

**THE
MACARONI
JOURNAL**

**Volume 38
No. 6**

October, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



OCTOBER, 1956



Is Your Package Almost Perfect?

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

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

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

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

How can this be done?

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

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

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

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

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

Result: His sales nearly doubled.

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



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

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

Rossotti

"FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION
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ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
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October, 1956

THE MACARONI JOURNAL

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Your Ten Days

Beginning Thursday, October 18 . . . and through Saturday, October 27 . . . the Grocers of America will tell Housewives of America about your products.

Amber Mill will help you KEEP the customers you win during National Macaroni Week. With Amber's Venezia No. 1 Semolina or Imperia Durum granular, your products will have the color, texture and flavor that can make life-long customers for YOUR brands. As always, Amber Mill promises prompt shipment. Right now . . . order your requirements for the National Macaroni Week Sales Drive from Amber Mill.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA

The MACARONI JOURNAL

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You'll Find:

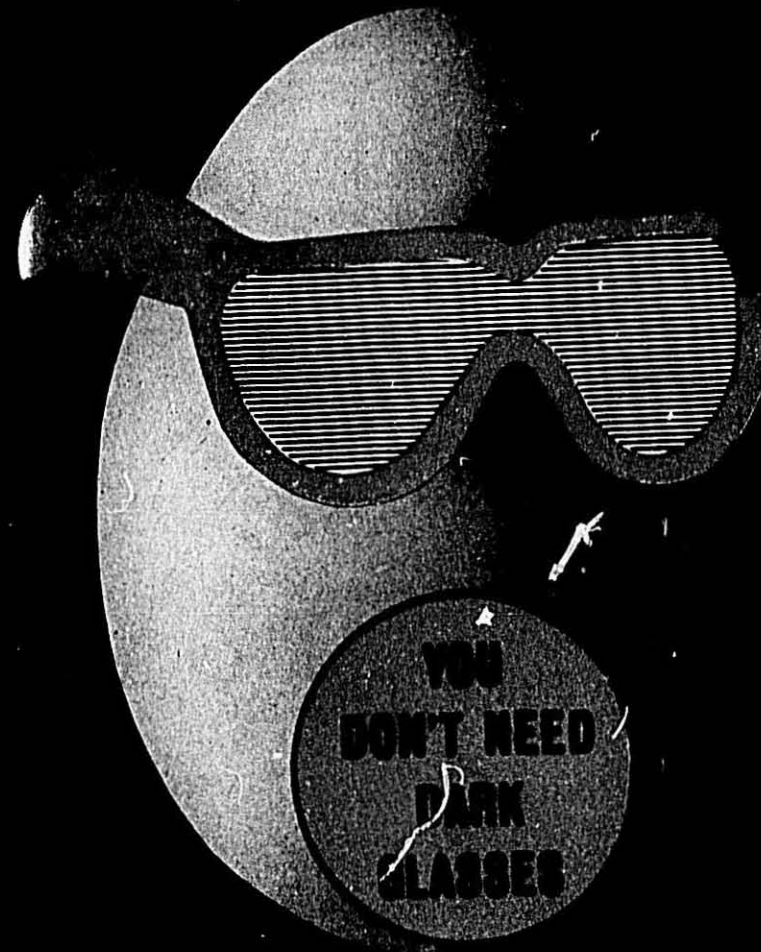
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Cover Photo

No doubt about it — National Macaroni Week will be celebrated October 18-27.

(National Macaroni Institute photo)

The Macaroni Journal is registered with U. S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second-class matter at Palatine, Ill., additional entry at Barrington, Ill., pending, under Act of Mar. 3, 1879.



...just darker, natural-color HENNINGSEN egg yolk solids

Here is natural, dark color spring yolk spray dried and processed especially for your industry

Offering considerable savings in time, labor and storage, HENNINGSEN egg solids are completely dependable for uniformity of color and solids

Insist on HENNINGSEN world leaders in the manufacture of egg solids. Ask for full information today



Convenient packing — special
machines pour lever top drums

MALDARI'S
INSUPERABLE
MACARONI DIES

STAINLESS STEEL


Our
1903 Fiftty-Third 1956
Dear

Faithful Service - The World Over

D. Maldari & Sons
America's Largest Die Makers
180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

BRONZE ALLOYS COPPER



NMI Promotes National Macaroni Week

“NOTHING happens until someone sells something,” says Arthur “Red” Motley, president of Parade Publications.

Special Weeks Are Magic

Special days, weeks, and months do sell merchandise. The Chamber of Commerce of the United States puts out a book each year listing these special selling drives. They say: “We don’t do this just to keep the printer busy, or because it is a hobby. There is magic in the special observances! They mean more sales, more profits, more advertising readership when you tie in your promotion with them.

“Take the case of the Pennsylvania Association of Milk Dealers. They hire somebody to count every column inch of newspaper space during the year and appraise it as favorable, unfavorable or impartial. A recent report of theirs shows that June Dairy Month got the milk industry in Pennsylvania more favorable publicity in one month than all the unfavorable publicity which appeared from January first to September first (milk dealers did come under fire during this period in Pennsylvania).

“The point is, that when a special day, week or month is established, it provides a focal point for a lot of publicity; gives editors a reason for editorials on the subject; provides a theme for civic observances; sometimes it supplies school teachers with a vehicle for interesting the kids in an historical event or a beneficial practice, such as conservation. All this public awareness which special events create gives you a real peg on which to hang your promotion efforts. Doubt it? Well, just check store sales figures around Mother’s Day and see.

“Of course, not all events have the strength of Mother’s Day, but most of them can give some extra power. That is why we put this booklet out every year. Because these events can help you in your business. And that is something the Chamber of Commerce thinks is very important.”

An Annual Event

The National Macaroni Institute has been promoting National Macaroni Weeks as an annual event in October since 1950. The Week is actually a ten-day selling period beginning on Thursday, when food advertising is heaviest in newspapers, and running through the following weekend. This heavy advertising means there is plenty of editorial space to bring the attention of National Macaroni Week to millions of readers. Friday and Saturday are the two biggest shopping days of the week. By starting on Thursday the industry gains the benefit of two Thursdays’ advertising schedules and two weekend shopping periods. October is a period of related-item food promotions; for example, the annual



Helen Olson, a Macaroni Week Queen in 1950, offers a choice of spaghetti or macaroni.

Cheese Festival is held at that time, as well as National Wine Week. National Macaroni Week has coincided frequently to the advantage of all.

Back in 1950 related food advertisers climbed onto National Macaroni Week as a vehicle that would generate mutual benefits. National advertisers included: Westgate Sun-Harbor Co. (tuna), California Packing Co. (DelMonte canned goods), McIlhenny Co. (tabasco sauce), Campbell Soup Co. (canned soups), Swift & Co. (meat products), Hunt Foods, Inc. (tomato products), The Burden Co., Kraft Foods Co. (dairy products), Taylor Wine Co., Cresta Blanca and Roma Wines, Wine Advisory Board, Carnation Milk Co., Pet Milk Sales Corp.

Cooperative publicity came from such industry groups as:

California Fig Institute, Wine Institute, American Meat Institute, National Cranberry Association, National Dairy Council, National Live Stock and Meat Board, Evaporated Milk Association.

Publicity releases from Theodore R. Sills & Co. for the National Macaroni Institute saturated the newspapers, syndicates and supplements serving them, as well as magazines. Special radio and television material was prepared for such outstanding personalities as Arthur Godfrey, Jack Benny, Bing Crosby, Groucho Marx, Bob Hope and other headliners. The “Queen for a Day” program featured a Macaroni Week Queen.

The Institute prepared posters headlining National Macaroni Week and illustrating a dish for macaroni, one for spaghetti, and one for egg noodles. Special gummed stickers were also offered to publicize the Week on letterheads, billings, and other communications going out by mail.

Regional meetings were held around the country to explain the plans for the Week and to stimulate enthusiastic support by National Macaroni Institute members.

