAULIC

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Western States  
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## RETROSPECTIONS

by  
M. J.

### 35 Years Ago — June, 1921

- 1921 Convention Theme: "Closer Co-operation between Durum Millers and Macaroni Makers."
- Benjamin R. Jacobs, as Director of Research, makes his first report on operations of the National Cereal Products Laboratory, Washington, D. C. July 15, 1920 to May 15, 1921.
- Detroit convention attendance only 42 of whom 12 were allies.
- F. L. Klein Noodle Company of Chicago plans a new plant at 46th and South State Street.
- Enrico Caruso, world renowned Italian opera tenor, says he loves American macaroni products.

### 25 Years Ago — June, 1931

- "Understanding Restores Confidence" — theme for the Convention held at Edgewater Beach Hotel, Chicago, June 16-17-18, 1931.
- Alfredo, noted Roman chef, makes a specialty of mixing buttered noodles for guests in his restaurant in Rome, Italy.
- John Van der Vries will be the featured speaker at annual dinner of N. M. A. June 17, 1931.
- First exhibition of supply firms being arranged for the 28th annual convention of N. M. A.
- Convention registration totaled 107 executives of macaroni firms plus 56 representatives of allied firms.
- Spaghetti, a noble dish!
- Camillo De Rocco bought the Los Angeles, California plant of Florence Macaroni Company for \$20,000.
- E. De Rocco, president and general manager of the San Diego Macaroni Mfg. Company, reported the purchase of the San Diego, California plant of Florence Macaroni Company.
- Colburn S. Foulds, formerly of the Foulds Milling Company, Libertyville, Illinois, was appointed general sales manager of Crookston Milling Company, Crookston, Minnesota.

### 15 Years Ago — June, 1941

- Pittsburgh calling! for macaroni manufacturers convention June 23-24, the first to be held in that city since the N. M. A. was founded there April 19-20, 1901.
- Macaroni aids the national defense in World War II.
- Golden Age Corporation reports purchase of the plant and business of the Los Angeles Pacific Macaroni Company.

- President Joseph J. Cuneo calls for greater cooperative effort in the industry in his message to the convention June 23, 1941.
- On the convention program: Shall Macaroni Products Be Enriched? — Macaroni Products and the National Defense — Pennsylvania Food Laws and Their Relation to the Macaroni Industry.

### 5 Years Ago — June, 1951

- Chicago is saluted as an outstanding macaroni manufacturing center.
- Hunt Foods, Inc. in Fontana, California announces discontinuance of its macaroni business.
- Pastina sales greatly increased reports the Ronzoni Macaroni Company of Long Island City, New York.
- Offices of Glenn G. Hoskins Company, industrial consultants, moved from Chicago to Libertyville, Illinois.
- Giovanni Buitoni, president of the Buitoni Macaroni Company, announces a move to a new \$1,500,000 plant in South Hackensack, New Jersey.
- Betty Ossola (Mrs. Charles Rossotti) is first business woman to preside at the annual meeting of the American Chamber of Commerce held in New York City.

### Wedding Bells

Diane Ellen, daughter of Mr. and Mrs. Robert I. Cowen, was wed April 22 to Mr. Norman William Fried in Maplewood, New Jersey. Mr. Cowen is with A. Goodman & Sons of Long Island City, New York and is a member of the Association's board of directors.

### Quaker Macaroni Manager

The Quaker Oats Company has appointed Paul F. Burgess product sales manager of flour, macaroni and specialties in Chicago headquarters. Forest E. Wilson, former manager, goes to Cleveland in cereal operations.



In Seattle, Mission Macaroni President Guido Merlino on the left, Association Secretary Bob Green center, and John Madonna, Mission Macaroni executive, pose before a macaroni poster.

## CLASSIFIED

ADVERTISING RATES  
Display Advertising Rates on Application  
Want Ads .....75 Cents per Line

Wanted: Automatic Short-cut Press. Write Box 125, Macaroni Journal, Palatine, Illinois.

