

**THE  
MACARONI  
JOURNAL**

**Volume 38  
No. 5**

**September, 1956**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



SEPTEMBER, 1956



DURUM COME-BACK



## Your Problem Is Our Business

If you agree that . . .  
Those packages that have been re-designed and modernized are the ones showing the biggest gains today in Self-Service Stores;

That Appetite and Sales Appeal can make a powerful asset of Impulse Buying;

That your package can become your best and most profitable Advertising Medium;

But if you think . . .  
RE-DESIGNING and MODERNIZING an out-dated package might mean loss of Package Identity;

Then Read This:  
We are leaders in re-designing and modernizing packages

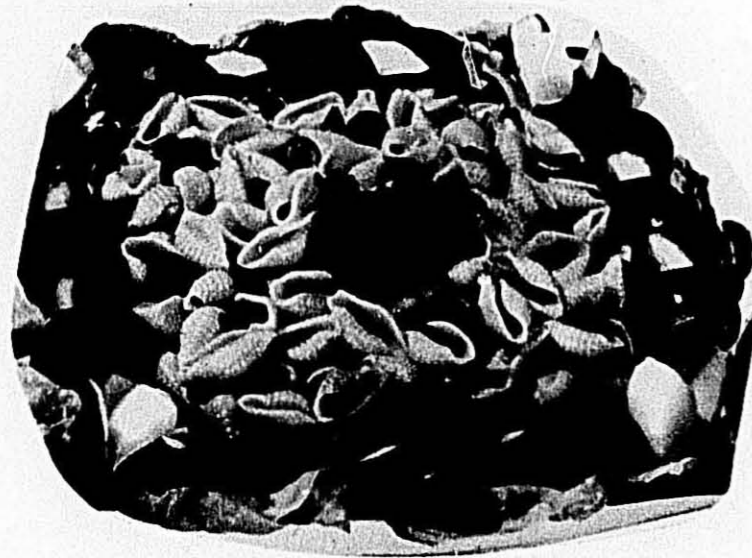
that are making Sales History in Self-Service Stores through Appetite and Sales Appeal.

In modernizing a package we *retain* and usually *increase* the memory value of the Brand Name.  
It must be instantly recognizable.

When you come to us for help in solving your packaging problems, you are coming to Headquarters. We have lived, prospered and made our reputation through seeking out and finding the answers to many and varied Packaging and

Merchandising problems.

We think we have worked out and *proved* many of the answers to these problems, in actual practice. Will you give us the opportunity to aid you with your packaging problems?



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, appetizing 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.

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## Our Best To You

The uniformly superior quality of Amber's Venezia No. 1 Semolina and Imperia Durum Granular begins with skillful selection of the finest Durum wheats grown. Amber Milling constantly checks the progress of Durum wheat in every growing area . . . buys only the choicest Durum offered.

Your order for Amber's Venezia No. 1 Semolina or Imperia Durum Granular is freshly milled. Uniformity of color, freshness and quality enables you to maintain the superior quality and uniformity of your macaroni products.



## AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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



# The MACARONI JOURNAL

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## Cover Photo

Rudy Bertsch, Bowman, North Dakota, stands in a field of durum on his farm in Slope County. It looks as if the yield on this 36 acre field will be between 15 and 20 bushels per acre.

Photo by W. P. Sebens, N. D. State Soil Conservation Committee.

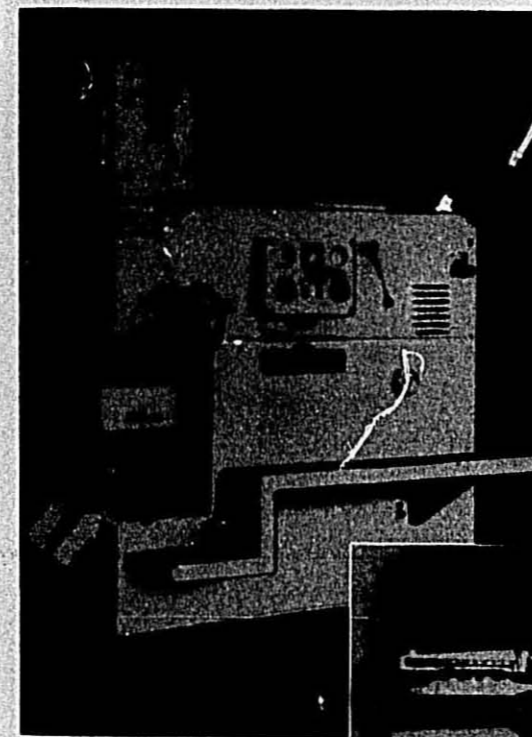
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## IF YOUR AIM IS AUTOMATION The Big News for the Smaller Manufacturer

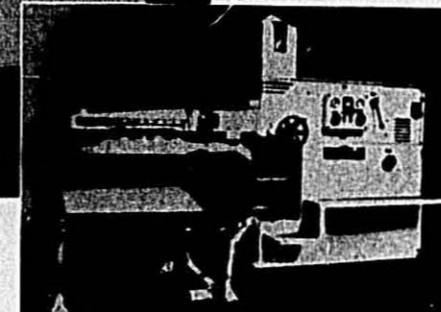
### Clermont's Short Cut Press, VMP-1

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 Fedilini 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.

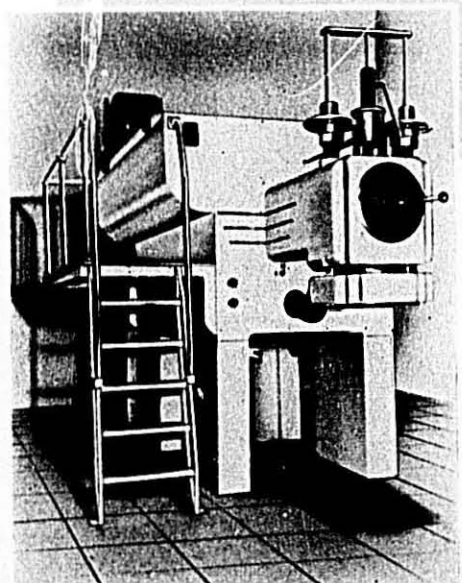
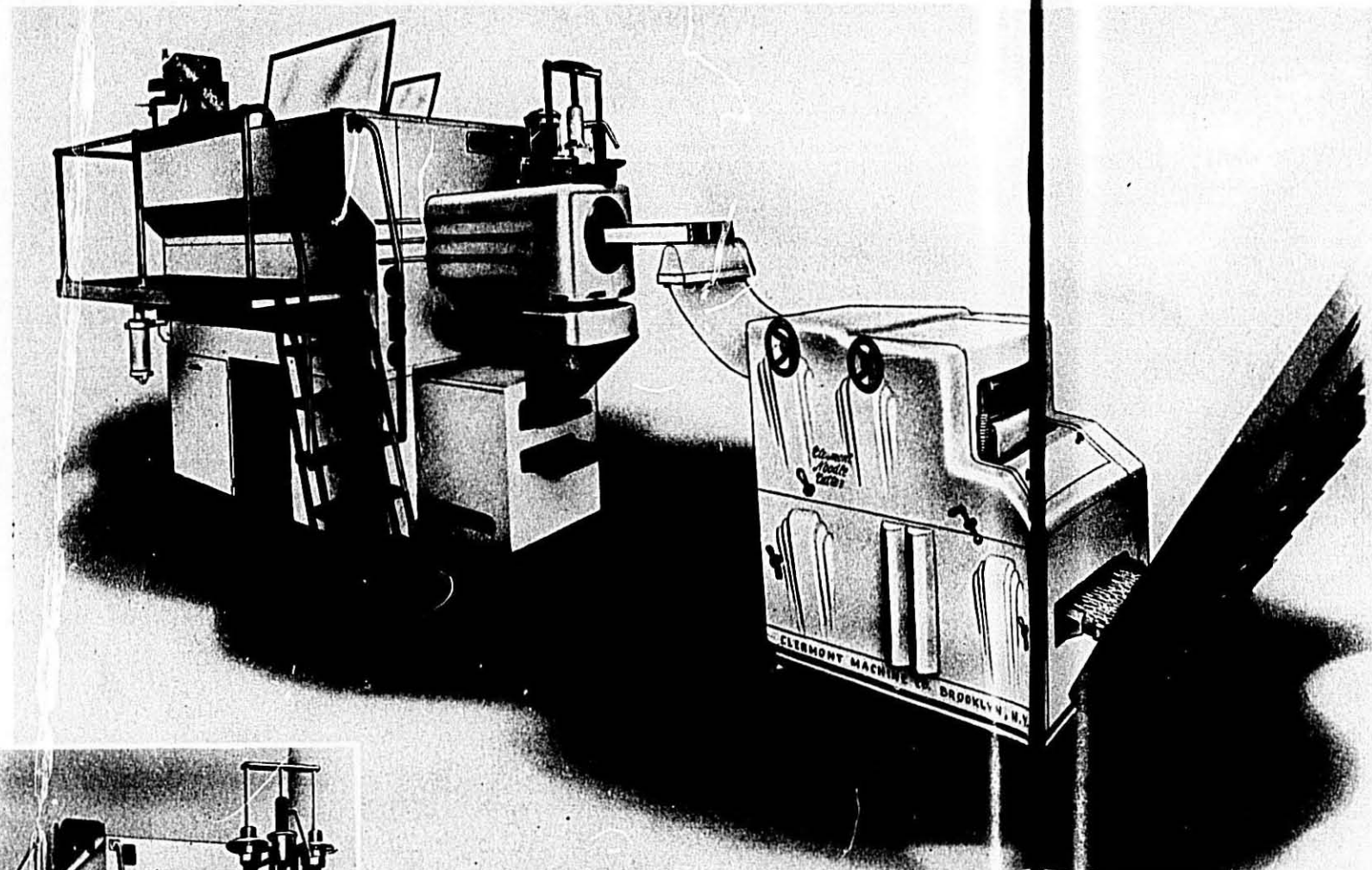
Operation in conjunction with a Fedilini machine.

MAKE IT EASY FOR YOURSELF, *Buy Clermont!*



# Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



VMP-3 with short cut attachment.

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

Clermont Extruded Noodle Dough Sheeter VMP-3

FOR THE SUPERIOR IN NOODLE MACHINES IT'S ALL WAYS *Clermont!*  
Machine can be purchased with attachment for producing short cut macaroni.

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

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

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

**Engineered** for simplicity of operation.

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

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

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

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

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

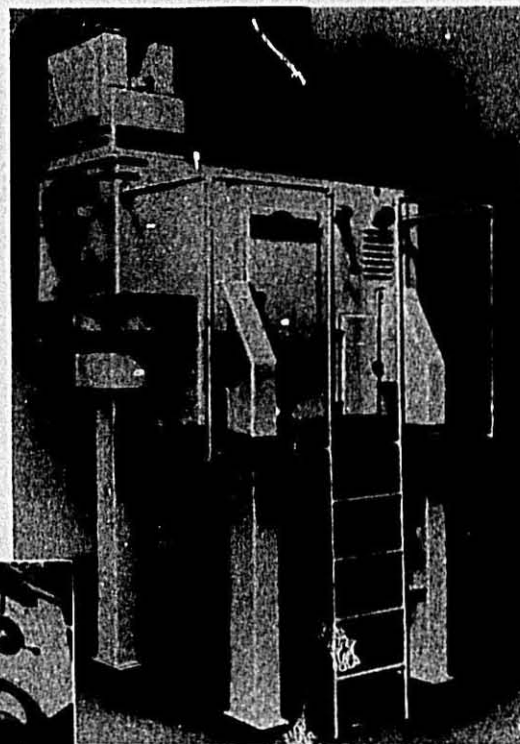


MODERNIZING?

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

### 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.



Close-up of cutoff attachment

*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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U. S. A.

*Clermont Machine Company Inc.*

September, 1956

THE MACARONI JOURNAL

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## DURUM COMES BACK

**DURUM** is coming back! After several years of poor crops because of unfortunate weather conditions and devastation by black stem rust, durum prospects look better than at any time in the past five years.

Nature, the government, industry, and growers' perseverance have all combined to make a brighter picture.

Incentives have been furnished by the government in relaxing acreage restrictions on durum which apply to other wheats. While other varieties were cut back durum was permitted to be seeded, where the grower had an historic record, in a proportion of three acres for every one taken out of his allotment quota.

### High Loan Basis

The government loan basis on hard amber durum is substantially above the general support range for other wheat. The basis of \$2.59 in Minneapolis for No. 1 hard amber durum is about 21c a bushel higher than the rate for No. 1 dark northern spring wheat of ordinary protein.

The movement of the durum growing area westward to Montana will help overall production figures this year. And in Montana the diversion of acreage of damaged winter wheat has been a factor to the durum increase.

### Official Forecast

The official government forecast for estimated durum production as of July 1, released in mid-July, was 30,991,000 bushels with a breakdown by states as follows: North Dakota 17,590,000; Montana 11,688,000; South Dakota 1,027,000; and Minnesota 686,000. In August this was increased to 31,798,000 bushels.

Private estimates forecast a crop between 31,000,000 and 35,000,000 bushels. With a carry-over estimated between 5 and 6,000,000 bushels the 1956-57 supply could range between 36,000,000 and 41,000,000 bushels. This would compare with the 20,000,000 bushel crop produced last year and the disastrously low 5,000,000 bushel crop of 1951 when there was virtually no carry-over and the pipe-lines of supply empty.

### Prospects Vary

Production prospects vary for different sections of the durum area. Says Don Fletcher of the Rust Prevention Association in his report of August 1: "Spotted condition of crops throughout the northwest area puts estimating of crop prospects this year on the basis of 'an educated guess.' Western North Dakota and

eastern Montana have the largest areas where the poor spots predominate. In these drought and heat areas, fields of wheat which survived benefited by showers, and light stands can produce fair to good quality grain of low yields. Probably protein will be high from such fields. Variation of quality in the spring wheat territory may be considerable. It is our belief that rust damage on bread wheat will be negligible this year. Total rust damage to the entire durum crop is expected to be light, but individual fields and late areas of susceptible varieties may suffer considerable damage."

### A Late Spring

A late spring put seeding schedules behind. In North Dakota, county agents indicated that only 22% of durum plantings had been made through the first ten days of May compared with 80% a year ago. Planting was latest in the durum triangle of northeastern North Dakota. An editorial in the Devils Lake daily paper expressed fear that the late spring and outside competition (increased plantings in Montana) was bidding to unseat the triangle from its throne as the nation's major producer of durum.