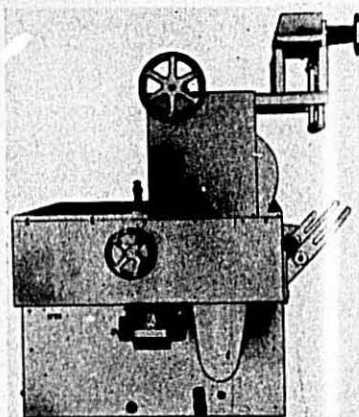
MACARONI
MANUFACTURERS
RECEIVE AN

**EXTRA
BONUS**

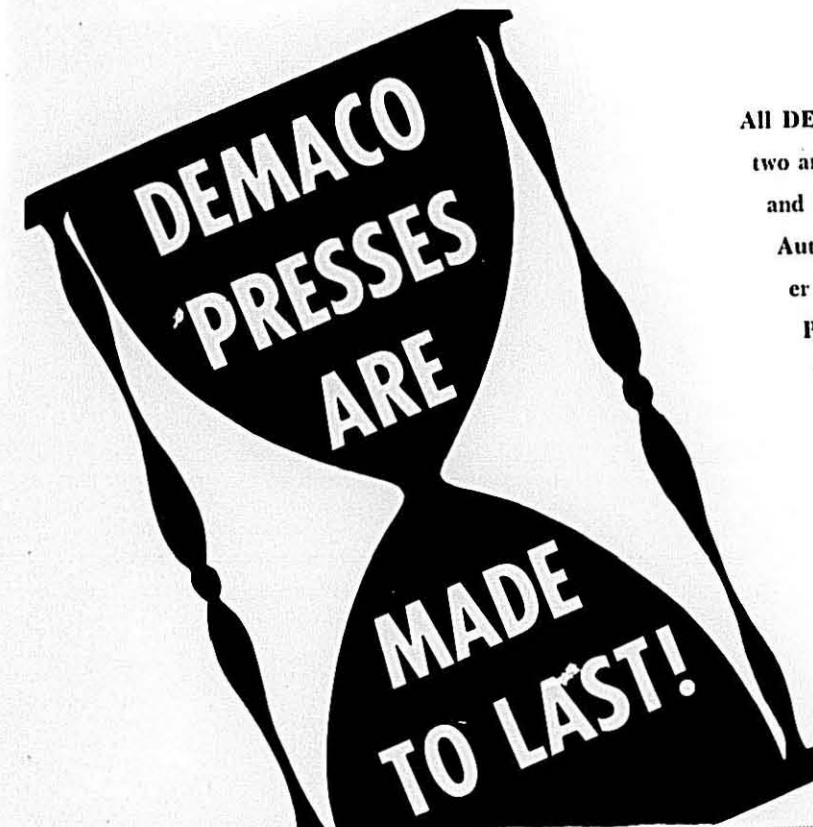
WITH A

**DEMACO
NOODLE
SHEET FORMER**

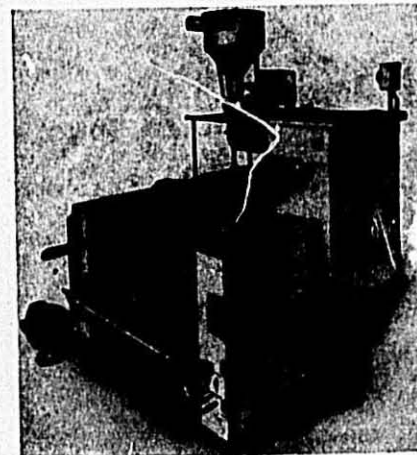
The DeMaco Sheet Former and Noodle Cutter that is revolutionizing the entire noodle industry. A new type of bronze die is used that produces a single sheet of unusual smoothness, color and cooking qualities. DeMaco offers you EXTRA performance, EXTRA dependability and EXTRA operating conveniences.



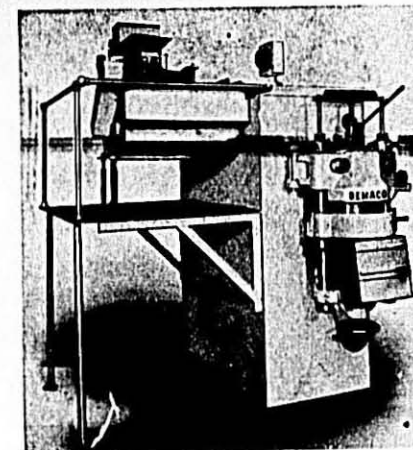
AUTOMATIC COMBINATION SHEET
FORMER & NOODLE CUTTER



All DEMACO PRESSES of which two are shown have quality parts and products. The DEMACO Automatic Long Goods Spreader Gives a Uniform Extrusion Pattern and Less Trimming Returns. The DEMACO Vacuum over the entire Mixer Produces the Most Uniform Macaroni Product.



AUTOMATIC SPREADER



SHORT CUT PRESS

DEMACO **DeFrancisci Machine**
CORPORATION

46-45 METROPOLITAN AVE. • Phone Evergreen 6-1000-1-2 • BROOKLYN 37, N. Y.

More Sales Dollars

In 1951 a portfolio "Macaroni Week Means More Sales Dollars" described the success of the first campaign in running up more than 1,500,000 lines of newspaper copy from publicity releases, scores of related-item advertisements, and scads of features in national magazines, plus fine radio and television pickups.

The Food Editors' Conference met in Chicago just prior to National Macaroni Week, 1951. A model Buhler mill and macaroni press were set up in a hotel suite to show food editors what semolina is and how macaroni products are made. It was an engineering feat to bring the water and power lines necessary to run this equipment to the hotel room, and the effort impressed and pleased the food editors. A flood of letters of appreciation came in from all over the country.

The Macaroni-of-the-Month Club was started to send food editors a gift package monthly of various macaroni products with related food items and accompanying recipe releases explaining their use. This device won immediate approval and brought further increased cooperation and many useful suggestions.

A new feature was added to National Macaroni Week in 1951 with the railroads and airlines featuring the Week and macaroni products on their menus in the period October 18-27.

Publicity, advertising and merchandising support followed the pattern set in the first year, with a few new names being added. Among the newcomers were C. A. Swanson & Sons and Fairmont Foods, poultry processors. Wilson & Company featured National Macaroni Week in their George Rector column. Another meat packer joining the ranks of cooperators was Libby, McNeill & Libby. The United States Brewers' Foundation participated with cooperative publicity.

To help macaroni manufacturers merchandise, shelf talkers were developed which said, "Stretch Your Food Dollar with Egg Noodles"; "Economical - Spaghetti Goes Well with Everything"; "Relax - Macaroni Saves Time and Effort."

Around The World

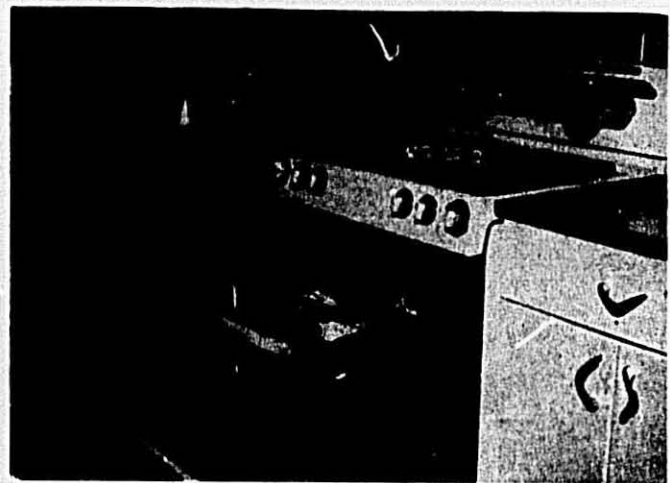
"Macaroni Around the World" was the clip sheet theme sent to every daily newspaper editor in 1952. Suggestions included: Mexican Macaroni, Portuguese, French, and Chinese variations, as well as the American and Italian standbys.

Proclamations of National Macaroni Week were made by several governors and many mayors of cities across the country.

Cooperative publicity came from additional industries and included the following associations:

American Meat Institute, Pimiento Association, National Cranberry Association, National Dairy Council, Pan American Coffee Bureau, Spice Trade Association, Fisheries Council, Shrimp Association, Tea Bureau, National Apple Institute.

Local follow-up was obtained by macaroni manufacturers. Examples: Ronco



Wally Cox, Reynolds Metals' "Mr. Peepers," prepared a macaroni casserole on a nationwide telecast.

Foods of Memphis had a fine write-up on their operation and history that appeared in the Commercial Appeal and Memphis Press-Scimitar. The feature was repeated in an issue of Memphis Market News that went to the grocery trade.

The Skinner Manufacturing Company of Omaha sponsored a spaghetti dinner at Boys' Ranch, Bedford, Texas. Besides being attended by the 75 boy residents of the ranch and 100 members of the Dallas Variety Club and guests (sponsors of the ranch), there were many wholesale grocers, buyers and store managers in the group. The Skinner Company crowned Jeanne Ball, star of "Guys and Dolls," as Macaroni Queen and Emmett Herod, 16-year-old citizen of the ranch, as Macaroni King.