For Sale: Clermont Folded Egg Noodle Machine. Excellent condition. 1000 egg noodle trays 25 x 54 good condition. F. O. B. Brooklyn, N. Y. Write Box 126, Macaroni Journal, Palatine, Illinois.

FOR SALE: 13 1/2" Hydraulic Combination Consolidated Macaroni Press. Excellent condition. Reasonable price. Write Superior Macaroni Co. 704 Clover Street, Los Angeles 31, California.

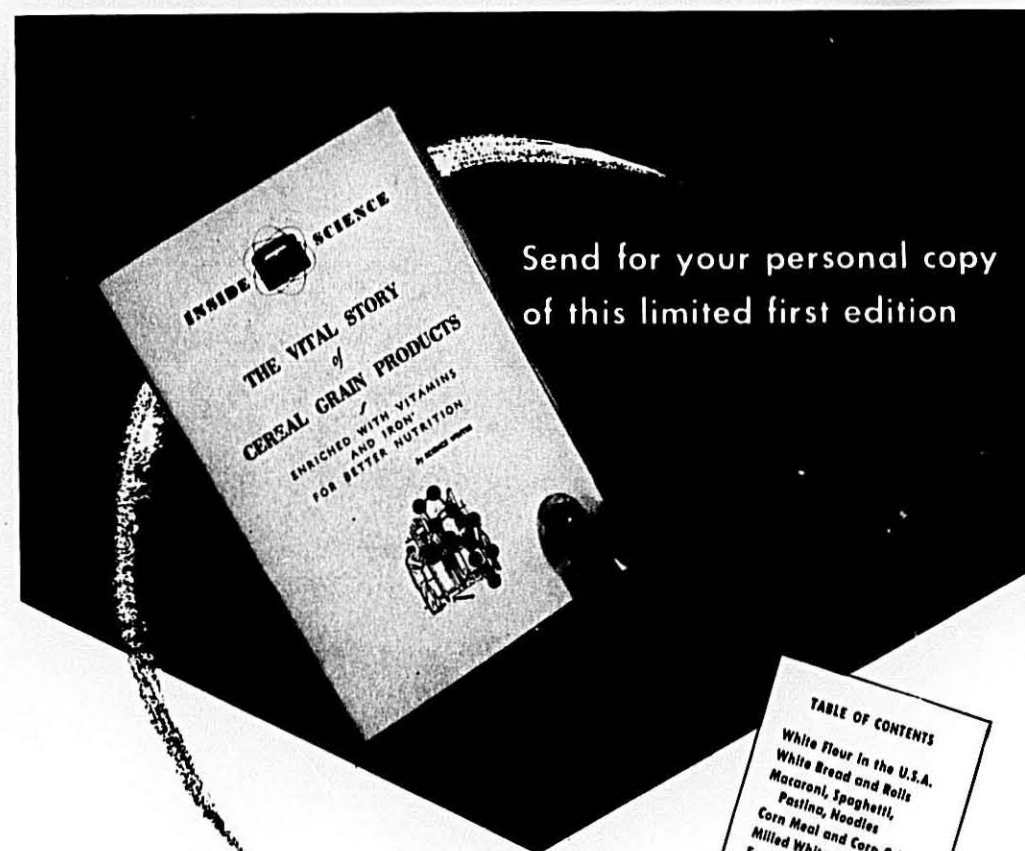
FOR SALE: One 3 column large ravioli machine. Made by Lombi Co. 2 1/2 inch square ravioli. Sells for \$3600 new. Will sell for \$2500.00. Makes 5000 ravioli an hour.

Combination kneader and noodle cutting machine, worth \$2600. Priced at \$1200 for quick sale.

Contact Genoa Egg Noodle & Ravioli Co. 941 Grand Ave. New Haven, Conn. Telephone SPruce 7-3448

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