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### Only Traces of Rust

Crop reports throughout July bore out conditions noted in mid-June: production would be best in the triangle and poorer in the areas affected by drought and heat. The best news was that 15B rust was appearing only in trace amounts and attacking, for the most part, the old variety of Mindum. Of the four rust-resistant varieties Langdon and Ramsey were coming through in good shape while Yuma and Townner were not measuring up to the hopes held out for them. Nevertheless, prospects for planting the 1957 crop with rust-resistant seed are good and credit goes to all parties who contributed to the rapid research that turned up new varieties in record time. Durum millers and the National Macaroni Manufacturers Association contributed funds

for the past three years for durum research through the Rust Prevention Association, coordinating efforts of the U. S. Department of Agriculture, the departments of agriculture in Canada and Mexico, and the Rockefeller Foundation in Mexico. The State of North Dakota appropriated emergency funds. Individual farmers made investments in winter increase projects in Arizona, California and Mexico to speed seed development along. It is hoped that this seed will produce in the neighborhood of 1,500,000 to 2,000,000 bushels when harvested this fall. It has been stretched by thin seeding on heavily fertilized selected fields, and if hopes are realized normal production can be expected by 1957 or 1958 at the latest.

In early August severe wind, rain and hail hit the greater part of the North Dakota triangle and did considerable damage. But on the credit side cool, filling weather helped wheat stands. On the basis of an estimated 2,402,000 seeded acres (1,250,000 in North Dakota; 1,000,000 in Montana; 90,000 in South Dakota and 60,000 in Minnesota) poor growing conditions could produce 10 bushels per acre or a crop of 24,000,000 bushels. Average conditions of 12 bushels per acre would produce 28,800,000 bushels. A bumper crop producing 15 bushels per acre could turn in a 36,000,000 bushel crop.

### Movement to Market

The new crop movement to market started from South Dakota, which represents only about 3% of the crop in early August. Movement from the southern part of North Dakota should move between August 15 and September 1 and will probably account for about 7% of the crop. The remaining 90% of the crop will come from Montana and northeastern North Dakota, moving in volume from September 1 to September 15.

A lower cash durum market — reasonable assurance of a sizeable crop — and the desire by macaroni manufacturers to improve product quality have resulted in a steady increasing demand for 100% durum products. The Northwestern Miller trade magazine showed durum mill production in July at 411,789 hundred-weights compared with 419,086 a year ago. Durum is coming back. More and better macaroni products will appear on consumers' tables in the months ahead.

### Durum Show

North Dakota State Durum Show will be held at Langdon November 1 and 2.



### Rusticide for Durum

Durum farmers are hearing more and more about chemicals capable of controlling rust. Many agricultural chemical firms are engaged in research and some claim to have found the answer.

At least two, and probably four, applications must be made during the growing season to assure protection from rust. Timing of applications is important, and tractor-drawn sprayers with high gallonage must be used for best results.

C. L. Sibbald, director of the Catelli Durum Institute, Lethbridge, Alta., Canada, says that statements by government officials about chemicals and rust control have been cautious, while chemical firms have been somewhat less cautious in their claims. Farmers whose interest has been aroused by the fact that there is more talk about chemicals for this purpose should keep in mind several basic considerations, he recommends. First and foremost, there have been enough tests to indicate that though this new type of "rusticide" is a step in the right direction, it is not completely satisfactory for the purpose intended. Secondly there have been increased net returns per acre on some fields where it has been used early enough and often enough. And thirdly, there are more extensive tests of these and other chemicals going on at the present time.

Therefore the situation is not hopeless, nor is the future for chemicals to control rust any darker. In fact there is a place for a good "rusticide" in agriculture, although it will probably always take a back seat to the production of rust-resistant hybrids. What makes it so interesting to the macaroni industry should be quite apparent from an appraisal of the durum situation during the past five years. Had there been a good chemical available to fill the gap that has developed between the time that Stewart and Mindum Durums went down to race 15B of stem rust, and the time that rust-resistance will again be established in a new variety, then durum farmers would have benefited greatly. Even in bread wheat, though Selkirk was multiplied quickly, there was a large loss due to rust before it became commercially adapted. Some or all of this might have been saved through the use of the proper chemical. Finally it must be remembered that the last of rust has not been seen yet.

What makes a good chemical for the control of rust? Mr. Sibbald asks. It must be useful on some prevalent diseases other than rust, so that it is practical for a commercial company to produce it, at a reasonable cost. It must be stable in storage since it will be necessary to have large stocks available pending a bad spore infestation. Finally it must actively kill spores on plants for several weeks after application, or else build up an immunity to them within the plant itself. This is a large order for any one chemical to fill. Nevertheless it should not be, and indeed is not being, overlooked.

### Stem-Rust Study Receives \$60,000

A wheat stem-rust research group at the University of Minnesota will be aided by a grant of \$60,000 from The Rockefeller Foundation, President Dean Rusk announced in the first quarterly report, 1956, in New York City.

"With its recent findings that heterocaryosis (two or more different nuclei per cell) and nuclear dissociation occur in the vegetable growth stage of the stem rust fungus, the Minnesota group opened up a new avenue toward the understanding and control of stem rust," the report said.

The Foundation calls the group's work "one of the most fundamental discoveries in this field in the last quarter century." The work is being done under the direction of Drs. J. J. Christensen and W. J. Myers in the departments of plant pathology and botany and plant genetics and agronomy. The grant is a renewal of aid for this work.

### Durum Production Up in Canada

Durum wheat, used almost exclusively for the manufacture of macaroni products, will once again be an important "alternate" crop for many prairie farmers. Following an extensive trip through the main Durum-growing areas of Southern Alberta and Western Saskatchewan, Mr. C. L. Sibbald, Director of the Catelli Durum Institute reports that Canadian farmers there have greatly expanded the acreage seeded to Durum. There are districts in both provinces where the Durum acreage may be double the 1955 figure. Over all of Western Canada, however, it is estimated that the increase has been closer to 90%. This will mean that there are about 1 1/4 million acres of Durum this year, as compared with approximately 650,000 acres a year ago.

While the amount of Durum seeded has risen, the crop prospects are not as bright as at this time in 1955. Lack of moisture during the early stages of growth has this year prevented tilling to some extent, and has forced many fields into head prematurely. Similarly, a lack of rainfall, particularly on some lighter land in Saskatchewan, has delayed germination. Thus when harvest time rolls around, quite a few farmers may be faced with "second growth" stems in their fields which will still be green. Generally speaking then, the overall Durum crop has not the uniformly good appearance that it had last year. Nevertheless, as far as can be ascertained at this time, the prospects are for a somewhat above average yield, with the result that the 1956 Durum crop may finally produce from 22 to 25 million bushels of Durum wheat. This is in comparison to an estimated 17 million bushels produced in 1955. The majority of the Durum is now headed or is coming into head, which would indicate that a reasonably early harvest may be expected.

Several features of the present Durum

crop may be noted at this time. The large premium paid for Durum has prompted most farmers to seed it on their best land, which will help to keep the average yield per acre high. Good prices have also been responsible for the spread of Durum into areas where the crop is not recommended. For instance, some Manitoba and Eastern Saskatchewan farmers have disregarded rust and seeded Durum. Their gamble may pay off too, since rust is scarce up to this time. In addition, with production rising these past few years, farmers have become more than ever aware of the necessity of quality. Observations made on this trip would indicate that Stewart and Mindum Durums have taken over a great deal of the land formerly seeded to the lower quality Pelissier and Golden Ball varieties.

### Durum Short in Italy

From the Co-op Grain Quarterly

Italy has plenty of wheat this year, except for durum. Non-durum wheat production in Italy this season reached a record high of 9.5 million metric tons. This is more than enough for domestic needs. The government has been campaigning for self-sufficiency and paying farmers a price guarantee of between the equivalent of \$2.96 and \$3.07 a bushel for non-durum wheat in order to increase production. Italian durum production this year was more than last year, but still not enough for domestic needs. Durum is being imported from Turkey and Argentina to make up the difference. Italy is also buying dark hard winter wheat from the United States.

### Field of Durum Wheat in Kansas

Clarence Ring of Conway, Kansas, has demonstrated the possibilities of growing durum wheat in McPherson County, Kansas.

Ring seeded durum wheat last spring in a field located about two miles south of Conway, which had produced a thin stand of milo last year. Due to the thin stand of milo plants, considerable grain was produced on the field.

"If durum wheat can be produced satisfactorily in McPherson County, it could supply a cash crop that can be planted in the spring after a crop of milo is harvested in the fall," County Agent Elgin R. Button said.

### Governor Proclaims Clean Grain Week

North Dakota's Governor Norman Brundage proclaimed the week of July 9 through 15 as "North Dakota Clean Grain Week." He called upon everyone producing, storing, transporting or handling food grains to support approved methods of preventing the contamination of food grains. He said it is the responsibility of every producer and warehouseman to prevent wheat and other food grains from becoming contaminated.

100 LBS. NET

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### Field of Durum Wheat in Kansas

Clarence Ring of Conway, Kansas, has demonstrated the possibilities of growing durum wheat in McPherson County, Kansas.

Ring seeded durum wheat last spring in a field located about two miles south of Conway, which had produced a thin stand of milo last year. Due to the thin stand of milo plants, considerable grain was produced on the field.

"If durum wheat can be produced satisfactorily in McPherson County, it could supply a cash crop that can be planted in the spring after a crop of milo is harvested in the fall," County Agent Elgin R. Button said.

### Governor Proclaims Clean Grain Week

North Dakota's Governor Norman Brundage proclaimed the week of July 9 through 15 as "North Dakota Clean Grain Week." He called upon everyone producing, storing, transporting or handling food grains to support approved methods of preventing the contamination of food grains. He said it is the responsibility of every producer and warehouseman to prevent wheat and other food grains from becoming contaminated.



Comet No. 1 Semolina . . . one of the largest day after day, season after season, to measure

selling brands of Semolina in America for right up to your quality standards. Be sure to

macaroni production. Count on Comet No. 1, put Comet No. 1 on your next Semolina order.



## Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA



## A Tax Program on Which Business Can Unite

by Robert A. Watters, Treasurer, George W. Dinsmoor Co.  
at the Fifty-Second Annual Meeting

THANK you for inviting me to speak for the National Association of Manufacturers Tax Committee program for 1956. I'm in the paper tube business, and during the past few years have been active in our national association.

Like weather, taxes are something that are very easy to talk about, but hard to do something about. Ever since governments were first formed among people, taxes have been a main source of irritation and upheaval. History tells us that more nations have declined and fallen because of unwise, unsound, and unjust tax policies than any other single reason. And among civilized nations even today, wherever you find economic weakness, lack of progress, and lack of productivity, you'll be sure that taxes have something to do with it. Perhaps it's safe to say that the American people have always been willing to pay as high as necessary in order to support the government in legitimate functions. People don't like to pay them but they're willing to pay them as long as it's necessary. However, we do get worried about a tax system that penalizes progress, discriminates against success, and actually serves as a roadblock to a thriving, growing, productive economy which alone can produce the revenue that that government needs for its purposes.

### A Discriminatory System

It's no exaggeration to say that we have such a tax program in America today. It is a discriminatory system, it impedes personal ambition, and it discourages extra effort. It hampers growth by draining off the savings which are needed to finance new enterprises and develop new markets and processes. The time is long overdue to reduce this discrimination and that aim is one of the main programs of the National Association of Manufacturers for the year of 1956.

We would like to emphasize that this job cannot be done by the National Association for Manufacturers alone. One of the reasons that business men have not been successful in getting tax inequities eliminated in the past has been that the problem has too often been approached with a defeatist attitude. We're inclined to shrug our shoulders and conclude that there isn't anything we can do. But that kind of an attitude doesn't win any victories. Another reason we haven't been able to do too much in the past is we haven't been able to agree on just how taxes can be reduced.

We might as well make up our minds that we are never going to get anywhere until all businessmen can get behind an economically sound program which will be beneficial to all straight across the board. Now we believe N.A.M. has such a program in its five-year plan.

There are three major aspects that I want to present to you. First there is the present tax structure. I want to give you a clear picture of where the revenue is coming from on the current rates. Second, I'd like to describe N.A.M.'s five-year plan, to tell you what it is, what it is designed to do, and discuss the possibilities of getting action on it this year. Third, I want to talk about the opposition, where it is coming from, and to suggest some things that you can do to help the situation along.

### Utopia Defined

Someone has defined Utopia as 1955 wages, 1926 dividends, 1932 prices, and 1910 taxes. Well, Utopia, of course, is an illusion. We have to deal with the hard facts facing us today. We know we've got to keep paying taxes, and we know they are going to be heavy taxes for quite a while. But that is what makes this all the more essential that we fight for a fair and an equitable system—one that we can live with, and most of all, one that will not discourage or prevent the accumulation or investment of capital, which is the lifeblood of our free economy.

The present system of taxation we have is not the concept of the free, competitive, enterprise system. On the contrary, progressive taxation is a socialistic concept. Further than that, it was fathered by Marx and Engels, the saints of Communism, in the Communist Manifesto of 1848 from which most of the present world troubles have come. The objective of that was to liquidate the middle class and to pull everything down to a low level. I read in the paper just the other day of a professor in an academy who had found that some of the boys in his economics class were getting, what he thought, a little too communistic in their ideas. So he thought he would teach them a lesson and he gave them a test one day; and as usual, some got 30 and some got 60 and some got 90 and so on. It happened that the two most brilliant fellows in his class were the ones that seemed to have the communistic tendency. So he took thirty away from their marks and brought them down to 60 and gave thirty to the poor fellow who only got 30 and brought him up to 60 so that they all passed. Well, it didn't work out so good for the fellows who had gotten 90. They wanted to know why he did that, and he had a good object lesson to tell them about these ideas that they were getting into their heads that you can pull every one down to the same level.

### Look What's Happened

Let us take a look at what has been happening to our tax structure since before World War II. Then you can see

where we stand today. Back in 1939, that's just before the defense production period began, a man earning \$16,000 a year could keep 85% and the federal government only took 15%. By the time the war ended in 1945, he was paying 53c to Uncle Sam and only keeping 47c out of that same \$16,000 level. In 1939 we were moving into a war and not long after that we were in it. More taxes had to be raised. Each successive tax increase bill brought forth a demand to put a blow on the middle and the upper brackets and go easy on those in the lower brackets. The basic normal rate was set at 20% but on top of this the surtax rate began to soar by leaps and by bounds. Starting at an additional 2% on income taxable over \$2,000, it progressed to a top of 71% on income over \$200,000. So a man with an income of \$200,000 had to pay to the government, and still has to pay to the government, 91c out of every dollar that he earns above that figure.