Atomic 1953

Macaroni Week in 1953 rushed in with the power of an atomic explosion. Two mailings went to supermarkets and chain buyers around the country. The first said: "Chain Reaction at Work? Sure! It's Macaroni!" Nuclear fission in the grocery store was illustrated by showing what happens when the grocer sells a package of macaroni products - profit dollars flow in from every department in related-item sales. The grocers were urged to give macaroni a big shelf frontage because: (1) it's a branded item with a high mark-up; (2) it's in the upper third of high mark-up items; (3) it turns over faster; (4) macaroni sales are climbing steadily. Samples of publicity being obtained by the National Macaroni Institute were illustrated as the catalyst "exploding high profit dollars into the cash register with macaroni and its always accompanying tie-in sales."

The second mailing piece was an accordion pleated job that showed the atomic explosiveness of macaroni spread to other products in other departments as related-item sales.

Syndicated columnists and Sunday supplement writers were notified of National

Macaroni Week with an announcement accompanying a "calorie" dishtowel as well as exclusive photographs, copy and recipes. The dishtowel showed various foods in separate squares with their calorie value printed neatly below them. A plateful of spaghetti was listed at 100.

Drop-in mats were developed for retail advertising, and said: "The Swing is to Macaroni"; "Noodles are Body Builders"; "Serve and Enjoy - They're All Body Builders."

New cooperative advertising support came from the Olive Advisory Board plugging Ripe Olive-Macaroni Surprise. The Can Manufacturers Institute started the Tomato Council off on their publicity efforts with macaroni, spaghetti and egg noodles during National Macaroni Week.

In Dayton, Ohio, the Community Chest Fund Drive centered around the sale of tickets to families for a Red Feather Day Dinner. These were sold at \$2.50 each, and redeemed at grocery stores, for a menu of soup, spaghetti and sauce, and a gelatin dessert. The grocer got 70c and the Community Chest netted \$1.80. The drive was so successful that it was attempted in several other cities the following year.

Good Housekeeping Feature

Publicity during National Macaroni Week in 1954 hit hard. It was almost impossible to pick up a magazine subscribed to by women and not find some mention of macaroni, spaghetti, or egg noodles. Good Housekeeping ran a 12-page Cookbook Supplement with 31 recipes; 7 full page colored pictures with instructions for cooking illustrated; various methods of eating spaghetti; and a resume of nutrition.

Colorful features also appeared in Woman's Day, Family Circle, Everywoman's, Better Homes and Gardens, Charm, Ladies' Home Journal, Farm and Ranch, and Forecast, the publication for home economists and teachers.

Direct mailings to editors included a

for sluggish sales:

self-selling packages by MILPRINT

San Giorgio
PURE EGG NOODLES

San Giorgio
Home Made Style
PURE EGG POT PIE

A1

Milprint
PACKAGING MATERIALS

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

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

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

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

clip sheet proclaiming macaroni as "A Food That is Fine for Every Age." Pictures were offered to editors on an exclusive use basis.

Some 85 papers making up the Negro press, 600 newspapers going to union members, and all categories of the food trade press received material for National Macaroni Week.

On television such stars as Jackie Gleason, Herb Shriner, and Steve Allen gave fine plugs to the promotion, while 300 disc jockeys on radio were playing "Spaghetti Rag" and "Oodles of Noodles."

Beef was plentiful in 1954 and the meat industry, faced with the biggest cattle run in history, launched a wide-scale campaign to boost sales. As the two drives coincided, the National Macaroni Institute capitalized on the opportunity and put out a folder "It's a Double-Barreled Promotion" showing recipes featuring macaroni products with ground beef. Glossy print photos or two-column mats were available for the recipes for Beef Croquettes on Macaroni, Spaghetti-Beef Casserole, and Chili-Beef Noodles.

Spaghetti in Top Ten

In 1955 National Macaroni Week was preceded by the announcement in *Look* magazine that Spaghetti and Meat Balls rated in the top ten of America's favorite foods.

The wide variety of macaroni products and uses for budget menus was proclaimed in newspapers and magazines throughout the country.

Underwood's Deviled Ham set up a campaign of national advertising and merchandising around a recipe for Be-Deviled Noodles.

The Poultry and Egg National Board worked cooperatively on recipe releases of macaroni products, as did a long list of other related food advertisers and industry organizations.

Sophia Loren, Italian movie star named National Macaroni Week Queen, received a good press and brought considerable attention publicity-wise.

Low Calories in 1956

In 1956 the Low Calorie Quickie Dinner appears certain to strike a receptive chord with food editors, related-item advertisers, and the food field generally. The fact that America is diet conscious and the somewhat startling revelation to many that a complete spaghetti dinner can be prepared with less than 550 calories, gives National Macaroni Week — 1956 a vehicle with which to attain if not surpass the heights of previous years.

Vote for Macaroni

THE National Macaroni Institute has sent mailings to chain stores and supermarket operators all over the country. The attractive announcements of National Macaroni Week, October 18-27, took the form of a ballot popping out of an election box. An attractive damsel with stars on her bathing suit has a background of red and white stripes on the front cover.



Here is the Low Calorie Quickie Dinner—a complete and satisfying meal with less than 550 calories per serving. Spaghetti is garnished with a rich tomato and meat sauce. A tossed green salad has a vinegar and oil dressing. A canned peach half serves as dessert along with a cup of black coffee.

On the bottom it says: "Vote For"—and an arrow points to the inside where it reads: "Macaroni—a winner by a landslide in each of the 48 states."

"Elect macaroni during National Macaroni Week, October 18-27."

"Platform: For the first time a low calorie macaroni dinner."

"Support: Coast to coast publicity and merchandising drive will show millions of consumers the way to a low calorie quickie macaroni dinner with only 550 calories."

Here is the press macaroni received in the last year:

77 breaks in national magazines. Circulation—128,639,490.

3,192 breaks in major daily newspapers with circulation over 456,000,000.

8 full color photos appeared in newspapers with a circulation of 4,223,022.

51 stories in syndicated columns reached 536,500,000 readers.

18 stories in Sunday supplements were seen by 96,835,617.

12,600 breaks on radio reached an audience of 945,000,000.

93,000,000 viewers saw and heard 750 breaks on television.

5 radio-TV network shows gave macaroni a break to 30,774,000 viewers.

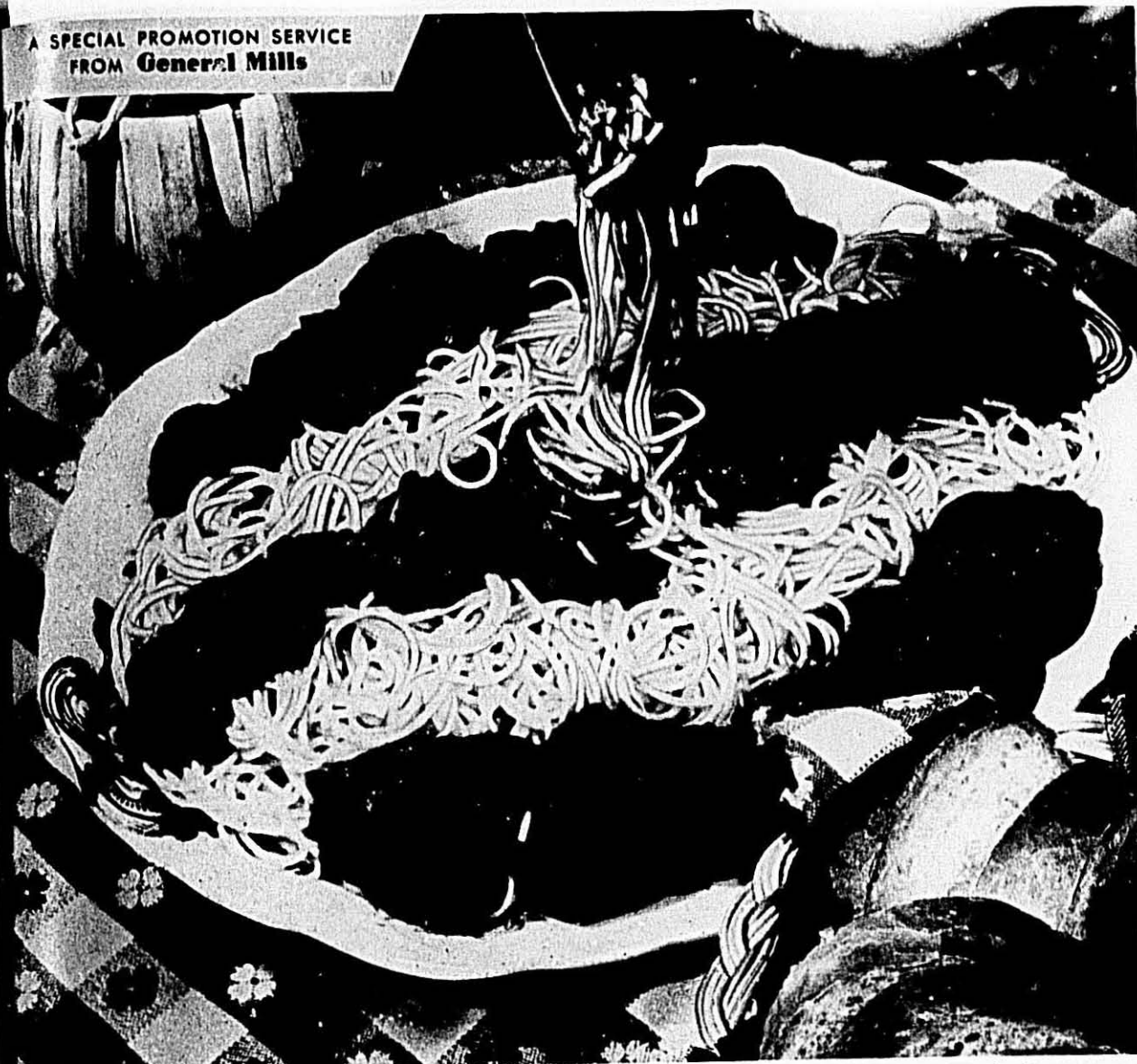
206 breaks in labor, Negro, and farm press reached 27,500,000.