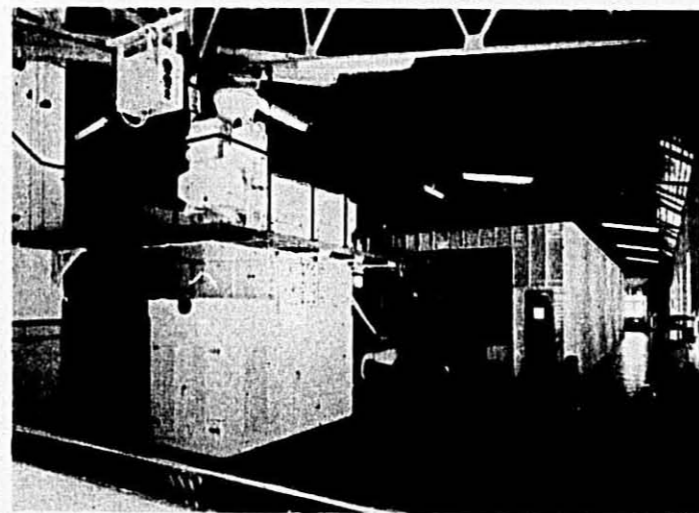
### Unfair Rates

This top rate is very unfair to the people in the high income bracket. It is fantastically unfair. But I admit it is extremely difficult to get anyone worried about those taxes. If Mr. LaRosa or Mr. Pellegrino wrote to the tax board and said, "I only paid myself \$200,000 of this year's salary, because if I did more than that, I would have to pay 91% to the government," you won't find them very sympathetic, will you? And yet, it is fantastically unfair. But the point is that this discrimination is even more destructive in the middle income group than it is on the upper income group. It is these people in the middle group on which the future economy of our country depends, and the more we take away from them, the more we are hampering this needed capital.

I think most of you here today would fall in that middle bracket, and I would remind you that your chance to grow, your chance to make a bigger business, is being taken away from you, or is being greatly hampered by a tax system which is obviously unfair.

Let us go back to the man with \$16,000 taxable income. After the war ended and taxes could be reduced, the same cry went up from all the social planners and socialist minded labor leaders who said, "Give the reduction to those who need it most—the people in the lower bracket." And that is exactly what happened. The \$16,000 man got his taxes shaved a little teeny bit to the point where he could keep 56c out of every additional dollar he earned. But millions of people who had been paying only a few cents in taxes were taken off the rolls entirely.

Then along came the Korean War and  
(Continued on page 36)



Buhler Press  
and  
TTM  
Short Goods Dryer  
Installation

## BUHLER SHORT GOODS DRYER, TYPE TTM

### PRINCIPLE

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

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

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

### DESIGN CHARACTERISTICS

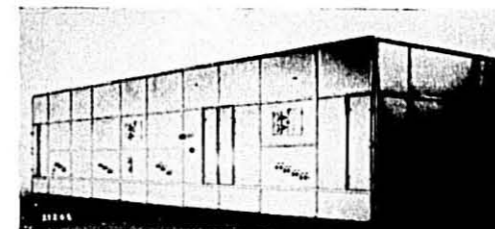
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities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

veyor elements, thus eliminating repairs and breakdowns.

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

### CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

## BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY



## What's Going on in the Grocery Store?

A panel discussion at the 52nd Annual Meeting

ONE of the highlights of the convention program at Wentworth was the panel discussion of "What's Going on in the Grocery Store?"

Panel members included Henry Turcotte, Donald A. Gannon, and James F. Sweeney. Bob Green served as panel moderator.

Mr. Turcotte is general manager of the Associated Grocers of New Hampshire, wholesale organization servicing some 220 retail stores in the state.

Mr. Gannon is the director of the retailing division of Stop & Shop in Boston. The retailing division in this chain is responsible for both purchasing and merchandising.

Mr. Sweeney is advertising and promotion director of Champagne Supermarkets, with headquarters in Manchester, New Hampshire and stores in Exeter, Nashua and Concord as well as Manchester.

To lead off, each panel member was asked, "What is your biggest problem?"

Mr. Turcotte: One of our biggest problems is when a manufacturer comes to us with a product that doesn't have consumer demand. We carry from 1,500 to 4,000 items and we have a space problem.

I often wonder as I'm sitting at my desk why manufacturers, or the brokers who represent them, are so weak in training their personnel in the approach and the offering of a new product. In our business we feel that today Mrs. Consumer is the boss, and we have to do what the consumer demands.

### How To Make Money

Mr. Gannon: Our problem is making money. In the past year, according to the figures released out of the office of the National Association of Food Chains the grocery industry's earnings dropped to less than one cent out of every dollar of sales. The other point as Mr. Turcotte mentioned, is space in the store.

Mr. Green: Mr. Sweeney, you're in the promotion and advertising end of your organization. What are some of your problems?

Mr. Sweeney: I don't think in the past two and a half years I've been approached with a planned in-store promotion by any macaroni manufacturers. We have been approached for related items sales with macaroni by other manufacturers and we've run several related item sales on our own initiative with tuna, boned chicken, and hamburger. Of these sales, I would say that they are extremely successful and that they increase business.

The way it is today, with the end displays so valuable, in order to get us to use them for your product, we've got to have something shown to us that's going

to make us excite the customer and is going to make profits for us.

Mr. Skinner: Mr. Gannon, would you tell us about promotional contracts?

### Promotional Contracts

Mr. Gannon: Well, as you probably know, they vary uphill and down, and to be very honest with you, on this matter of spending your money, I think you have to figure out how you get the most for it. The contract may call for certain amounts of work being done, so we figure back on the volume of your business. Now if it figured out to be a very small amount of money, chances are we wouldn't do anything about it—for this reason: we think that it wouldn't do you any good—so you'd really be wasting your money, and it certainly would do us no good.

Some other things have happened. I remember a tuna outfit came in one time and asked the same kind of question you did. We said, "Why don't you develop a display that's powerful enough to attract real attention?" They came out with a boat, mast and sail, and filled with tuna fish. They sold a lot of it. Now in that case, they didn't pay us any money to do anything, but they invested some money in a gimmick that would add some glamor to our store and we were glad to put it in because it had some appeal.

Where you are going to drive and really get something rolling, I assume there will probably be a question from across the board, "Are you going to do it for everybody?" I'd be cautious when I went in to figure it out to see first what you're going to get out of it, and then secondly what the distributor will get out of it.

Mr. Green: How does the manufacturer get displays in your stores, Mr. Turcotte?

### Getting Displays

Mr. Turcotte: Well, they have trouble getting display space when it's just an ordinary request. As Mr. Gannon pointed out, if a new gimmick has been worked out to where it's going to promote additional sales for any supermarket, I doubt they'd find refusal. And I'd like to add one thing to Mr. Gannon's statement and that is when the manufacturer figures out how much money he's going to spend on promotion, I don't think that that amount of money should be based on his immediate sales or the sales of that year in that area. I think that it ought to be studied and reviewed as though you were going to buy a piece of machinery that you were going to depreciate over a period of years, because if you run an area promotion where you spend a lot of money in a year you're going to be able to gain profitwise over a period of eight or ten years, and that expense should be based

on what sales will be brought in from the promotion for that period of time.

Going back to the space problem—as you know, every other hour someone comes up with a new cereal or a deal and actually if we are not careful as wholesalers trying to lead retailers, we find that not only do our retailers suffer but we may also do an injustice to the top manufacturer who is doing the top merchandising job. Now we've surveyed cereals, and found that most of our stores carry 52 different items of cereal and 21 of those are Kellogg products. Those 21 products made up 56% of the total cereal sales of those stores. And yet, the average lineal footage that we were allowing the Kellogg line ran from 21 to 24% where it should have been 56%. On the other hand, General Foods with ten items, five that count for 70% of their total volume, actually refuse to cut out the other five. If the wholesaler cuts them out, they're going to train their retail men onto the retail stores and try to maintain their distribution. Then we go into stores and find some of their items on the shelf six or seven months—actually almost unsalable. Now as we talk about space, here is what we can get into.

### And Profits Again

Mr. Gannon: I agree. It goes back to making money and saving your labor from running all over the store because in the case of Kellogg, when they didn't get the space, you had to put more people in the store to keep the shelves filled.

Another thing in relation to the movement of items—during the war, we had about thirteen kinds of peanut butter. Everybody with a tub started mixing peanut butter—you know how things were going those days. After the war we took the peanut butter line and analyzed it. We took the movement of all brands straight across and knocked off the bottom movers. We were still left with way too many. We reviewed them in another four months and we knocked off some more. Finally we got down to one that was moving pretty good. Now that doesn't mean you've got to run things mathematically because variety is an important appeal in large stores. But that doesn't mean that you've got to have twenty-five items of something to do more business than you are doing.

Mr. Green: You made a statement, Mr. Sweeney, about planned programs that create excitement. What are some of the things that get you excited about a promotion?

Mr. Sweeney: I get excited if I think the consumer is going to get excited. We find today, that women like shopping in

(Continued on page 21)



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



## CAPITAL FLOUR MILLS





## How the Institute Plans to Sell Macaroni

by Theodore R. Sills at the 32nd Annual Meeting

THIS report is basically concerned with two promotions—Macaroni Week and Lent. However, I would like to very quickly go over what has happened the last six months to bring you up to date. The results are very satisfactory. You will see most of the results in the Macaroni Journal or get reports in Institute bulletins.

### Six Months' Results

Within the last six months, macaroni products have been prominently featured, mainly in color, in 42 magazines with a total circulation in excess of 127,000,000. And in the newspaper syndicates, which I have told you about many times, we've had 42 breaks reaching 480,000,000 people. In July there's a special mailing going out to every one of the papers in the country, 17,000, by the American Bakers' Association. We've cooperated with them and expect that macaroni will be prominently featured in the picnic sections of the papers from coast to coast.

The Sunday supplements this year have been very generous in their use of color, as well as the regular color sections of the newspapers. Among the breaks we've had is one that ran in January during the Macaroni Meeting in the Miami News. Another ran in Dayton the first week in January. The Toronto Star Weekly, papers in Buffalo and Newark, and the Chicago Tribune magazine section have all run our color stuff. Around the country we've probably hit in total circulation close to a billion and a half people.

Response on radio and television has been tremendous. On the Jack Benny show of May 20, Jack Benny was awakened at four in the morning by a disk jockey who wanted to know how much spaghetti it would take to encircle the world. It was a very funny show, and the whole thing was built around spaghetti.

### Things To Come

Now, on the things to come, in September we are starting again our Macaroni of the Month Club. Every month a different manufacturer will send out packages of his products. We hope that the packages will be as beautifully done as some of them were three years ago. These packages will go to 250 magazine and newspaper editors, as well as radio and television people. They will have pictures, recipes, and stories from our office. We have asked you in the past to cooperate by sending your names in. Our office will continue to contact you. The first one will go out in September, and will be based on a low-calorie dinner.

Coming to the low-calorie meal—we're breaking the low-calorie promotion with a mailing to the chain stores and supermarkets. Remember that this is the election year. Everybody's talking election



THEODORE R. SILLS

and ballot boxes. We think our brochure will capture the attention of chain store buyers and supermarket buyers. It is designed to acquaint them with Macaroni Week, and we give them a box score which tells them what results have been. Then, on the inside pages, we give them an idea of the type of publicity that we've been getting during the past year. The back page tells about National Macaroni Week and the low-calorie dinner promotion and attempts to pave the way for your brokers to do a selling job. I think it would be well if you tied up in your own promotional efforts to acquaint the trade with the low-calorie dinner and Macaroni Week.

### Publicity Contacts

We've been in contact with the magazine editors since early January, telling them about Macaroni Week and the low-calorie dinner. We've had very good response. We've also had good response from the newspapers. I think you'll find that the low-calorie meal is going to be very popular with the editors because, as you know, America is very diet conscious. We have noted on the back of the ballot box that there are approximately 40,000,000 Americans constantly on a diet, thinking about it, or just about to start. So, if that's the case, we're going to do a hard job of selling them on the fact that they can eat macaroni and still stay slim, because macaroni in itself is not a fattening product. This low-calorie menu, as you know, is offered as a dinner complete with spaghetti or macaroni or noodles, a good sauce, a salad with a salad dressing and a peach half for dessert. They can have this full dinner of 550 calories, which is way below the normal diet dinner. Incidentally, I think you will be interested to know that we have a letter from Cal-Pack—DelMonte Foods. They're very much

interested in the low-calorie dinner, and during the month of October their own salesmen are going to plug the combinations of macaroni, stewed tomatoes, tomato sauce, and yellow cling peaches, all of which are in their line, and try to get the grocers to put up related sale displays. In addition to that, DelMonte will feature spaghetti dishes on their billboards and the recipe will be presented several times on the NBC Home Show, which goes across the country to 128 TV stations during the day.

### In Women's Magazines

We've been told that Good Housekeeping Magazine plans on using our low-calorie recipes in October. They're going to use spaghetti and also two egg noodle recipes. Woman's Home Companion has also told us they are going to go along with the low-calorie promotion in October. Parents' magazine is going to use it in the November issue, which comes out in October, and Family Circle is now taking color photographs of two of our recipes.

In addition, in the Sunday supplement field, we will have American Weekly, which has accepted our low-calorie menu using noodles. This Week, Family Weekly, and Parade will cooperate. In addition to that we are giving the editors a color photograph of the low-calorie dinner.

Bob Green has been sending you bulletins on a special color picture that was taken for use in connection with the low-calorie dinner promotion by the manufacturers. This will not be released for publicity. It is for manufacturers' use only.

### And For Lent

Now for the Lenten promotion. I think most of you who cooperated with the promotion last Lent remember the job done by Carnation. The program will be expanded next year. Carnation is going to put more effort in than they did last year. There's going to be more money put into it. They're starting their planning now. In addition, the tuna industry is coming along, and they will put a lot of sales effort behind the campaign, lots of advertising dollars. Carnation's expenditures will be in excess of a quarter million dollars. The tuna industry through its own advertising and through its advertising allowances to the stores will probably spend almost that much money. So we will have a half a million dollar promotion during the Lenten season for evaporated milk, tuna, and macaroni.

Our publicity will be very strong. We're getting our materials out on it now. We're starting to contact the national magazines

(Continued on page 18)

Dott. Ingg. M. G.

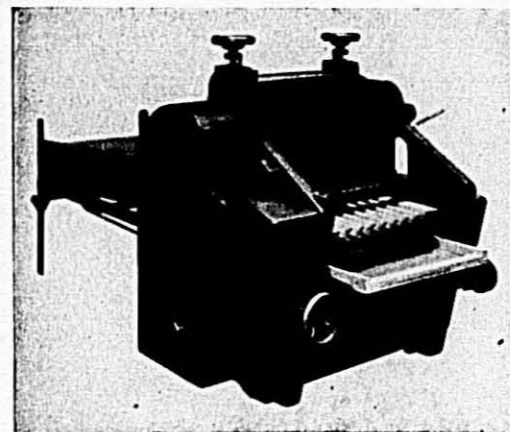
# Braibanti

SOC. A.R.L.

Cable: Braibanti-Milano  
Bentley's Code Used.

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



**Institute Plans —***(Continued from page 16)*

on it now. I think we can be assured of a good, strong newspaper, magazine support. I think it is a good promotion. There will be possibly a half a million dollars of outside money put in, and I think that it will pay us as an industry to get behind it and push.