Now, with an estimated 40,000,000 Americans dieting every year, a tremendous market of macaroni-hungry consumers who count calories is open to you.

Related items in the Low Calorie Macaroni Dinner promotion include elbow macaroni, egg noodles, spaghetti, canned tomatoes and tomato sauce, ground beef, lettuce, salad oil, vinegar, canned peaches, and spices.

Contact your macaroni supplier for additional information and help. Members of the National Macaroni Institute have been supplied with the menu, recipe, nutritional analysis, and photographs from which to work out their promotional material.

A SPECIAL PROMOTION SERVICE FROM General Mills



AVAILABLE ON REQUEST... an 8x10 inch color transparency or black and white print of this photo to use in your own advertising.

An Italian treat to spice your sales

ITALIAN SPAGHETTI WITH MEAT BALLS, a savory dish spiced with zesty Italian tomato sauce, was created by Betty Crocker of General Mills to help you sell more of your products. Just feature this appetizing dish (and the other tasty recipes included in the Macaroni Spaghetti Noodle Handbook shown at right) as service to your customers. Show them unusual, delicious ways to serve your spaghetti, noodles and macaroni products... and they'll reward you by purchasing more of them!

Betty Crocker, the symbol of good eating to millions of

housewives, has home-tested these recipes among all types of families... and all won an enthusiastic reception. Offer homemakers this attractive Handbook on your package, in your advertisements, and in your sales literature. It will help you sell consumers and grocers alike.

COPIES OF THIS 12-PAGE RECIPE HANDBOOK are available now with space on the cover to imprint your name and address. For a sample folder and price information, contact your General Mills salesman or write to:



DURUM SALES OF General Mills
MINNEAPOLIS 1, MINNESOTA

FALL FOOD FEATURES

A clip sheet going to the food editors of every daily newspaper in the country carries a selection of large quantity macaroni recipes to assist food committee chairmen in serving club, church, or civic groups.

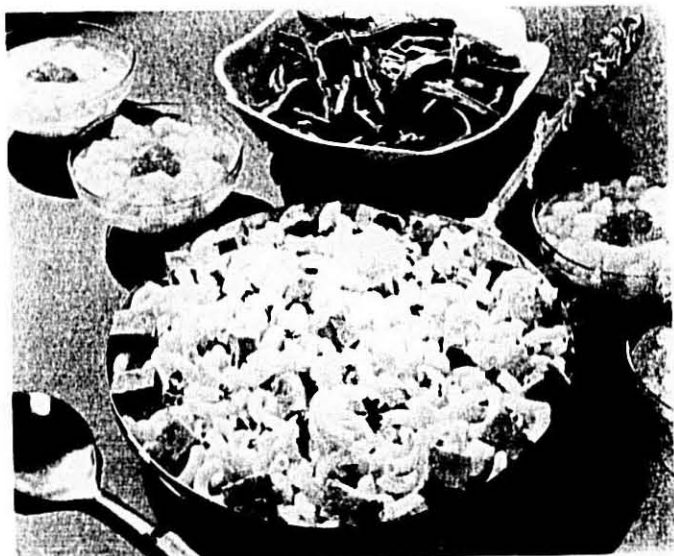
Another section of the clip sheet is headed "Youngsters Take to the Range." Copy reads: "A rainy day can prove end less when youngsters are bored and haven't anything to do. We think such a day is a wonderful time to develop the latent culinary talent in small fry.

"How about letting them try their hand at fixing a spaghetti dinner? The menu need not be elaborate—spaghetti and meat balls, tossed salad, and dessert, perhaps biscuit tomato, available nowadays at the frozen food counter, fresh fruit or cheese and crackers. They'll have a lot of fun and it is easy to do." Instructions and recipes follow.

Another section is headlined "Spaghetti Dinner—low in calories, high in appeal." It says: "Probably one of the hardest things about dieting is watching other people eat favorite foods, foods that you would like to eat. Many calorie counters mis-keenly forsake foods they like because they believe they are fattening. By wisely budgeting calories it is quite possible to enjoy an appetizing Italian dinner." Menus and recipes are given.

Tomacaroni Stew

The Can Manufacturers Institute is set to break in November in the Saturday



Macaroni and cheese for weight watchers. The recipe for Slim Jane Macaroni and Cheese when served with buttered green beans, fruit cocktail, and black coffee totals less than 550 calories. Mighty good eating and not a bit fattening.

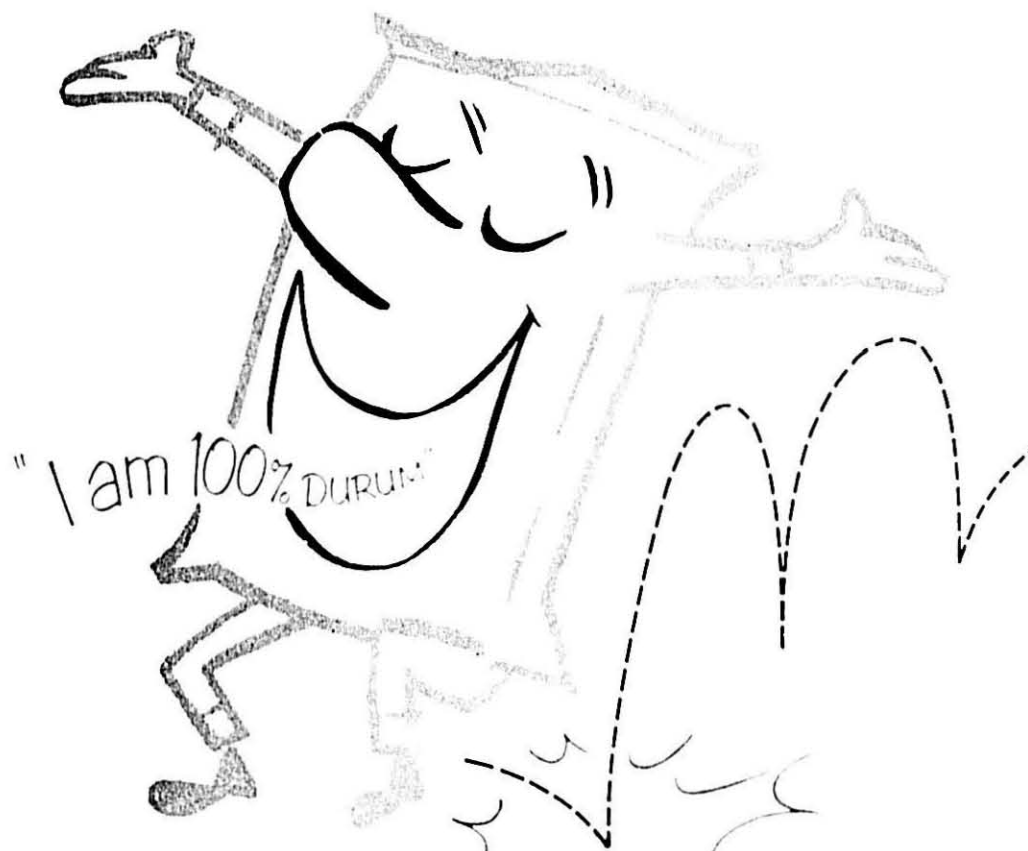
Evening Post, with a full page, color advertisement by the Jones & Laughlin Steel Corporation spearheading a tremendous nationwide push to move more canned tomatoes off the grocer's shelves.