One or two last remarks: In the discussion yesterday we were talking about the public preference for macaroni products — whether they like them al dente or mushy or medium, or how. That's something that nobody knows. Probably the only way that you could find out is by means of a survey. Starting next Sunday and all of next week the American Home Economics Association is meeting in Washington. We will have six people from our New York office and two people from our Chicago office in attendance. We are mimeographing some forms in New York for a very short questionnaire asking the home economists of public utility companies, radio and television, newspapers and magazines, as well as the features, how they like to have their macaroni products prepared. We'll have an answer for you. I'm not going to pretend that this answer will be conclusive in any way; it's just some people's opinion, but I think it may be interesting.

The second point of interest. I talked to several of the manufacturers a few days ago about the possibility of our testing as a hot cereal in the morning — noodles and warm milk. I've never eaten it. I don't know whether it's any good or not, but if Campbell can push soup in the morning we can start testing noodles for breakfast in New York; and if it is any good we might find that we can create a small cereal demand.

That, briefly, is the story of your promotions to come.

**Restaurants Pick Top Ten**

America's "Ten best recipes" for restaurants — from seafood to sweetbreads — were announced recently by the National Restaurant Association.

The winners were selected by Paul Shank of Denver, Colorado, appointed by the Association to kitchen-test recipes submitted by members. Shank said the winners were selected for "simplicity, time-saving, and high consistency."

The winners were: baked haddock in Newburg sauce, Southern apple pie with honey rum sauce, Baur's famous deviled crab, fresh strawberry cream pie, braised shortribs of steer beef, fine-silk devil's food cake, shrimp de jhongne, breast of chicken a la Parisienne, veal sweetbreads and fresh mushrooms in winey cheese sauce, and Angelo's meat balls and spaghetti.

In announcing the recipe winners, Shank said the ingredients each "are common, every-day items, each having that little extra touch that elevates the finished food in public acceptance."



SOPHIA LOREN

**Sophia Loren's Secret — Spaghetti**

The New York Journal-American had Sophia Loren pinch-hit for vacationing columnist Dorothy Kilgallen in her syndicated column "The Voice of Broadway." Miss Loren is an Italian movie beauty who was last year's queen for National Macaroni Week.

"In carefully fractured English," says Time magazine, Miss Loren describes men and the secret of her success: "I tell you something. You fill out so that the dress get tight in certain places, your man will be so happy he will send you to dress-maker for nice things to fit however your form is."

"You eat spaghetti, soon you too will look like Italian girl. Everything I've got I got from eating spaghetti. You try it."

**Macaroni Helps Shape History**

Though Mohammed Said would one day rule the whole of Egypt, he was far from a happy heir. For his flowing robes girdled a very generous waistline, while his stern and sinewy father insisted on strenuous exercise and scanty rations. In short, Mohammed was hungry.

By a stroke of good fortune which later turned the course of history, Mohammed Said met Ferdinand de Lesseps, then a minor officer in the French consulate. De Lesseps taught the young Egyptian to ride and shoot like an expert. But he also served the needs of the inner man. He cooked Mohammed secret and satisfying meals of void-filling macaroni.

Years later, after Mohammed succeeded his father as ruler, De Lesseps approached him with a scheme to carve a canal through the Isthmus of Suez. Mohammed knew the plan was highly ambitious, its success unsure. But he valued the ties of old friendship. He signed the necessary papers and the Suez Canal was begun in 1859.

Today, the canal cuts a wide swath through Egypt's sun-baked desert, joining the Mediterranean to the Red Sea and lopping thousands of miles off the sea route to the Orient. For decades it has faithfully served the West both in peace and war. The annual marine traffic through its sand-banked channel totals more than 12,000 vessels — twice the number handled by the Panama Canal.

Yet this fantastic ditch in the desert, the Suez Canal, might never have been built if it had not been for a Frenchman's vision, his prowess as a horseman and a marksman, and most of all, his skill in baking macaroni.

National Macaroni Week • Oct. 18-27



Party Fare: Bill and Amy Jordan serve a noodle casserole when entertaining in the new National Macaroni Institute television film "Use Your Noodle."

**REMEMBER THIS . . .**

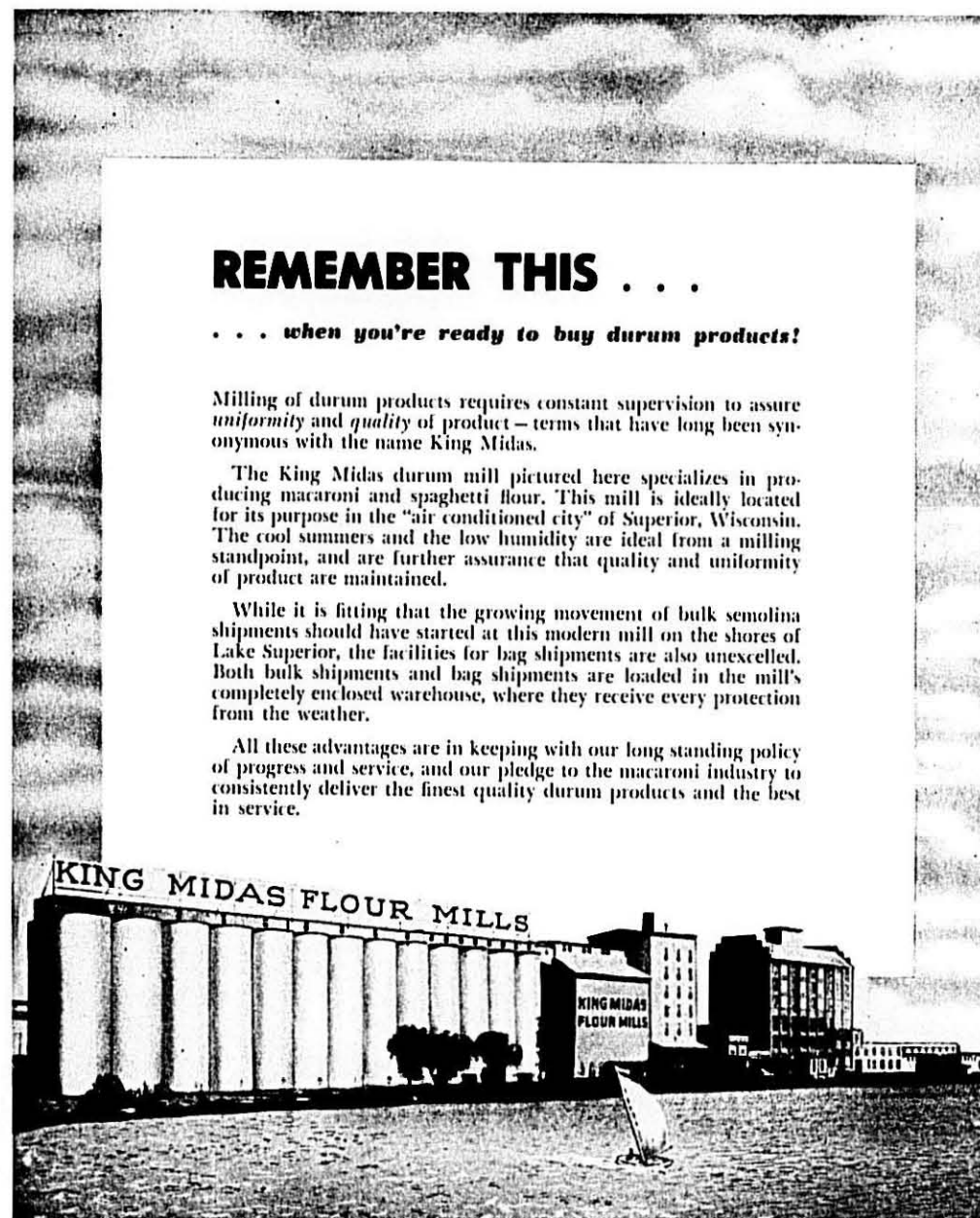
. . . when you're ready to buy durum products!

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.



## Essentials of An Effective Sanitation Program

by James J. Winston at the 52nd Annual Meeting

I WISH to discuss the important features of an effective sanitation program which will assure you, the manufacturer, of complying with good commercial practice in the macaroni-noodle industry.

As you probably know, commencing with the new fiscal year, the Food and Drug Administration has received an increase in its budget amounting to one million dollars. According to the FDA, some of the money will be used to bolster the inspection services and to increase the technical laboratory personnel. You, as a processor of foods should examine closely your sanitation program to make certain that all necessary safeguards have been taken to insure compliance with regulatory requirements.

### Grain Tolerance Tighter

For a number of years, the FDA has been examining closely the condition of wheat, and rejecting wheat showing a high incidence of either insect or rodent contamination. Effective July 1st, 1956, the government is tightening the minimum sanitary mill limits on wheat contamination. A new tolerance will then prevail, which will promote increased cleanliness in the nation's food supply. The basis of legal action on filth contaminated wheat will be lowered to the following, which will cause rejection during the course of inspection:

One or more rodent pellets per pint of wheat, or 1% or more of insect damaged kernels.

In the past year, the tolerance has been two or more rodent pellets per pint of wheat, or 2% or more of insect damaged kernels. This new requirement should assure the miller of receiving more wholesome wheat, which in turn should guarantee the processors of flour to receive farinaceous ingredients with a minimum of foreign matter. At this point, I wish to commend the durum millers for the sanitary programs that they have instituted in their mills. It is gratifying to tell you that in our analysis of semolina and flour products for the past year, the data shows a significant decrease in insect fragments. We trust that this trend will continue.

A few years ago, in 1953, Mr. Larrick, who as you know, is now Commissioner of the Food and Drug Administration, in a letter to my office said, and I quote, "The ultimate goal of clean cereal foods remains the same. Plant sanitation at the processing level is one important element of the whole program, and progress in this area will no doubt continue even while we are wrestling with the practical problems involved in getting clean basic raw materials. We congratulate you, and your association, for the progress you have made and will continue to make in the



JAMES J. WINSTON

field of sanitation." I trust that with our redoubled efforts in sanitation, the Food and Drug Administration will again have occasion to commend our industry.

Let us review briefly the steps that you, as manufacturers, should take in order to effectuate a thorough sanitation program. First of all, this vital activity should be under the direction of a person who is qualified either by education or training. This individual should have the responsibility of developing the program with complete cooperation from management. A sanitation crew should be selected and trained to do a thorough job on a daily basis. Above all, this group should be educated to follow instructions. Periodically, the services of a sanitation consultant may be required, who will guide the sanitation director in his practices and alert him to certain conditions. A sanitation consultant should always report his findings and recommendations in writing so that they may be studied and acted upon.

### The Critical Areas

What are the critical areas in a macaroni-noodle plant that should be carefully surveyed and cleaned accordingly? The heart of a plant is the semolina-flour handling system. Dumpers, sifters, storage tanks, bucket elevators, and screw conveyors should be cleaned and vacuumed on a periodic basis to preclude the possibility of insect infestation. During the warm weather, the system should be thoroughly dismantled and effectively cleaned at least twice per month. In addition, the use of a nontoxic effective insecticide should be used in any suspected area, followed by a vacuuming. The next matter of concern to the processor is the condition of the presses and its system, consisting of screw conveyors and semolina-flour hoppers. As you know, there is the tendency for flour dust to accumulate in these

areas. Therefore, it is necessary that on a daily basis, the outside of the presses and its immediate area, be vacuumed at the end of each workday. Screw conveyors and hoppers should be cleaned frequently.

Drying rooms are very conducive to development of insect life. In the many inspections that I have made throughout the country, it has become apparent to me that cleaning porters are reluctant to remove accumulated macaroni droppings from corners of drying rooms. This should be done before loading the rooms with goods for the next drying schedule. Occasionally, porters will merely sweep the macaroni droppings from the floor and leave behind any insects that may have been killed during an insecticide treatment. This, gentlemen, can become an embarrassing incident in the event of an inspection by a Food and Drug official. Porters should be directed to vacuum the corners of rooms, thereby doing a complete job.

### Sound Structure Essential

A very important feature of a sanitary plant survey is to make certain that the building receives the necessary structural improvements to prevent ingress and egress of pests. All openings in buildings, exterior and interior, should be effectively caulked using either concrete, cement mortar, or caulking compound. Openings around pipes should be sealed using sheet metal to come flush with pipes. Above all, wall-floor junctions should be tightly sealed using caulking compound. In my experience, this area is very vulnerable to breeding and harborage of insects. Particular attention should be given to make certain that periodically, the wall-floor intersections are re-caulked, since vibrations in the plant will tend to loosen the seal.

Another problem which arises in your plants is the matter of mold formation. This generally takes place along walls and ceilings, particularly, in the vicinity of semolina-flour handling equipment, and also in the area of your macaroni presses. Mold is a member of the fungi family, which is ubiquitous. Your type of processing, unfortunately, encourages the growth of mold, owing to the high humidity that prevails. High temperature and moisture are very favorable to its growth, and therefore, it is incumbent upon you to periodically have members of your sanitation crew remove mold formation, using a sanitizing agent. Now, what can you do to minimize mold formation on walls and ceilings? I have investigated a number of paints which are formulated to inhibit growth formations. Some of these paints have a significant effect on reducing the formation of molds. These paints are ex-

(Continued on page 34)

## Questions on FDA Policies and Practices

At the 52nd Annual Meeting

J. Kenneth Kirk, Deputy Director of the Federal Food & Drug Administration, answered questions following his talk at the June Convention.

### Plant Inspections

Q. Can a Federal Inspector be barred from inspecting a food plant or is it compulsory that he is admitted?

A. Under the law, as it is now written, the inspector must come to the plant at a reasonable time, identify himself to whoever is in charge of the plant at that particular time, and give the manager a written form which is a notice of his intention to inspect. He dates it, times it, and signs it. He hands it to the manager who normally says, "Okay, let's go," and they go through his plant. If the plant operator refuses to allow inspection, he is liable for violation of the Food, Drug, and Cosmetic Act.

Q. Suppose the plant superintendent says he is busy and has had no previous notification, can the inspector be refused on those grounds?

A. No, he is entitled to do his work—assuming the plant is in operation and it's a reasonable time.

Q. What about his first visit?

A. On his first visit he presents this notice. He is entitled to inspect at that time, otherwise he would just be getting the runaround.

Q. Suppose it's Tuesday; and I didn't clean up last weekend so I'll give him a good excuse and tell him to come back Friday. By Friday I've got things all cleaned up and everybody's happy.

A. Then you would break down the whole purpose of the inspection. If the plant's in operation, the inspector is entitled to inspect.

Q. Is it compulsory that an inspector give you a copy of a report? And does this mean that no other report is made than the copy submitted to you by the inspector?

A. First, he is required to give you a written report at the conclusion of the inspection on a form 483, to list any conditions or practices which he knows or in his opinion may cause the products to be adulterated under the sections of the law dealing with filth and decomposition. When he gives you that report he is required by law immediately to send FDA a copy of that report. It doesn't even go through his district office. It comes directly to Washington. But, in addition, the inspector does need a detailed report of his inspection—what he saw, what he did, and what he told you. There are two reasons for that. One is that a number of things could be wrong which wouldn't be

covered by this conditions report. Let's assume, for example, that he finds that you have suddenly decided to add a preservative to your product. He can and would tell you about that, but he isn't required to put that on your sheet. In addition, we want details—say I saw fifty-two weevils in the flour elevator. We want to know what kind they are. We want to know how long you think they've been there and what the likelihood is of contamination so we can get an overall picture of the thing. We don't want to make any decisions on just this one short written report which the inspector writes while he's at the plant. There is one feature, though, that Mr. Winston could probably tell you about better than I—that is that if the inspector doesn't mention a bad condition in the report and then legal action is taken and the inspector gets up and says, "Well, I went into Mr. Jones' plant and I found this horrible condition, which was obviously the result of contamination," the attorney is going to get out a copy of that sheet and say, "Why didn't you put it on the sheet?" Regardless of the reason the motion is going to be made—"I move that that testimony be stricken from the record." And my guess is that it would be granted.

### On Taking Pictures

Q. What will take place if the inspector comes to inspect the plant and wants to take photographs? Can you prevent him from taking photographs to use as evidence against you?

A. At the moment there has been no court decision that says that the inspector can or cannot take pictures during the inspection. Our position is that if the inspector sees something that would be more clearly represented in picture form, whether it be good or bad, he is supposed to take pictures. If the operator says, "No, sir, I'm not going to have you take pictures in my plant," the inspector puts his camera back in the box. I've had a lot of discussion with you folks about that very thing individually. I see these reports at Washington only where one of our district offices is proposing some sort of legal action; and we just don't rubber stamp them. I can guarantee you that. We go over these things with a very careful review—not only in my office, but in our technical division; and we feel in fairness, not only to the consumer, but to the manufacturer, the more information we can get, the better job we can do to decide. And this picture business works both ways. You say it's used against you. Sure, if it's a bad condition and it stands out, it's probably going to be used against you when it gets to court. But on the other

hand, we have had cases where, if you'll just read the records, you'll say to yourself, "This is too bad," and then you look at pictures and say, "Oh, it isn't quite as bad as I thought it was. Let's pursue this further and get some more information on it." And sometimes the picture is the reason why you say, "Let's close this place up."

### "No Salt Added"

Q. What tolerance applies to the statement, "salt added," or "no salt added"? Is it so many milligrams a portion? What would the department consider a reasonable tolerance as a whole?

A. We have not been able to set such a tolerance for the reason that low sodium in one product would be high sodium to another. Take macaroni—I would guess that probably with no sodium added there are probably not more than eight or ten milligrams per one hundred grams. That's in the low range. Now twenty would be high. In other words, it's a rule of reason we hope to apply.

### Low Calorie Statements

Q. What stand does the department take on statements of "low in calories" and "starch-reduced"?

A. We are very unhappy about that sort of label as applied to a good general food product. We believe that these low-calorie things or products which are stabilizing the diet normally will mislead people who are fluttering around from one food to another. We haven't taken very much action in that field. It's something we sort of put aside for want of money, but we do take a pretty dim view of it.

Q. Would the department make any recommendations?

A. If you asked, we would. If you are going to put out a product and you send us information on how you want to label it, how you make it, a statement on what fat, protein, carbohydrate, and other contents are, we will give you a criticism of that label.

Q. Is there a specific number of insect fragments tolerated in a fifty gram or half pound sample of raw material in any product?

A. No sir, there is not.

Q. In making an inspection of a plant, if the inspector deems it necessary or advisable to take samples with him, is there anything in the regulations that requires him to leave duplicate samples with the plant manager?

A. No, there is nothing to require that, but there is nothing which will prevent the plant manager from saying, "All right, you're going to take a sample out of this box. I will also take a sample." And that's done very frequently.



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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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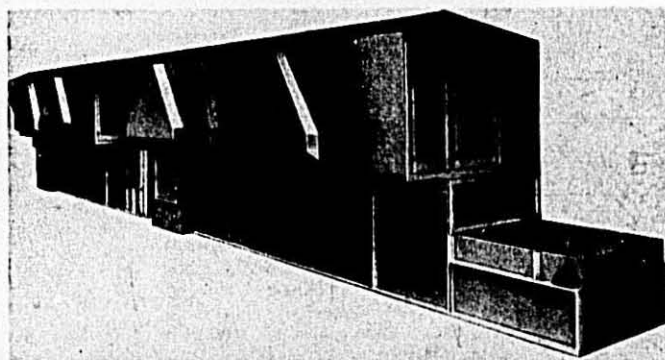
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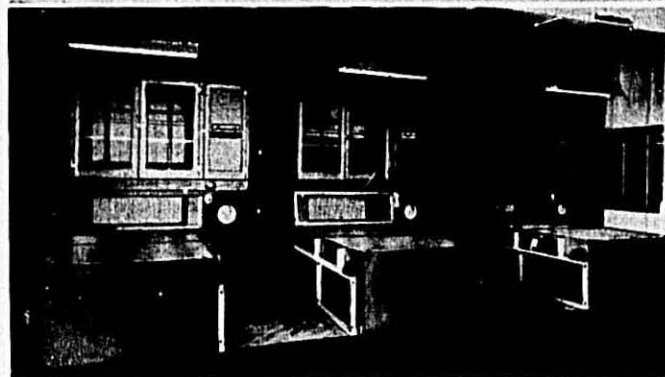
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**STRAIGHT LINE**

Semi-Finish Dryer attached to front of Preliminary Dryer.



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

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# ONLY DRYING SYSTEM



## TO FINISH DRY IN ROOMS

Spaghetti (up to .075")



Macaroni

Within **24** Hours



and

Straight As An Arrow

With

# NO STRETCHING



### What's Going On —

(Continued from page 14)

supermarkets. One of the reasons she looks forward to her shopping trip is that she expects to find things that are going to make her work easier—new items where an appeal has already been created—to her it's exciting. Now I'm trying to look at these things when they come to me in terms of how it is going to make the store interesting. Is it going to make the shopping trip just a little more exciting than it would be for her to come in and just pick up items she may have on her list? We try to change our displays around and try to make them colorful. There's a great deal of competition among manufacturers to promote new ideas, new items, new gimmicks, and display pieces, and it is a question of judgment on our part.

As an example, Reynolds Wrap has a cutout of a barbecue scene which allows the supermarket manager to display all the high-markup picnic items he otherwise would have difficulty displaying. You can display these items on a table, you can display them in a big pile but you wouldn't get the appeal. The cut-out is a four color job. It stands almost life size, and there's a little grill that they supply with the display kit. It's a real grill and can be set in the middle of the other items. Anyone with an imagination can take that piece and really do a job with it.

#### Cooperative Advertising

**Mr. Skinner:** We have a contract on cooperative advertising based on sales plus performance on the national line rate. Some grocers are backing away from the national line rates because local rates are so much lower. When manufacturers don't know what the local rate is, how are they going to base performance?

**Mr. Sweeney:** You mean a merchandising allowance like the cookie companies have or the Lipton Tea Company. They have an advertising contract for lineage or time used in various media. They also have an additional allowance for in-store merchandising displays. I think it could be profitable for you people to consider demonstrators, or do as some dry milk companies are doing with demonstrators in the stores with coupons for the product. There's no problem of proof of performance here.

**Mr. Skinner:** That's right. The biggest fault is in advertising.

**Mr. Gannon:** There is another way similar to Procter & Gamble who pay so much a case for the product bought and specify exactly what kind of advertising they are to get. This gets away from national line rates.

**Mr. Skinner:** Do they ask for a two-way tab once a month?

**Mr. Gannon:** That's right. It varies on their contract, but in general, here's the way it would go: they might say they want a column each ad once a month on Tide. Say you sold a thousand cases. You multiply it by 15c, that's the amount of money

you had. For that you've got to put the column each ad was in and send the tear sheet in. They measure it off with a slide rule and they're very accurate about the whole affair. They pay based on the cases that they deliver. They are about the only company that does that. The others usually run on this national line rate. And what's bothering them is that the local rate is probably about 60% of the national line rate depending on what town you're in. If you get something that doesn't move like theirs, you've got troubles. Some people wouldn't even want to bother with it.

#### Looking for Performance

**Mr. Turcotte:** The gentleman says he's looking for performance. I think that if you show your goods to be more profitable, the retailer will give your line a better break as far as position and shelf space. In mentioning P&G we've got to realize that whether we think the margin is low or not we all do a great job with it, and it is a profitable line. They spend so much time and effort devising ways and means of promotion that if they had chosen nine ads a year on a specific product in repayment of the rate of 15c a case (which nets us somewhere between nine and eleven cents, and helps that low six to eight per cent mark-up) I think that other manufacturers might accept that as pretty good judgment and go along with it to get away from the national line rate. Frankly we don't have much use for the national line rate because we don't know what it does for you.

**Mr. Arena:** You mentioned your unwillingness to take on a new product if it doesn't have demand. What chance does a small manufacturer have if he offers you a good product in an attractive package and you refuse to put it on your shelf to see if it will move or not? Surveys show that a high percentage of sales are made from impulse buying. If the housewife goes down the aisle and sees a package she likes, she'll pick it up. Not all manufacturers can afford to advertise extensively; how can they prove to you a product moves?

**Mr. Turcotte:** I believe we're all in the same boat. In many instances, with small manufacturers who have a quality product, we use test markets for a specific period of time. We will ask the manufacturer to drop ship to that store a certain number of cases. We agree on a fair price. We try to leave the display up long enough to prove whether it will sell and whether we will get repeat business. And I think that's about all you can expect of us.

**Mr. Arena:** Are you willing to do that?

**Mr. Turcotte:** We are doing that regularly and I imagine that everybody is; because we've got to be careful that we don't miss the boat.

**Mr. Gannon:** That doesn't mean any item that came in that was new would get consideration.

**Mr. LaRosa:** Mr. Turcotte, you mentioned that when Special K came out, you had no doubt in your mind that it was

going to be a big thing. What gave you that feeling?

**Mr. Turcotte:** Past experience in dealing with their products and the company—their thinking and how they budget their money for promotion. It was just the same when Tide came out. You figure out what your initial distribution is going to be and that's it. You just know that they're going to presell it to the consumer and you had better have it in your stores.

#### Create Demand

**Mr. Sweeney:** Perhaps your association can help your products generally. If the demand is created, individual manufacturers can go on from there.

**Mr. Pellegrino:** The industry as a whole should put up some money for national advertising, in addition to our publicity.

**Mr. Gannon:** The dairy industry has done that and the results have been terrific. Ten years ago, the dairy section of the grocery business was relatively small and ran something like four or five per cent. The industry did just what Mr. Pellegrino is talking about, and today the dairy business is ten per cent of the total volume. The apple growers have done a big job. The citrus people have too. There are numerous industries that have produced effective results.

**Mr. Green:** Every industry that amounts to anything today is doing something. The question is what will be your vehicle and how much money you can raise to do the job. There is no question that an industry today has got to work collectively, because you either go down like a potato or you go up like an orange.

#### New Products

**Mr. LaRosa:** Speaking of new products, at what point do you have "demand"?

**Mr. Gannon:** I can tell you how we do it with an example. In a meeting we decide to give a manufacturer a try so we put his item in a store. He is a live wire and he gets a gadget to attract attention. He demonstrates and he stays on it until the volume gets up. We keep figures so the minute it hits we know it's an item that can go in.

**Mr. LaRosa:** That's one way, but supposing you've got a general demand from all your stores. All your stores are asking for an item. Do you have a point where you can tell?

**Mr. Gannon:** If all of our stores were asking for an item it would go in in a big hurry.

**Mr. LaRosa:** Supposing a manager has five calls during the day. Does he make a record of that and turn them in?

**Mr. Gannon:** No, if a store writes in and says they have a number of calls for an item, we wouldn't do anything. But if all around the chain, we got letters we would be impressed.

**Mr. Haney:** Mr. Sweeney, on the promotion of related items, what elements would you say that a manufacturer should put in his promotion to make it easy to use and attractive to you?

**Mr. Sweeney:** I would pay attention to

Sing a song of sales-sense;  
Four-and-twenty brand names  
When that eye's attracted,  
It pays to sell your dainty dish

Precision-printed eye-appeal combined with compelling buy-appeal make every Milprint package your "salesman on the shelf." For the widest variety of packaging materials and printing processes available anywhere, call your Milprint man — first!

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Vitafilm, Fells, Laminations, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

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PACKAGING MATERIALS

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the season. Most of these related sales fall into a seasonal category. I think the combination should be profitable. I think that whatever the display material is, it should talk; it should say something. It should suggest something to the consumer. If it's a new preparation, you should take away any fears that she may have in trying it. Recipes should be the primary thing. We're always interested in a two week or three week promotion. We're always interested in allowances that might be made for the product. We want a complete program rather than "Why don't you put these two items together and sell them?"

**Mr. Haney:** On a good many macaroni recipes there are many different foods involved. How many would you say we could use as related items in a promotion? Should we limit it to two or three or four?

**Mr. Sweeney:** Well, the big problem with the display itself is the space. I think I would limit it to two or three basic ingredients so that you can give a good splash to whatever those items are.

#### On Packages

**Mr. DiPasca:** I'd like to point out in designing packages today, most manufacturers spend a lot of time and money to make a colorful, attractive display box; then we find that the box is being displayed in their most unattractive position in the store. What can we do to overcome that?

**Mr. Turcotte:** All supermarkets are in the same boat today. They're about five times too big the first three days of the week and then shelves won't hold enough to take care of week-end business.

**Mr. Sweeney:** Last week I saw a package of cookies lying where it didn't belong. When I went to put it back I found that either side would face the customer prominently. The grocer, in stacking them, could use either side and it came out nicely.

**Mr. Green:** Gentlemen, this interesting discussion could go on all day, but our time has run out. Thank you for your comments and participation.

#### Swiss Promote Products Nationally

Mr. Capre, Executive Director of the Association of Swiss Macaroni Manufacturers, has informed us that the Swiss industry is now sponsoring a national advertising program.

The Swiss macaroni industry, it is stated, is a small one with respect to the number of employees. Some 84 plants, predominantly family enterprises of moderate size, employ about 3,000 persons. The plants are equipped with modern equipment and are a model in Europe.

The Swiss industry is capable of supplying the domestic market with excellent products at reasonable prices. Exports amount to only about 1 1/2% of production. Competition from Italian imports is a problem, and their dumping practices force the Swiss industry to run at about 60% of capacity.