With the organized support of the tomato canning industry, CMI will develop a special consumer publicity program on a full scale basis, built around the Tomacaroni recipe theme. They will also develop collateral recipes for special features to food editors and syndicates on an exclusive basis in order to impress the food buyers of the multiple uses of canned tomatoes and the other related items being used in the recipe.



Particularly appropriate for Autumn meals is this Noodle Harvest Dinner which combines pork, apples, and noodles—a very satisfying combination.

100% DURUM is back!..



Yes it's wonderful to be back! As all of you know I've had a little bout with rust, and they had to send in substitutes for me. But I'm back now—feeling full of protein and rich with color. I'm ready to fight for the quality of your macaroni products 100%. Remember there's no substitute for 100% Durum—THAT'S ME!

King Midas DURUM PRODUCTS
KING MIDAS FLOUR MILLS  MINNEAPOLIS

This material will be released to

162 television stations, 320 radio stations, wire services, news syndicates, national magazines, trade publications.

Editorial features and stories will be prepared and placed with 800 editors of national consumer magazines and news papers, placing particular emphasis on the use of tomatoes, macaroni, condensed milk, beef, canned mushrooms and other items which are ingredients in the Tomacaroni recipe.

CMI also will employ its institutional specialists in adapting the Tomacaroni recipe for use in restaurants and other institutional feeding areas such as hospitals, manufacturing plants, cafeterias and so forth. A variety of other specially prepared recipes also will be adapted and distributed to the institutional mass feeding field.

CMI is basing the national merchandising effort on the effective cooperation of sectional macaroni manufacturers. They have worked with macaroni makers in the past and have already lined up support from leading brands in several sections of the country.

Additional advertising support will come from The Augusta Bitters Company in Esquite, Ore., New Yorker and Fortnight. Display material and Jones & Laughlin ad reprints will be distributed through their brokers and sales forces.

The Mushroom Cannery League will supply broker and sales force work at the retail level on a national basis.

Saturday Evening Post will make the Jones & Laughlin ad reprint available; they will make a special mailing to the retail trade on the campaign; they will have advertising mats available.

The National Restaurant Association will plug the recipe in bulletins to members.

KEEPING COMPETITION FREE

A report on recent Federal Trade Commission activities

A RECENT rash of cases against major suppliers and two supermarket chains and an announcement by Federal Trade Commission Chairman John W. Gwynne of a drive against unlawful advertising and promotional allowances in the food field, has done much to create the impression that FTC is singling out the food industry for special attention. But spokesmen for the Commission said the pattern of recent activity is more accidental than intentional.

Explaining some of the events that led him to announce the new drive Mr. Gwynne said, "We have been getting a lot of complaints for some time about unfair allowances that some of the suppliers were giving the big chains. A certain amount of these complaints also showed up in recent Congressional hearings and they'd send those people down here to see us."

Reasons for Announcements

The great build-up of the reports from the food field of suppliers who were giving big chains a free month's supply of bread and special display cases and sums of money out of all proportion to purchases led him to issue his announcement.

The first big group of cases was brought last November. At that time FTC accused Giant Food Shopping Center of Washington, D. C. and Food Fair Stores of Philadelphia, of inducing special advertising allowances in connection with anniversary sales they knew were not available on comparable terms to their competitors. A total of eleven suppliers of the two chains were charged, at the same time, with granting special allowances to favored customers that were not available to competition on proportionally equal terms.

The second group of cases was brought in July against nine major suppliers of soft drinks, paper napkins, citrus fruit, beer and other grocery items charging them with taking part in advertising allowance schemes that result in certain favored chains getting radio and television time unavailable to smaller competitors. The nine complaints cited: Groveton Paper Co., and Hudson Pulp & Paper Corp., makers of paper napkins and plates; Pepsi-Cola Co. and Coca Cola Bottling Co., bottlers; Piel Bros., Inc., a brewer; Sunkist Growers, Inc., producer of frozen citrus juice; Sunshine Biscuits, Inc., maker of cookies and crackers; General Foods Corp., producer of coffee, cake mixes and cereal; and P. Lorillard Co., maker of Old Gold cigarettes.

According to the complaints, the promotional program works this way: A network obtains a grocery chain's agreement to give in-store promotion to a concern's products. In return, the grocery chain gets

free spot announcements on network stations in its area. Then the network contacts the maker of the products being promoted. Using this promotion, the network gets the manufacturer to buy radio or television advertising time at regular rates.

The networks don't lose money under this arrangement. They give the chain stores spot announcements which don't cost too much while selling major advertising campaigns for the sponsorship of network shows to the big companies for a great deal of revenue.

The FTC charged the stores are compensated by the free radio time for setting up in-store promotions. Cost of the free time is hidden in the advertising rates charged the big companies by the networks, with the result that the big companies, in effect, pay for the in-store promotion. The companies violated the law by not making the promotional allowances available to competitors of the favored chains "on proportionally equal terms."

According to the complaint, CBS and NBC introduced the radio merchandising plan in the New York City area in 1951. ABC started its plan the following year. However, the networks were merely listed as intermediaries and there were no charges made against them; nor were any charges made against any chain stores.

FTC Attorneys Agreed

FTC attorneys are agreed, in surveying all the cases, that the complaints against Giant and Food Fair will probably make the most important ruling. The complaints against the suppliers charge them with violating Section 2 (d) of the Robinson-Patman Act. But the cases against Giant and Food Fair were brought under Section 5 of the FTC Act and they are test cases.

This is the first time FTC has gone after big retailers who it feels have used their purchasing power as a club for obtaining advertising payments and promotional allowances.

There was some question as to whether these complaints could not have been brought under Section 2 (f) of the Robinson-Patman Act. That section declares that no person engaged in commerce shall "knowingly induce or receive a discrimination in price." The Commission feels an unfair advertising allowance is not a discrimination in price although it may be converted into one. For that reason they turned to Section 5 of the FTC Act, which gives FTC broad powers to proceed against unfair methods of competition.

If the Commission wins its cases it will have a new weapon for moving against big retailers in all fields who it has reason to believe are exacting special consideration from their suppliers.

Already two initial decisions against suppliers in the Giant-Food Fair group of cases have shed some light on the subject. In a recent ruling Mr. Frank Hier, one of the FTC's hearing examiners, said that, "A supplier cannot 'pick and choose' among his customers when he offers an advertising allowance. He has to offer it to all of them, even to the corner grocer who he is sure is too small a purchaser to be interested in an allowance of a dime a case on the dozen or so cases he may buy. The supplier has to make the offer to everyone, ridiculous though it may be, and let the customer decide whether to take it or leave it."

Ten Principles

The other decision was the one made against the Atlanta Trading Corporation, New York, in which Mr. Hier listed the following ten principles that sellers should follow in granting advertising allowances:

- (1) A seller has the free choice whether or not to make advertising or other promotional allowances.
- (2) He is free to choose the base on which to make them—dollar volume of purchases, unit volume of purchases, customer count, display space area, etc.
- (3) The base selected must be measurable and capable of being proportioned to payments or vice versa.
- (4) The base selected must be one within reach of, and capable of use by, all customers competitively reselling the product.
- (5) The base selected and all terms of payment must be definitely and understandably stated to all customers competitively reselling the product and must be affirmatively offered to them. The seller cannot subjectively determine in advance that any particular customer cannot or will not accept the offer, or does not desire it. Nor can he subjectively conclude that the amount which would be available is too small to bother with.
- (6) He must require the same proportion of the services contracted and paid for from all.
- (7) Payments made must be in the same proportion to the base selected to all customers competitively reselling the product.
- (8) The seller may have more than one plan or basis for payments, but each must comply with the above conditions.
- (9) In the event a seller, without such a plan or basis of payments of his own, or with one or more of his own, nevertheless enters into a cooperative promotional allowance plan devised by and offered to him by one of his customers as the latter's own, he thereby adopts such plan as his own. It must fit his specific operation so as to comply with the above

(Continued on page 36)



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The Government Looks at Small Business

SINCE its appointment on May 31, 1956, the Cabinet Committee on Small Business has been engaged in investigating the economic condition of small business enterprise, in reviewing Federal policies and programs that affect small business, in sifting suggestions for governmental action received by the Committee, and in formulating a constructive program, both legislative and administrative, for expanding the opportunities of small business to prosper and grow. On August 7, 1956, the Committee submitted its first progress report. The following is a condensation of this report.

The Problems of Small Business

The fortunes of small businesses have ordinarily varied with the fortunes of the economy at large. When production, employment, and the flow of incomes have risen, as has been the case in recent years, the majority of smaller enterprises have shared in the economic expansion. When business activity has been dull, many small businesses have suffered a setback. The most important contribution that the Federal Government can make to the economic health of small businesses is to pursue monetary, fiscal, and housekeeping policies that foster sustained expansion of aggregate economic activity and that avoid the illusions of well-being that are sometimes produced by price inflation.

The following basic changes have occurred during the past generation: (1) An enormous increase has occurred in the burden of Federal taxation. This burden reduces the ability of small enterprises to plow profits back into their businesses. (2) The Federal Government has become the largest single purchaser of goods and services produced by private economy, substantially consisting of intricate and expensive military items which cannot be efficiently produced by small firms, except for parts or components on a subcontracting basis. (3) The pace of technological change has been accelerating. Small business enterprises cannot normally undertake costly research and development programs enabling them to meet industrial innovation, as can the well-financed, large firms. (4) The scope of advertising has greatly increased with the growth of radio, television, and other mass media of communication. These developments favor concerns with nationally known brand names, and complicate marketing problems of small enterprises. (5) The progress of mechanization in industry, increasing investment by consumers in durable goods, expansion of home ownership, and the growth of suburban life have opposed the tendencies just described by opening up new opportunities for small businesses—but they have not stemmed the difficulties faced by small manufacturing establishments.

Federal Policies and Programs

Recognizing these changes, the Federal Government has acted on many fronts. Our tax laws help the smaller firm in carrying the risks of enterprise. Government agencies make or insure loans. The Securities and Exchange Commission provides a simplified method for registering small public issues of securities. The Department of Commerce and the Small Business Administration offer services such as: supplying scientific information, arranging free use of Government-owned patents, aiding in developing new products, counseling on how to expand markets, advising on efficient methods of management, and keeping firms informed about Federal procurement and surplus disposal plans. The Department of Defense assures them a good share of Government contracts; the Department of Justice enforces the antitrust laws.

Since 1952 Federal aids to small business have been very extensive. The Small Business Administration established July 30, 1953, makes loans solely to smaller firms. The procuring agencies adopted policies assuring small firms an equitable opportunity to participate in all Government contracts. The excess profits tax was permitted to expire. Individual income taxes were reduced. The Department of Justice has intensified the effort to curb monopolies.

Committee Recommendations

The importance of maintaining a vigorous system of free and competitive enterprise requires constructive steps to aid smaller businesses.

A sound program must be mindful of the Government's responsibility to raise the taxes needed to pay its own bills. It must avoid arbitrary restrictions on large concerns that have come to the top through honest competition. The proper way of aiding small businesses is to improve their opportunities to thrive. The recommendations that follow embody these precepts.

With regard to Federal taxes the Committee recognizes the recent improvement in the budgetary outlook and, in the event that the outlook remains favorable, recommends:

1. That the taxes imposed on business corporations be modified by reducing the tax rate from 30% to 20% on incomes up to \$25,000.
2. That businesses be given the right to utilize, for purchases of used property not exceeding \$50,000 in any one year, the formulas of accelerated depreciation that were made available to purchasers of new property by the Internal Revenue Code of 1954.
3. That corporations with, say, ten or fewer stockholders be given the option

of being taxed as if they were partnerships.

4. That the taxpayer be given the option of paying the estate tax over a period of up to ten years in cases where the estate consists largely of investments in closely held business concerns.

5. That the President arrange for a comprehensive review of procurement policies and procedures of all departments and agencies, including the legislation pertaining thereto, with a view to facilitating and extending the participation of small businesses in work on Government contracts.

6. That the President direct departments and agencies engaged in extensive procurement to adopt procedures which would insure that a need for advance or progress payments by a bidder will not be treated as a handicap in awarding a contract, and which would facilitate and accelerate the making of such progress payments as may be requested by small suppliers under Government contracts.

7. That the Renegotiation Board clarify the fact that, although a contractor who subcontracts work may not reasonably expect to be allowed as large a profit thereon as if he had done the work himself, the practice of subcontracting—especially the extent to which subcontracts are placed with small businesses—is encouraged by giving it favorable consideration in determining allowable profits.

With respect to financing and technical aids to small businesses the Committee recommends:

8. That the life of the Small Business Administration, which is now scheduled to expire in mid-1957, be extended at the earliest opportunity.

9. That the maximum amount of an issue of corporate securities which the Securities and Exchange Commission may exempt from registration be increased from \$300,000 to \$500,000.

10. That the President call a conference on technical research, development and distribution, for the benefit of small business.

In the interest of maintaining and extending free competitive enterprise, the Committee recommends:

11. That legislation be enacted to enable closer Federal scrutiny of mergers.
12. That procedural changes be made in the antitrust laws to facilitate their enforcement.

With regard to the burdens of paperwork the Committee recommends:

13. That wage reporting by employers for purposes of social security records and income tax withholding be simplified.
14. That the Office of Statistical Standards of the Bureau of the Budget undertake a comprehensive review of the reports and statistics required of small businesses.

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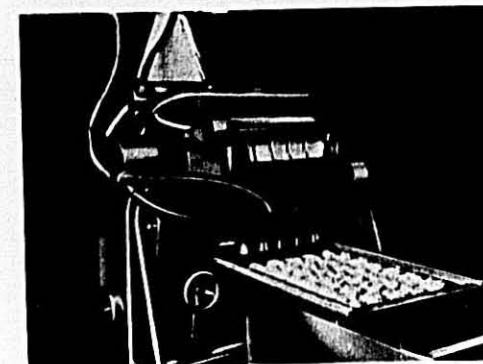
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A REMARKABLE ACHIEVEMENT

The Southwestern Miller had the following editorial in its August 28 issue

ONE of the most phenomenal achievements in the field of wheat breeding and research is bearing fruit this year. It is the development of varieties of durum wheat resistant to stem rust 15-B, resulting in a prospective crop for 1956 almost equal to normal yields prior to the devastation that followed from infestations of this highly virulent rust strain in the early 1950's. Within a period of six years, or less than half the time normally required for the development of a new wheat, varieties of durum were bred with rust resistance that has brought an indicated crop of 34,798,000 bushels in the United States this year. Such an outturn contrasts with the crop of only 20,070,000 bushels in 1955 and the record low yield of 5,158,000 in 1954, when rust inroads were heaviest. In 1945-54 durum production averaged 30,963,000.

Based on the latest crop data and tentative estimates of the carryover, prospective supplies of durum wheat for 1956-57 will be adequate for milling for the first time since 1951-52.

The phenomenal development of new wheats with resistance to rust damage was a joint international project of government agencies of the United States and Canada, state agricultural experiment stations and college breeders, millers of durum wheat, the macaroni industry and farmers. These groups united in an intensive breeding and research program that started in the fall of 1951. By the fall of 1955, five to ten pounds of seed from five promising varieties had been selected. Through an extensive winter and summer seed increase program that required winter plantings in Arizona, New Mexico and Mexico, sufficient seed became available this spring to permit planting of almost 125,000 acres with new seed in North Dakota, the major durum producing state.

In addition to the breeding program with its rather remarkable achievements of two durum crops a year, Congress authorized the Department of Agriculture to offer special incentives to farmers to plant durum wheat. The major incentive was exemption from acreage allotments for durum. This program proved highly successful, especially in Montana, where the 1956 crop is expected to reach 14,123,000 bushels, with an expansion in that state's durum acreage from only 14,000 in 1954 to an aggregate of 974,000 acres this year.

Many destructive crop emergencies have arisen in recent years, but none has been resolved with the alacrity and success of the durum program.



Large Durum Crop In Prospect

The Government's Semi-Annual Durum Report issued from Minneapolis says a crop of 34.8 million bushels was indicated by conditions at the first of August. If realized, this would be 13.8 million bushels more than the 1955 crop and the largest crop since 1951. Complete information on carryover stocks is not available. However, based on incomplete data, it appears that carryover of durum wheat may approximate 5 million bushels. At Minneapolis, No. 2 Hard Amber Durum averaged \$2.61 per bushel this July, compared with \$3.60 for July, 1955.

Production of durum wheat averaged around 38 million bushels during the 10-year period ending with 1951. The 1951 crop totaled 35.5 million bushels. Starting in 1951, severe rust infections resulted in sharply lower production each successive crop year and in 1954 total production was only 5.1 million bushels. This constant threat of rust caused deep concern to both producers and those in the industry and funds were provided for an intensified breeding program. Through concentrated efforts of the industry, producers, agricultural research agencies and others, new durum wheat varieties were developed that are resistant to race 15-B of stem rust, the type that has plagued the durum crop in recent years. Through the efforts of those various agencies, production of seed stocks of the rust resistant varieties was greatly facilitated by winter seed increases in southwest United States and in Mexico. From a few head selections, which were made in 1952, seed was increased to a point where there was available a supply of 150,000 bushels of these new seed stocks for planting in the durum producing areas by the spring of

1956. This was a remarkable achievement, since normal breeding procedures have in the past required 8 to 12 years for development of a variety with desirable characteristics. The four new durum wheat varieties, showing resistance to race 15-B, are Langdon, Yuma, Ramsey and Towner.