IN EUROPE, visiting Americans and Canadians see the Buhler Brothers Research Laboratory in Uzwil, Switzerland and the Buitoni macaroni plant in Rome, Italy. In the picture from left to right are John Curry, Paul Bienvendu, a Buhler representative, Robert Schmalzer, Fred Mueller, another Buhler representative, Rene Sampson, and two representatives of Buitoni.

#### Record Ad Campaign For C. F. Mueller & Co.

C. F. Mueller & Co. will release its record macaroni products newspaper ad campaign in 32 dailies of 23 cities on Thursdays starting September 27. Space ranges from 1200 lines to 300 lines. Expanded use of radio, television and trade publications also has been scheduled.

Scheidler & Beck, Inc., is the advertising agency.

The Mueller fall campaign introduces a new high-impact format which continues to hammer home the highly successful "Top's for Taste!" theme initiated three years ago and which has been accompanied by all-time Mueller sales highs.

The upcoming campaign also introduces streamlined recipe suggestions for "quickie" meals and exploits the famous Mueller package recipes as collateral reasons for choosing the Mueller brand. The recipes advertised will be dramatized to the retail grocery field as excellent opportunities for associated-item promotion features.

#### Buitoni Forms Import Company

Buitoni Foods Corporation has formed a new subsidiary, Gourmet Imports, Inc., to act as sole American importers of Perugina candy and all Buitoni products made in France and Italy, it has been announced by Giovanni Buitoni, president of the concern.

Mr. Allan Benz has been named general manager and treasurer of the new corporation.

The famous Perugina candy, one of the best-known chocolate lines on the continent, was previously sold in this country through national distributors, and will now be handled by fancy food and confectionery brokers.

#### Macaroni in Spain

Luis Garcia-Nuche Lopez writes from Madrid that there are 547 macaroni plants in Spain. Production amounts to about 60,000,000 kilos per year, making per capita consumption about 2.5 kilos.

#### New Offices for International

Headquarters offices of the International Milling Co. in Minneapolis have been moved into new quarters in the Investors Building in Minneapolis. The company will occupy the entire 12th floor of the building, comprising 33,000 square feet, and will also use some additional small space for storage.

The space in the Investors Building is in a new addition to that building that was only recently completed.

International moved from the McKnight Building, where its headquarters had been located since 1937. The McKnight space has recently been taken over by the Northwestern Bell Telephone Co., although International still had another several years in its lease. Originally, the company occupied only one floor in the McKnight Building, but its offices prior to the move required nearly three full floors. Prior to the McKnight location, the company's offices were in the Minneapolis Flour Exchange.

With the move, the International telephone remains Federal 6-7751.

#### General Mills Earnings Up

General Mills reported for the year ended May 31 the highest earnings and highest dollar sales volume in its history.

Net earnings of \$14,057,000 represent an increase of \$1,674,000 over last year and show a return of 11.4% on the company's beginning net worth. Earnings per share of common stock were \$5.68 as compared to \$5.02 the previous year.

Taxes paid to local, state and national governments totaled \$20,476,000, amounting to \$9.00 per share. Wages and salaries, including the company's contribution for retirement benefits, were \$70,964,000, an increase of \$3,024,000 over 1954-55.

Harry A. Bullis, Chairman of the Board, and Charles H. Bell, President, credited the improved earnings to two principal factors: (1) increased capital investments in previous years for new and modernized facilities, and (2) the fine performance of the company organization in the face of difficult problems.

## How Sterwin Enrichment Gives Your Macaroni A SALES PLUS Easily and Economically...

**B-E-T-S**

Enrich batch method macaroni with B-E-T-S, the original food enrichment tablet.

Enrich continuous press macaroni with Vextram, the original starch base enrichment mixture and use the Sterwin Feeder.

**SUCH** an overwhelming majority of today's shoppers are nutrition conscious that enriched foods just naturally sell better. And that's as true in macaroni products as it is in bread, milk and other foods. Customers know enrichment means better health... alert manufacturers know it means better business.

And this profitable sales plus can be added to your macaroni products at nominal cost through Sterwin's Enrichment Service. For Sterwin, originators of standard enrichment agents for both batch and continuous process macaroni production, are long-experienced specialists in easy, accurate and economical enrichment.

Sterwin Enrichment provides a strong selling point well worth stressing in your advertising and on your package. You'll be agreeably surprised at its low cost.

See your Sterwin Technically Trained Representative or write direct for prices and details. No obligation of course.

**Sterwin Chemicals, Inc.**

Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, N. Y.

PIONEERS IN MACARONI PRODUCTS ENRICHMENT



## HYBRID HENS HIKE EGG PRODUCTION

From the Wall Street Journal

NEARLY 200 bright-eyed chickens peer from two adjacent pens on the Briggs Lakeview poultry farm four and a half miles east of Texarkana on the Texas-Arkansas border.

To all outward appearances, the birds are practically identical. Yet meticulous records over a nine-month period on these two test batches show the hens in one pen lay 11.5% more eggs and eat a pound less feed per dozen eggs than the birds on the other side of the fence.

These star performers on Hiram and Ira Briggs' farm are hybrid hens. Their fast-spreading use around the country is placing them alongside such pace-setters of agricultural progress as hybrid corn and hormone-fed cattle. For many poultrymen they are bringing higher egg output at lower cost, and for consumers the promise of downward pressure on the cost of eating.

Hybrids are one of the key factors responsible for steadily rising egg output per chicken. Production per hen in the U. S. is now running at a record annual rate of about 195 eggs, up from 188 in 1955 and a fat 40% above 1941, the year hybrids were first sold to farmers.

This year, farmers will buy about 90,000,000 hybrid chicks, orders booked by the three major producers indicate. That's about one-fourth of all chicks sold for laying flock replacement and an increase of nearly one-third over 1955. It compares with only 100,000 hybrid chicks sold in 1942, this fast-growing industry's second year. Major hybrid chick concerns include Hy-Line Poultry Farms, a division of Pioneer Hi-Bred Corn Co., Des Moines, Ia.; DeKalb Agricultural Association, DeKalb, Ill.; and Ames In-Cross, Inc., Roland, Iowa, a subsidiary of Fox-Bilt Feeds, Inc., Des Moines.

Basically, hybrid chicks are produced by first breeding families of chickens by brother-sister, father-daughter and other intra-family matings. This "inbreeding" is carried on for several generations, with weaklings being discarded along the way, until each member of the clan exhibits identical inherited characteristics and is able to pass them along to its offspring.

Members of different inbred clans are then cross-mated. The results are hybrid chicks with identical hereditary makeup.

Hybrid producers claim their system makes it possible to develop a chicken strong in the desirable traits of high egg production, resistance to sickness, efficient feed use and early maturity, while minimizing undesirable traits such as poor egg quality.

Previous efforts to improve the egg-laying abilities of chickens relied on selecting the best individuals from a purebred flock as breeding stock. Quite a few poultrymen are sure that Leghorns and



Plentiful eggs pile up around Miss Judy Cheney of the National Poultry & Egg Board.

other purebred chickens still can't be beat. But results with hybrids have been impressive enough to persuade a growing fraternity of poultrymen like the Messrs. Briggs that hybrid chickens pay off in dollars and cents, despite their higher initial cost.

"I'm convinced I should spend 50% more for my baby chicks," says Hiram Briggs. "I found in my tests right here on my own place that as a lay-and-pay proposition, my 60c hybrids were the cheapest chickens, even though they cost me 18c more apiece."

The Texarkana poultrymen, who have a capacity for over 5,000 laying hens on their farm, put 110 Hy-Line hybrids in one pen and 110 Leghorns into adjacent pens and kept careful feed and egg production records on the two groups of hens.

Now, after more than nine months of comparing the birds, Hiram Briggs figures each hybrid already has earned 45c more profit than the Leghorns. And that isn't the whole story. Six hybrids died and eight were culled for low production, while ten Leghorns died and eleven were sold for meat because they were not producing well. The additional eggs laid by the extra seven hybrids remaining in the flock are additional income for the Briggs brothers.

Hybrid chicken enthusiasts are found both among large chicken raisers and also among the owners of small farm flocks. Their first sale was concentrated in the Upper Mississippi Valley region where the cold winters tend to lower the egg production.

Hybrids have been found to resist temperature extremes and also give better production, better livability and disease resistance, and eat less food for each dozen eggs that they lay.

Tests are being conducted between the hybrids and any other variety of chickens. The two varieties are raised together and put in the same laying house separated only by a partition. Everything is kept the same so as to illustrate the higher ability of these new hybrid hens.

In the production year 1954-1955, tests made with these hybrids showed that they produced 22% more eggs than the competing chickens. From tests made when the competing lines cost 40c or more each, the hybrid chickens were found to lay 5.7% more eggs. From these tests the toughest competition for the hybrids was found to be White Leghorns which cost more than 40c. Here the hybrids laid only 2.7% more eggs.

### Egg Layer Numbers Gain

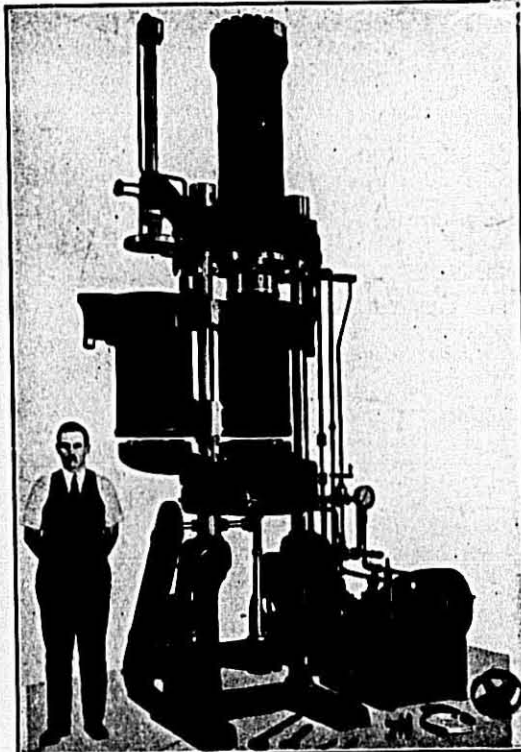
The nation's farm laying flock averaged 284,290,000 layers in June, an increase of 1% over last year, according to the July crop report of the Department of Agriculture.

Numbers of layers were above June, 1955, in all areas of the country, except the west north central where a decrease of 5% occurred. Gains included 5% in the south Atlantic, 4% in south central and 2% in the north Atlantic, east north central and West.

From June 1 to July 1, the number of layers was reduced about 3%, the same as last year, compared with the 1945-54 average reduction of 5%.

Hens and pullets of laying age on farms July 1 amounted to 280,171,000, against 278,265,000 a year earlier and the 1945-54 average of 296,103,000.

Egg production in June aggregated 4,961,000,000 eggs, the same as last year and 1% above the 1945-54 average. At the same time, the rate of egg production was 17.4 eggs per layer, against 17.5 last



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year and the average of 16.2. For the first six months of 1956, egg production per layer on hand was 104.3, against 102.9 in the same 1955 period and 10-year average of 95.3.

### Government Reports Egg Products Production

Liquid egg production during June totaled 72,973,000 pounds, compared with 72,156,000 pounds in June last year and the 1950-54 average of 61,235,000 pounds, the Crop Reporting Board announced. The quantity used for freezing was larger than a year ago, while the quantities used for immediate consumption and drying were smaller.

Egg solids production during June totaled 2,464,000 pounds, compared with 3,292,000 pounds in June last year and the 1950-54 average of 5,105,000 pounds. June production consisted of 470,000 pounds of dried whole egg, 877,000 pounds of dried albumen, and 1,117,000 pounds of dried yolk. Production during June last year consisted of 482,000 pounds of dried whole egg, 1,407,000 pounds of dried albumen and 1,403,000 pounds of dried yolk.

Frozen egg production during June totaled 56,087,000 pounds, compared with 52,912,000 pounds in June last year and the 1950-54 average of 41,082,000 pounds. Frozen egg stocks increased 32 million pounds, compared with 23 million pounds in June last year and the average increase of 24 million pounds.

### New Henningsen Plant at Malvern, Iowa

Victor W. Henningsen, president of Henningsen, Inc., has announced that in late June the company opened a new drying plant in Malvern, Iowa, a growing community in the heart of the poultry farm belt in Mills County. The new plant has breaking and separating facilities as well as two spray dryers, one for egg white solids and one for yolk and whole egg products. The dryers can handle about 75,000 pounds of liquid egg per day.

Malvern was picked because it is an area where quality eggs are readily available and plentiful. Iowa leads the nation in poultry production. Malvern, being located in the southwest corner of the state, has easy access to egg production areas of Nebraska, Kansas and Missouri.

The plant is under the supervision of Mr. Max Chandler while Mr. Robert Eggleston is in charge of laboratory facilities.

### Marciano "Macaroni Man of the Year"

Rocky Marciano was named Macaroni Man of the Year in a release from the convention at Portsmouth, N. H. because he used his noodle when he retired as heavyweight champion of the world.

### Federal Specifications for Noodles

THE first draft of new Federal specifications for noodles has been sent out by the Quartermaster Food and Container Institute. The new specifications are similar to those which have been in effect since November, 1951, the main changes being that: (1) Products purchased for the military agencies shall be made from either semolina or durum flour, the ash content of which shall be not more than 0.67 percent on a 14 percent moisture basis. Salt shall not be used. (2) The egg ingredient shall be used in such quantity that the finished product shall contain not less than 5.5 percent of egg yolk solids.

Noodles are classified as: Type I - Egg Noodles, Class A - plain, Class B - enriched; Type II - Wheat and Soy Egg Noodles; and Type III - Vegetable Egg Noodles. Supplementary ingredients are provided for in the requirements for the different types and classes. Gum gluten may be used as an optional ingredient in such amount that the protein content of the farinaceous ingredients and gum gluten combined shall not exceed 13 percent of the weight of the finished product. Class A - plain egg noodles shall contain no added enrichment ingredients. Class B - enriched egg noodles shall contain any of the optional ingredients that are specified in the invitation for bids, and shall contain all of the required enrichment ingredients within the minimum and maximum amounts specified, as follows:

Required Ingredients	Milligrams per Pound	
	Minimum	Maximum
Thiamine	4.0	5.0
Riboflavin	1.7	2.2
Niacin or Niacinamide	27.0	34.0
Iron	13.0	16.5

Iron and calcium shall be added in forms that are harmless and assimilable.

To produce Type II - Wheat and Soy Egg Noodles, defatted soy flour produced by the solvent extraction process shall be added in a quantity not less than 12.5 percent nor more than 15 percent of the combined weight of the soy and wheat ingredients used.

Type III consists of the same ingredients as Type I, except that either tomato (of any red variety), artichoke, beet, carrot, parsley, or spinach is added in such quantity that the solids thereof shall constitute not less than 3.0 percent nor more than 5.0 percent of the weight of the finished product.

Egg noodles of all types shall be ribbon shaped and of reasonably uniform width and thickness. They may be of the fine, medium, or broad forms as manufactured under the common commercial practice, as specified, except that for the Military agencies the width of the egg noodles shall be approximately 0.25 inch.

All deliveries shall conform to the pro-

visions of the Federal Food, Drug and Cosmetic Act and regulations promulgated thereunder.

Moisture is limited to 12 percent in all three types; lipid phosphoric acid, calculated on a moisture-free basis is limited to 0.136 percent. Type I - Egg Noodles may contain not more than 13.1 percent protein; Type II - Wheat and Soy Egg Noodles may contain not more than 13.0 percent protein.

The finished product shall be reasonably smooth, of good characteristic color, reasonably free from broken or check units, of good characteristic taste and odor and free from rancid, bitter, musty, sour and other undesirable tastes and odors.

The product shall be made under modern sanitary conditions and precaution taken to prevent contamination or insect infestation of the product during manufacture, drying, packaging and storing. At least one sample of the finished product shall be taken from each lot for Government analysis. Each sample shall weigh at least one pound and shall be representative of the entire lot. Samples of the finished product, materials, components or constituents entering into the finished product may be taken at any reasonable time by the inspector to determine compliance with the requirements.

The purchasing agency shall make a general inspection at time and place designated. Passing as satisfactory of processing or materials shall not relieve the manufacturer for faulty workmanship or materials which may be discovered at any time prior to final acceptance. If final inspection for condition and quantity is required, such inspection, unless otherwise specified, shall be made after delivery to the point of destination.

Inspection for sanitation of plants producing noodles will be conducted upon request of the purchasing and contracting officer to the appropriate inspection agency. Award of contracts will be limited to establishments known to maintain proper sanitary conditions or which have received prior sanitary inspection approval.

Farinaceous ingredient is to be tested for ash content. The sample unit for testing shall be one pound, and the lot size shall be expressed in the number of pounds. Test requirements shall be lot average requirements. At least two determinations shall be made for each test requirement.

Waxed paper is to be tested for basic weight and melting point of the wax. The sample unit shall consist of not less than 3 square yards of cut sheets. Not less than 3 units shall be sampled and each sample shall be representative of the entire lot, and lot size shall be expressed in the number of reams. Test requirements shall be lot average requirements.

Fiberboard boxes must be in sound condition, not crushed, wet, or dirty. Manufacturer's joint must be sisal or cloth tape at least 1 1/4 inches wide.



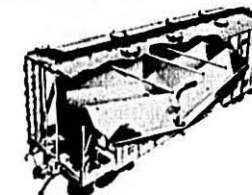
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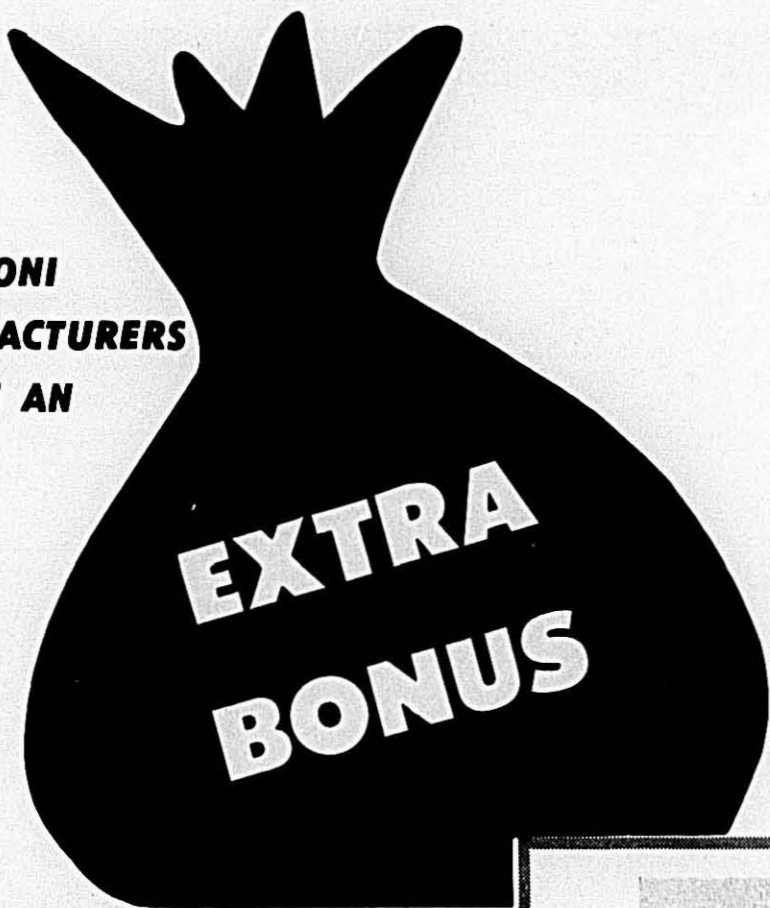


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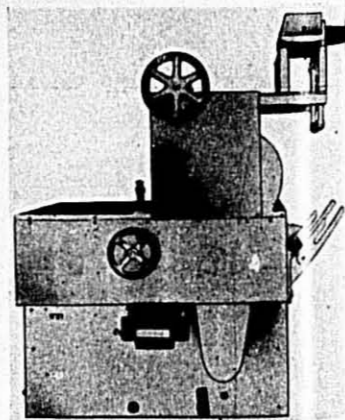
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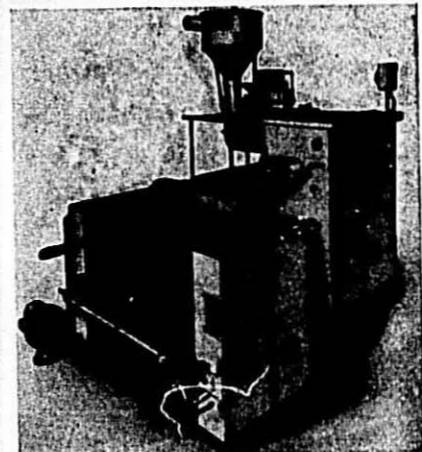
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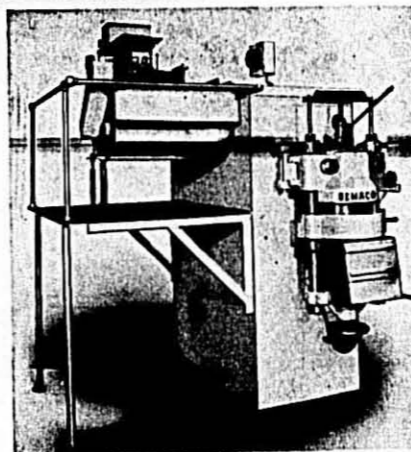
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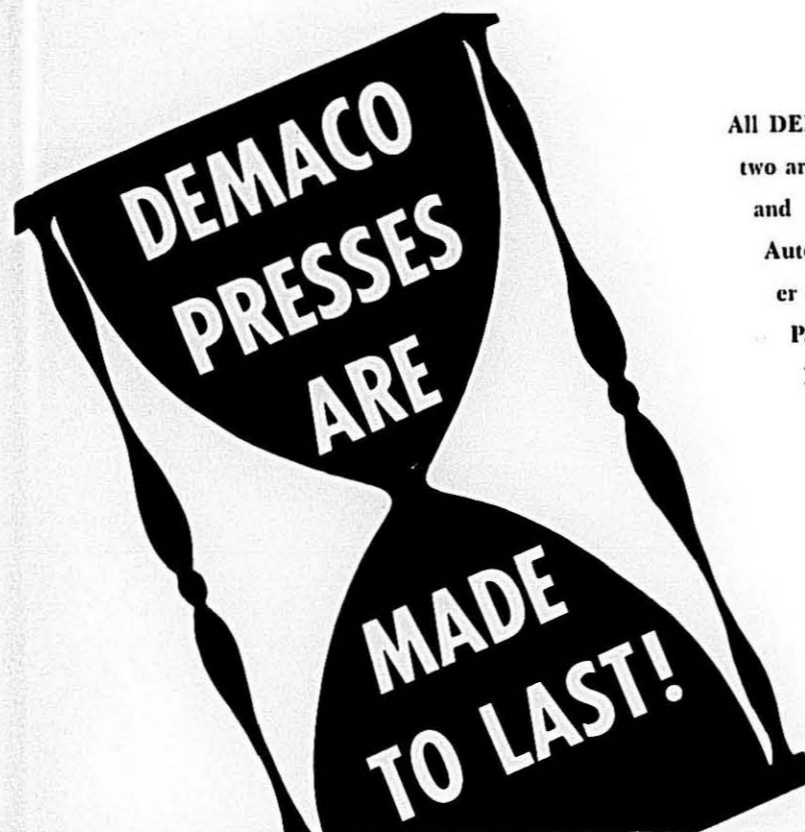
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DAN PISCITELLO throws the switch on the first bulk truck delivery of semolina to the Piscitello macaroni plant in Rochester. The delivery was the first bulk truck out of Capital's Baldwinville, N. Y. mill. In the picture left to right: Tom Piscitello; Sam Piscitello; A. L. De Pasquale, Capital representative; William Hoskins, engineer; Don Piscitello; Robert McWhirter, Capital engineer; Leslie Swartz and William Fletcher of the City of Rochester.

#### Fuller Co. Buys Lehigh's Assets

The Fuller Co., Catasauqua, Pa., has acquired all of the assets of the Lehigh Fan & Blower Co., Allentown, Pa. The business will be continued without interruption as the Lehigh Fan & Blower division of the Fuller Co.

The Lehigh Fan & Blower Co., founded about 36 years ago, has been engaged in the engineering, manufacture and sale of blowers, fans and specialized equipment relating to air pollution, induced draft and high temperature applications.

Lloyd J. Hersh will be actively associated with the new division. J. A. Nicols of the Fuller Company General Conveying division is to be associated with Mr. Hersh in research, design, manufacture and sales of equipment, according to A. E. Douglass, president of Fuller.

Last year the Fuller Co. acquired the entire capital stock of the Sutorbilt Corp., Los Angeles, now operated as a wholly owned subsidiary. Fuller is a wholly owned subsidiary of General American Transportation Corp., Chicago.

#### Guido Tanzi Moves Die Shop

Guido Tanzi, manufacturer of macaroni dies, has moved from his shop on West Fifth Avenue in Chicago to larger quarters in the suburbs. His new address is 6917 Milwaukee Avenue, Niles, Illinois.

Mr. Tanzi has announced the development of a new novelty die for the exclusive use of V. Arena & Sons, Norristown, Pennsylvania. He reports that he has other specialties in the works.

#### Bulk Handling Trend Augments Automation

Breweries, feed and flour mills, bakeries, starch factories and chemical plants are only a few among the numerous industries turning toward bulk handling of their dry pulverized and granular materials. Abandoning mechanical conveying systems involving bagging and palletizing, the trend is toward pneumatic conveying systems such as the Airveyor system manufactured by Fuller Co., Catasauqua, Pa.

Shown in the photo are the pneumatic conveying lines for unloading malt and grits from box freight cars to storage bins at the Duquesne Brewing Co., Pittsburgh, Pa. The Airveyor system is also used for reclaiming stored material from bins and conveying it to process areas. The operation is automatic and controlled from a remote push-button panel.



#### Effective Sanitation

(Continued from page 20)

pensive, however, but they should be considered since over a period of time, they will save you many man hours of work. Also, these paints when applied over an undercoating, are washable and present a bright and sanitary appearance.

As we approach the summer weather, I wish to urge you strongly to refuse admission into your premises of returned goods. The incidence of infestation may be high in macaroni and noodles stored in retailers' outlets during the months of July and August. In my opinion, it would be very prudent on your part, to exclude returned goods from entering into your re-grind system. Unfortunately, several manufacturers in the past few years, have endangered the sanitary condition of their product by admixing re-grinds from returns with their regular product. This has resulted in hearings and prosecutions by the Food and Drug Administration. Remember, gentlemen, "An ounce of prevention is worth a pound of cure."

#### Check Raw Material

Another precaution which will help you in your sanitation program is the periodic analysis of your raw materials and finished products. This will serve a two-fold purpose: (1) Check on the cleanliness of your farinaceous ingredients, and (2) the ratio of the findings in raw materials and finished products (a sanitation index) will indicate to you the sanitary condition of the plant. In general, the findings in the finished product should parallel those in the farinaceous ingredient. Recently, a manufacturer received a letter from the FDA requesting a hearing. This, as you know, is called a "citation." One of the counts referred to finding of rodent hairs in the macaroni product. The owner of this company and his associates had not seen any evidence of mice in the plant for over a year. Well, analysis of the farinaceous material showed that the contamination stemmed from this source. Fortunately, the FDA also checked this raw material and their findings revealed a similar picture. The charges were dismissed, but not before distressing the executives of this company.

You, as management, will receive dividends and peace of mind if the proper attention is given to a sound sanitation program. Let us strive with the passing of each year, to do a better and effective job in assuring the public of clean, wholesome food, and adhering as closely as possible to the following definition of sanitation; and I quote from the National Sanitation Foundation: "Sanitation is a way of life. It is the quality of living that is expressed in the clean home, the clean farm, the clean business and industry, the clean neighborhood, the clean community. Being a way of life, it must come from within the people; it is nourished by knowledge and grows as an obligation and an ideal in human relations."

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**Tax Program —***(Continued from page 12)*

the middle income tax rate went up again. This time the government got the 56c and the man could only keep 44c. Last year, Congress, in a very magnanimous rule, reduced him to a 50-50 split and that is where he now stands. At least 50c out of every dollar you make over a taxable income of \$16,000 goes to the government. Now actually that doesn't make sense. It's like an employer saying to his employee, "I want you to work overtime, but I'll only pay you half of your regular wages." Or it's like a company saying to its salesman, "We want you to go out and get more sales but on all the sales over your quota, we'll give you a much lower rate of commission."

That's the trouble with this progressive income tax. It's unfair and it undermines incentive. There is little inducement for you or for me to try to work harder and build something bigger if more than half of what you stand to make by the extra effort is taken away from you.

**Two-Way Squeeze**

This progressive income tax payer, the fellow in the middle bracket, has been caught in a two-way squeeze: when taxes go up, he gets socked; when they go down, he doesn't get the relief. Simple fairness demands an end to such discrimination. So far, as you can readily understand, this appeal does not appeal to politicians looking for votes. And of course it doesn't suit the social reformers and the ivory tower builders who want to make America over into a socialistic or a semi-socialistic state who are depending on the progressive income tax to do it for them. I'd like to again say to you emphatically that they could not have a better vehicle to perform their work than this progressive income tax.