Production of durum wheat prior to 1950 was confined largely to North Dakota, South Dakota and Minnesota. Montana, which has grown relatively small quantities of durum in the past, has sharply increased its acreage from 14,000 acres in 1954 to 271,000 acres in 1955, when it produced more than one-fourth of the 21 million bushel crop. The 1956 acreage for Montana is estimated at 974,000 acres.

The 1956 planted acreage of durum for all states, estimated at 2,634,000, is nearly double that planted in 1955. A factor in the increased acreage is the liberalized allotments for durum wheat. With 5.7% of the planted acreage abandoned, the estimated acreage for harvest is placed at 2,484,000. The heaviest abandonment was in South Dakota where severe drought conditions resulted in poor stands.

The threat of rust was reported minor by state and federal agencies in early August. On the basis of August 1 conditions, the Crop Reporting Board estimated the U. S. yield per acre at 14 bushels, which compares with 14.9 last year and 11.9 the 10-year average. Assuming a carryover of 5 million bushels, supplies of durum wheat for 1956-57 will total 41 million bushels. This compares with 22 million for 1955-56, 10 million for 1954-55 and 52 million the 10-year (1943-52) average.

Merchant mill holdings of durum totaled 1,262,000 bushels on July 1 compared with 726,000 a year earlier and

1,399,000 two years ago. Terminal stocks totaled 707,000 bushels which included a cargo at a port elevator which was exported early in July. Terminal stocks totaled only 85,000 bushels a year ago as compared with 344,000 two years ago. Estimates of stocks in other positions are not available. However, stocks are believed to be substantially above the estimated 903,000 bushels on farms and country elevators a year ago.

Mill grindings of durum wheat during the 1955-56 season amounted to 8,476,000 bushels. This is substantially above the 5,861,000 bushels ground during the 1954-55 season but less than half the 10-year (1943-52) average of 23,408,000 bushels. Production of semolina and flour totaled 7,315,108 cwt., of which 1,683,929 cwt. were straight durum and 5,631,179 cwt. were of blended products. This compares with the output of 7,338,576 cwt. for the 1954-55 season of which 285,752 cwt. were straight durum and 7,052,824 cwt. were blended products. The output of straight hard wheat granulars, other than durum, is not included in these production figures.

Reflecting the larger supplies last season, prices dropped sharply. No. 2 Hard Amber Durum averaged \$2.86 last season at Minneapolis compared with \$1.06 per bushel for the 1954-55 season. In July, at the same market, this wheat averaged \$2.61—nearly \$1 below a year earlier. The premium for Hard Amber Durum over No. 1 Dark Northern Spring, ordinary protein, at Minneapolis, averaged 51c last season as against \$1.57 for the 1954-55 season. In July, the premium was 26c per bushel.

During the 1955-56 season, there were 2,093 cars of durum wheat inspected at Minneapolis, about 45% of which graded Hard Amber, 40% Amber, 10% Durum and 5% Amber Mixed Durum or Mixed Durum. Approximately 62% of the inspected receipts were assigned No. 2 Grade or better, compared with only 4% of the 1954 inspections grading No. 2 or better.

Hail Damages Durum Seed Supply

A devastating hail storm swept across Cavalier and Pembina Counties in north-eastern North Dakota and southern Manitoba in Canada on August 23. An estimated 500 to 600 square miles of cropland was hit affecting about 800 farmers, according to the Cavalier County Republican.

J. Marvin Skadberg, county agent, estimated that about 50 per cent of the potential seed supply of Langdon and Ramsey varieties was destroyed by the storm.

Last spring 20,000 bushels of the two new rust-resistant durums were released in the county. Mr. Skadberg estimates that the crop this year would easily have averaged 20 bushels per acre. The loss of an estimated 200,000 bushels of Langdon and Ramsey durum will put the two in very short supply for next spring.

"The storm set us back at least a year in our increase program," Mr. Skadberg

said. "By next spring there would have been just about enough Langdon and Ramsey to plant all the durum acreage in the county. Now we will have to plant Sentry and other varieties, and work on the increase for another year."

Durum in Canada

It is evident that there will be a much larger crop on the Canadian prairies this year than there was in 1955. The Dominion Bureau of Statistics estimates that 1,650,000 acres were seeded to durum in western Canada. This should produce a crop of some 35 million bushels, as compared with the estimated 17 million produced a year ago.

A survey of the crop in late August showed that it was generally well-filled, its maturity similar to that of one year ago, and yields should come close to the 21 bushels per acre estimated to have been harvested in 1955. However, the crop this year is not as uniform as last year, and it is expected that a certain amount of green second growth, as well as some lodging, will make harvesting difficult.

Disease has been of minor importance to this durum crop, although rust may cause some slight losses in yield in central Saskatchewan. Some early durum fields in southern Alberta are showing signs of kernel smudge, a fungus disease which blackens the germ end of the kernel, but it is too early as yet to estimate whether this will be serious.

World Durum Outlook

Monsieur A. Feunot writing in the French publication "Pates Alimentaire" noted recently that Morocco would have a durum crop of 22,000,000 bushels, about the same as last year. Algeria is expected to have a much larger crop than usual, at 37,000,000 bushels. Italy has stepped up her production to some 66,000,000 bushels; Greece up to 29,000,000 bushels; and Spain is growing more durum. These countries include most of the main areas in the world where durum is produced.

Both Canada and the United States expect to produce about 35,000,000 bushels, each, this year—almost double last year's production.

H. H. King Co. Suspends Milling

The H. H. King Flour Mills Company is suspending milling operations at its plant in Faribault, Minnesota.

The mill had a spring wheat unit with a daily capacity of 2,100 cwt. and a durum unit with a capacity of 2,100 cwt.

L. G. Truesdell, Jr., president of the company, said plans have been made for dismantling and selling the milling machinery. The firm's elevator capacity of 500,000 bushels will be devoted to the storage of government-owned grain.

The H. H. King business was founded more than 70 years ago, starting as a spring wheat mill, and adding durum capacity in 1929. Since 1916, its milling operations have been confined to durum. Mr. Truesdell said the company will

continue to operate as the H. H. King Flour Mills Company with Arthur W. Quiggle continuing as vice president. Mr. Truesdell became president of the firm in 1942, succeeding H. H. King, who became chairman of the board. Mr. King died in 1918.

Thick or Thin? Kroger Runs Survey

The Kroger Food Foundation recently made a consumer survey to determine preference between two sizes of elbow macaroni. The first product was, on the average, 0.180" in outside diameter, 0.127" in inside diameter, and 1.125" in length. The second sample was a thinner product with an outside diameter of 0.148" and 0.087" in inside diameter. Average length was the same.

The questionnaire sought to obtain the homemakers' reactions to the products as they appeared in packages and after cooking them 9 minutes and 12 minutes.

One hundred ninety-three homemakers responded in the survey and they preferred the thicker product by far. To the question: "All things considered (dry condition and as cooked) which sample more nearly meets with your idea of what macaroni should be like?" Homemakers gave preference to the thicker product in 59.4% of the cases; the thin product was preferred by 29.1%; and 11.2% expressed no preference.

In the package, the thicker product was preferred by 46.6%; the thinner product by 27%; and no preference expressed by 26.4%.

After cooking the macaroni 9 minutes 45.6% said the thicker product was better; 27.5% said the thinner product was better; and 26.9% saw no difference. After 3 more minutes, or a total of 12 minutes' cooking time, 43.9% still preferred the thicker product; 28.6% chose the thin product; 27.5% indicated no preference.

Preferences as to eating quality showed 46.1% preferring the thicker product; 27.5% saw no difference between the two; and 26.4% liked the thin product best. Those that preferred the thinner product thought the thicker product was tough; whereas those with thick product preference regarded the thinner product as flabby tender.