Now it may be claimed that these progressive rates bring a lot of revenue into the government, but the truth of the matter is that they don't. Out of the \$29,400,000,000 brought into the U. S. treasury last year by the individual income tax, \$25,000,000,000 came from the individuals — the 20% rate — and only a little less than \$5,000,000,000 came from the surtax rate. In other words, the basic 20% rate of income tax yields 84% of the revenue and the progressive tax rate yields only 16%; but this is the important point. That 16% is the seed corn of the future. It is largely that money that we must look to for capital to finance new ventures which can become the industrial leaders of tomorrow. It is largely this money that you men need to plow back into your business so that you can grow and provide more jobs and more income for the community and, incidentally, more taxes also.

Some people are confused about discriminatory taxation, and they say, "Why shouldn't a person with a good income pay more taxes than the man with the small income?" Well, the answer, of

course, is "He should." It would be quite fair, for example, if a man making three times as much as another man should pay three times as much in taxes. That would be taxes in proportion to income. But our present system doesn't work out that way.

Take, for example, the head of a family of four, an average working man with an average income of \$4,000. Now take another man making \$20,000 a year. Does he pay five times as much taxes as the man making \$4,000? No, he pays sixteen times as much taxes as the man making \$4,000. The man earning \$40,000 a year — does he pay ten times as much as the man making \$4,000? No, he does not. He pays forty-seven times as much taxes. That is not proportional or fair taxation. It is taxation out of all proportion to the equitable distribution of the tax service. Our present system discriminates between groups, and the pages of history record very vividly that no nation permanently helps its small income people by destroying the capital investment that is necessary for creating more jobs and more work.

Now that is the problem. The question is, what can be accomplished? Can we do anything about this without reducing the level of income coming into the government, and note that, *without reducing the income that is coming into the government* and without shifting the tax burden unfairly to any other group or industry. The N.A.M. believes the answer to that is "Yes," and we have a plan that we think will bring that about.

**The N. A. M. Plan**

Our plan is based on the simple and proven fact that as business and industry grows, the income of the government increases. It is obvious, therefore, that year by year, if the present tax rates were maintained at the present level, they would yield to the treasury far more money than they are yielding now. There is no reason, barring war or depression, why the government would spend more than it is spending now. I think you will agree with me that there are a lot of reasons why it should be spending less. We estimate that the government is going to have an extra twelve billion dollars over the next five years to spend if the present rates are kept in effect. If the Hoover Plan recommendations were put into effect, this saving would be even greater.

I was very interested to see in the paper that our estimate just for this year — instead of a surplus of about \$200,000,000 as the government told us there was going to be — was at least \$2,000,000,000 because of improved productivity. Now the government has come out and said that it is going to have \$2,100,000,000 more than it thought it would, and other impartial surveys have placed the figure as high as \$3,000,000,000.

We're very happy to see that at least for once, our prediction was about right, and that is the main point on which this plan is based, that increasing productivity

of the country is going to bring into the government a much greater income than they have anticipated.

That being the case, our proposal is this! To apply part of this \$12,000,000,000 to an orderly series of reductions over the five years of 16% each applied to the present rate. After five years, that would bring the top rate down to 35% with a corresponding reduction in all lower surtax rates. Further, the N.A.M. proposes that the income tax can be reduced from the present 52% down to 35% in a five-year period by maybe a five per cent reduction in the first year and four annual reductions of three per cent each.

All these reductions which I have mentioned would use up \$9,800,000,000 of that \$12,000,000,000 extra income over the next five years. This would leave another \$2,500,000,000 and our plan proposes that this be applied to a reduction of the basic rate, breaking it down from 20% to 17%.

This N.A.M. plan would reduce taxes for everybody. It would permit decisions again to be made on a business basis and not so much on a tax basis.

**Objections Expected**

Objections to the plan are to be expected. Some will say it's a plan to help the rich at the expense of the poor, but actually the plan doesn't suggest increase in taxes for anybody. It does not shift taxes to any other group. Its chief effect will be to restore normal incentive, to accomplish more, to save more, and to invest more. That in substance is the N.A.M. five-year tax program.

What are the chances for getting action this year? We think getting a tax reduction this year is a bare possibility. President Eisenhower has tended to discount the prospects in his various messages and his public statement, but he has not definitely closed the door.

But here is an extra \$2,000,000 that nobody was banking on, and the question is, what are we going to do with it? We think it should be used for the first part of this plan — to reduce income tax rates all along the way.

How is it going to be done? Read the N.A.M. Plan. If there is anything you do not understand about it and want more information, write to the National Association of Manufacturers and they will be glad to answer any questions. If you do like it, if you do think it's a good idea, do just one thing. Write a letter to your representatives and to your senators asking them to look into this plan and to read it, and if they don't agree with it to write and let you know why. And that will make them realize that people back home are beginning to think about these problems and that some of them are going to do something about it. I hope you will join us in trying to put this program across because it is going to be for our benefit and the benefit of our country.

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**IT TAKES TWO**

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

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

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

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40 Years Experience



## RETROSPECTIONS

by  
M. J.



### 35 Years Ago—September, 1921

- "If you have a business or a product that's worth while, make it permanent by advertising it"—Arthur Brisbane.
- A. L. Randazzo, president of Randazzo Macaroni Manufacturing Co., St. Louis, was awarded the Cross of Chevalier by the King of Italy for his leadership among Italians of Italian descent in the St. Louis area.
- Salesmen of the Crescent Macaroni & Cracker Co., Davenport, Iowa, its employees and their families were picnicked and photographed at the company's third annual outing.
- Stephen Rossi & Sons macaroni manufacturing business was discontinued, its machinery and equipment purchased by the Sun Manufacturing Co., Council Bluffs, Iowa.
- The St. Louis Macaroni Co. was incorporated in St. Louis, August 20.
- The Waltham Spaghetti Co. was organized August 9.

### 25 Years Ago—September, 1931

- Benjamin R. Jacobs, Washington Representative of NMMA, reports on work done by the Macaroni Educational Bureau.
- "Retailers lack macaroni knowledge," observes Frank A. Martocchio, macaroni manufacturer in Minneapolis.
- Dr. R. J. Haskell, Extension Plant Pathologist, and E. G. Boerer, Senior Marketing Specialist of the U. S. Department of Agriculture, discuss "Smut in Durum."
- Emanuele Ronzoni, Sr., president of Ronzoni Macaroni Co., Long Island City, New York, tours Europe and visits his birthplace in Italy.
- 1931 durum crop totaled 19,647,000 bushels as against 31 to 55,000,000 bushels the two previous years.
- "We have Health and Abundance, yet we still suffer," observes G. La Marca, Association director and president of Prince Macaroni Manufacturing Co., Boston, Mass.
- The Best Macaroni Co., was incorporated in Syracuse, N. Y.
- Kentucky Macaroni Co., Louisville, Ky., announced completion of a large annex.

### 15 Years Ago—September, 1941

- NMMA Research Director Benjamin R. Jacobs reminds manufacturers of the important conference in Philadelphia, Pa., September 22 to consider proposed definitions of Standards of Identity by

the Federal Food and Drug Administration.

- The I. J. Grass Noodle Co., Chicago, won a 100% non-injury award in the National Safety Council contest.
- "Macaroni products 'Are in the Army Now,'" observes a macaroni manufacturer who had done his stint in the armed service.
- Fire damaged the Acme Macaroni & Cracker Co. plant in Los Angeles August 19. Damage \$25,000.
- Two Seattle firms in Seattle merged, the Pacific Macaroni Co., with the Mission Macaroni Co. Guido P. Merlino remains as president.
- The Roman Macaroni Co., Inc. of Long Island City, N. Y., merged with the Prince Macaroni Manufacturing Co., Lowell, Mass. headed by G. LaMarca as president.

### 5 Years Ago—September, 1951

- Panel discussion by experts John Linstroth of the Creamette Company, Rene Samson of Catelli Food Products, Ltd., and George Cavanaugh of Quaker Maid Company held at Hoskins Company's Plant Operation Forum III.
- 24th Annual Convention of the National Food Distributors' Association held in Chicago featured Modern Packaging and Merchandising Methods, and had the largest attendance in its history.
- "Black Stem Rust is Still a Problem," says B. E. Groom, the Macaroni Journal's North Dakota observer.
- Seven steps to effective plant sanitation listed by James J. Winston, Director of Research of NMMA.
- Engagement of Miss Rose Antoinette DeFrancisci of Brooklyn, N. Y. to Joseph S. LaRosa of Woodhaven and St. James, Long Island, N. Y. announced.
- Macaroni Day celebration scheduled for September 12, 1951, by the sponsors, the Chamber of Commerce of Devils Lake, N. D., definitely postponed.

### Macaroni Doesn't Affect Waistline

An United Press release from Portsmouth, N. H., June 20, says: "It's ok, ladies. You can eat all the macaroni you want and it won't affect your waistline. At least that's the word from the National Macaroni Institute meeting here this week. Executive Director Robert Green says macaroni, spaghetti and egg noodles are no more fattening than any other food."

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### Prize Winners at Wentworth

Golfers at Wentworth, Portsmouth, New Hampshire, playing in the convention golf tournament took home a variety of prizes. Handicaps were set on the Calloway system by the club pro, Len Beal.

Winner of the Ted Sills Trophy, a sterling silver bowl, was Albert S. Weiss of Cleveland. Runner-up was C. W. "Jack" Wolfe of Harrisburg, Pa. who was awarded a set of club head covers.

Shirts went to Bill Freschi, Joe Pellegrino and Peter La Rosa.

Visors were won by Louis A. Viviano, Conrad Ambrette and Bob Cowen. Henry Kuehn won a shag ball bag.

A set of three balls went to each of the following: Charles Chinski, Lee Merry, and Phil Fossen.

Horace P. Gioia was awarded a shoe bag while Les Thurston got a ball bag for scoring the most fives.

High score was posted by Vincent P. LaRosa with Pierce Wheatley second high. They won tees.

Lucky ladies at cards included Mrs. F. W. Luttman of White Plains, New York; Mrs. J. M. Deegan of Cleveland; Mrs. John Rodgers of Philadelphia; Mrs. L. S. Vagnino of St. Louis; Mrs. Ignatius DeFrancisci of Brooklyn; Mrs. B. J. Jacobs, Orlando, Florida.

Winners of the DeFrancisci dolls were Mrs. C. W. Wolfe, Mrs. E. H. Toner, Mrs. George Faber, Mrs. Ray Wentzel, and Mrs. Vincent P. La Rosa.

## INSIDE SCIENCE

# The Vital Story of Vitamin B.

(Thiamine)

by Science Writer

**History.** The discovery of vitamin B, resulted from research into the cause of beriberi. Almost 50 years passed between Eijkman's discovery of the relationship of the disease to diet and the famous work of Jansen and Donath who first isolated the crystalline vitamin from rice bran.

Within ten years of that first isolation the vitamin's chemical structure was determined and it was successfully synthesized.



Eijkman's work resulted in the development of a theory that beriberi was caused by a lack of some factor in the diet and not by a toxin or infectious agent. This idea was not readily accepted until the growth of dietary knowledge proved it correct.

**Isolation and Synthesis.** In 1926 Profs. Jansen and Donath accomplished the isolation of crystalline vitamin B, from rice bran. In 1931 Windaus and co-workers successfully isolated pure vitamin B, and established its empirical formula. In 1936 R. R. Williams, and independently R. Grewe, explained the vitamin's chemical structure. That year, R. R. Williams and J. K. Cline accomplished the synthesis of thiamine which is in wide use today. Andersag and Westphal also synthesized the vitamin in 1936. Another synthesis was described by Bergel and Todd in 1937.



Microphotograph of B<sub>1</sub> crystals

**Chemical and Physical Properties.** Thiamine hydrochloride is white, water soluble, with a nut-like, salty taste and yeast-like odor. Its empirical formula is: C<sub>12</sub>H<sub>17</sub>N<sub>4</sub>O<sub>4</sub>S · HCl. Thiamine produced by synthesis is identical chemically and in biological activity with that obtained in pure form from nature.

**Deficiencies.** A deficiency of thiamine is characterized by these symptoms: depression, irritability, fearfulness, lack of initiative and interest, loss of appetite. Symptoms vary since in usual practice deficiencies of other water-soluble vitamins occur. Medical



Beriberi victim

treatment is simple: a sufficient amount of thiamine is administered to relieve symptoms quickly and the physician provides for a continuing adequate intake.

A severe deficiency of thiamine leads to beriberi, a serious and sometimes fatal disease. While beriberi is almost a medical curiosity in the United States, it is common in countries in which polished white rice is a staple of the diet.

**Human Nutrition Requirements.** Thiamine is one of the nutritive elements the human body needs daily and does not store in quantity. The minimum daily requirements established by the U. S. Food and Drug Administration for the prevention of symptoms of thiamine deficiency disease are:

Adults ..... 1.00 mg. Children (1-5 incl.) . . . 0.50 mg.  
Infants ..... 0.25 mg. Children (6-11 incl.) . . . 0.75 mg.

The Food and Nutrition Board of the National Research Council recommends the following dietary intake of thiamine for healthy persons in the U. S. A.

### Recommended Daily Intake in Milligrams

Age	Men	Women
25 .....	1.6	1.2
45 .....	1.5	1.1
65 .....	1.3	1.0
Pregnant (3rd trimester) .....		1.5
Lactating .....		1.5

The Council recommendations for infants and children vary below and above these figures, based on age and sex. Various illnesses and stress situations can exhaust vital reserves of thiamine. So, for the physician, vitamin B, is prepared in various dosage forms and potencies for therapeutic and prophylactic use.



**How do human beings receive thiamine?** It is widely distributed in foods of animal and vegetable origin, particularly cereal grains and dry legumes. Because of public demand for refined products which millers must meet for obvious economic reasons, a loss of thiamine and other factors occurs during processing. The thiamine loss is overcome through the use of enrichment in cereal grain products for which Federal Standards exist, or in other foods such as breakfast cereals, by fortification or restoration. When enriching, fortifying or restoring, the food processor adds the necessary amount of pure thiamine (and other vitamins and minerals) to the food so that the finished product meets Federal, state and territorial requirements or contributes to the consumer an amount of the vitamin which dietary experts believe significantly useful.



Thiamine is extensively used for the enrichment of cereal grain foods such as white flour, white bread and rolls, macaroni products, farina, corn grits and meal, milled white rice. The story of these uses is delightfully told in a separate brochure which is available on request for reference or educational purposes.

**Production.** Huge production facilities at the Hoffmann-La Roche plant in Nutley, New Jersey, deliver highest quality thiamine by the tons. Roche manufactures thiamine hydrochloride and thiamine mononitrate. These fine products, which equal or exceed U.S.P. specifications, are ideal for use by pharmaceutical makers and food processors. Years of experience in research and manufacture have made Roche the leader in vitamins.



This article is published in the interests of pharmaceutical manufacturers, and of food processors who make their good foods better with essential, health-giving vitamin B. Reprints of this and others in the series are available on request. Write the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.



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