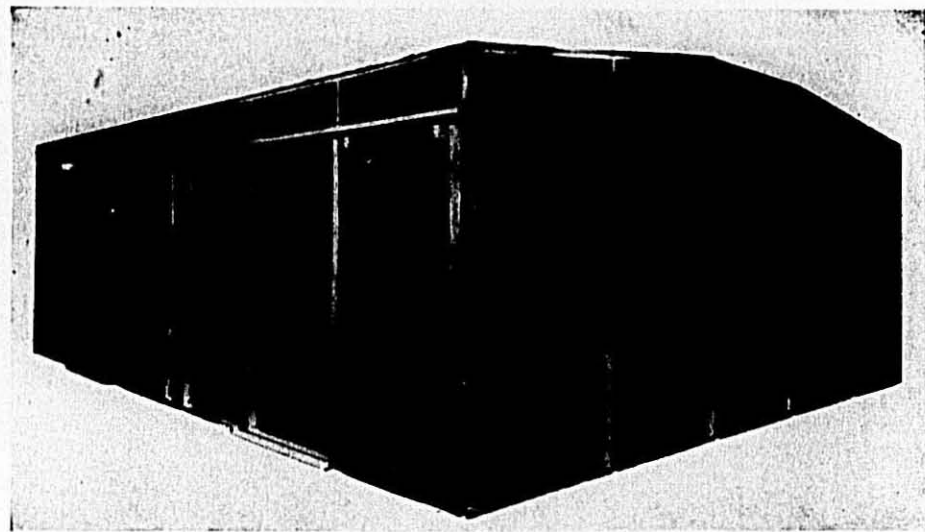
In evaluating the products for condition for further cooking in a recipe such as macaroni and cheese, there was slight difference: about one-third of the panel chose the thin product; another one-third the thick product; and the last one-third had no preference.

The thicker product got a slightly higher return when the use was to be in salads, with 38.9% preferring it against 21.3% liking the thin product; 36.8% again had no preference.

In summing up, the larger size got the greatest preference because it looked more like macaroni and was more attractive for casserole and salad dishes. The same preference held after cooking both samples for 9 minutes and 12 minutes.

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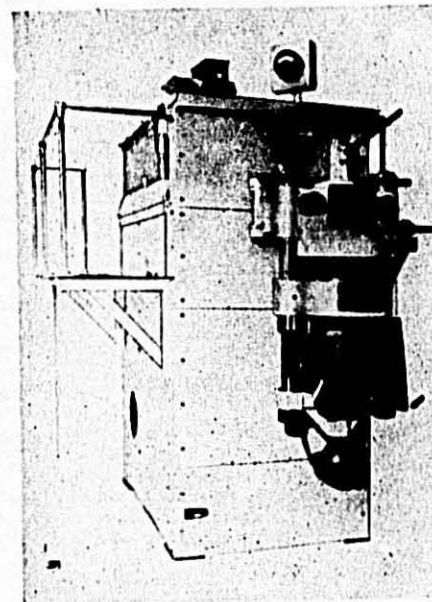
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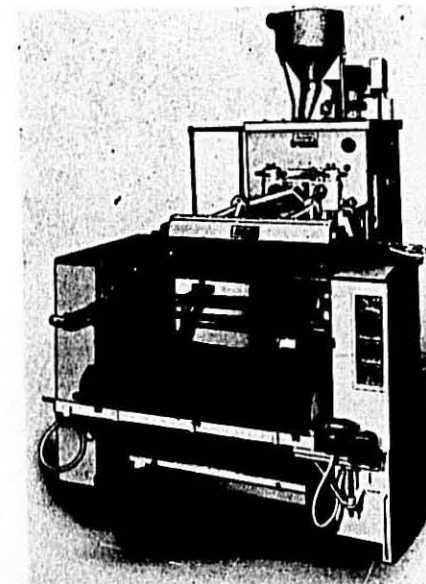
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THE FABULOUS RISE OF SUPERS

ATTENTION has been focused recently on the big business of supermarkets. Jean Libman Block's article in *American Business*, "Why the Supermarkets Are Booming," was condensed in *Readers' Digest*, and almost as an answer Harold Mehling had a story in the *Saturday Evening Post*, "They're Putting Glamour in the Groceries." Highlights of the articles are presented here.

Big Business

Last year the U. S. food trade, No. 1 retail business, grossed \$44,000,000,000 — \$6,000,000,000 more than the auto industry. More than half of these billions went through the cash registers of America's 20,000 giant self-service food palaces, the supermarkets.

In addition to taking in 59.7 cents of each food dollar, supermarkets last year rang up \$2,000,000,000 for non-food items ranging from porch furniture to power mowers.

A novelty as recently as 1939 these supermarkets have achieved their phenomenal success through ingenious sales psychology and low prices. Competition among the big chains — led by the Atlantic & Pacific Tea Co., Safeway, and Kroger, which rank in this order in number of stores — often forces prices down so sharply on basic commodities like coffee, soap and bread that if the store sold these items alone it would not make enough profit to stay in the black.

Narrow Margins

An efficient supermarket operates at a net profit of only about 1% of sales. When a super fails to make money on the bargains that pull you into the store, it must see to it that you also buy some high-profit merchandise like candy, jellies, spices, gourmet items — and all non-foods. How is that done? You sell these things to yourself. You drift around the self-service super in a kind of trance. Touching, feeling, picking up the merchandise, you buy on impulse — and you buy more than you would in a clerk-manned store. The average supermarket customer makes seven unplanned, impulse purchases for every three planned purchases, a study of shopping habits has shown.

Sales Stratagem

Going into a supermarket for a pound of coffee and coming out with two jars of olives, a new anchovy spread and a gadget can-opener as well is normal behavior in a market astutely designed to turn your visit into a buying spree. For example: Bend down at the dairy case for eggs. Suddenly your eyes come level with jars of fresh fruit salad, or cellophane-wrapped, imported Swiss cheese. You can't resist sliding these high markup delicacies into your basket. Supermarkets

rarely make you stoop for impulse items; only for staples.

Mass displays in strategic locations are another sales stimulant. Supers have found that any item erected into a special display will sell perhaps ten times faster than the same item set out on regular shelves.

Another stratagem is to spot big markup items in several places. Some markets bait the lowest shelves with cereals, cookies and candies advertised on children's television programs. When toddlers help themselves, harassed mothers often buy rather than risk tears.

Aisles are sometimes arranged to direct you into sections you didn't intend to visit, tempting you to go on buying. A new First National market in Yonkers, New York has a bank of short diagonal aisles between the long front-to-rear shelves and the checkouts. You hit the diagonals and are deflected back into the main, food-packed corridors.

Trend to Friendliness

There is a marked trend to make supermarkets attractive and friendly on the very sound principle that people spend more in pleasant surroundings. As the store size grew and operations became more mechanized the complaint developed that shoppers felt they were in a factory — that romance had been taken out of shopping. Stark, white walls aimed at giving the impression of cleanliness were too antiseptically sterile.

Some stores are brightening traditionally bare walls with such modern colors as chocolate, canary and flame. One store in Boston has painted its walls in lemon and pumpkin — shades which suggest perpetual springtime. Another in Texas uses turquoise, yellow and pink.

Even the lighting has become more pleasant. One designer has found that shoppers like strong, efficient lighting among the canned foods — no frills. But when they reach the nonfood department, those things call for browsing. So he subdued the lighting there to make the area more intimate and unhurried. Most markets use soft music as a background to buying.

Some markets serve midmorning coffee, courtesy of the house, to make customers feel "glowing and neighborly." Parcel pickups help housewives avoid that long trek to the car, weighted down with groceries and children.

Stunning Architecture

Sometimes the effects of the new architectural trends and innovations are startling, as in the case of a Penn Fruit store in Philadelphia. They created a sunken market that boasted a shoppers' lounge with upholstered seats. Out front are a shrubbed parking lot and terraced steps.

This touch of elegance, however, was at first misunderstood. Not used to having patios with their markets people drove to the pedestrian entrance and bumped down the steps into the parking area. The walk had to be blocked off with chains.

A showplace among smartly styled shopping centers is Detroit's Northland, home of a gaily decorated Kroger supermarket. It has parking facilities for 9000 cars, and draws 50,000 people on bustling Saturdays. Northland's open spaces contain terraced areas resplendent with redbud, cherry, tulips and vines. Pink marble stairwells lead to malls where the works of prominent sculptors are on view.

To the Spectacular

Equally spectacular will be a shopping center opening this fall in Massapequa Park, Long Island. Here patrons will skate on artificial ice, rest at a sidewalk cafe, watch fashion shows and hear gay music.

Meanwhile, supermarkets are growing bigger. John A. Logan, president of the National Association of Food Chains, says the average store today is twenty times larger than its predecessor. Henry J. Eavey's supermarket in Fort Wayne, Indiana, opened this summer with a whopping 80,000 feet, claims to be the biggest in the world. At the same time it will be a spectacle. For the children, there are tropical-fish tanks and a bird house. If that doesn't hold them, diversions will be found in a Kiddie Corner.

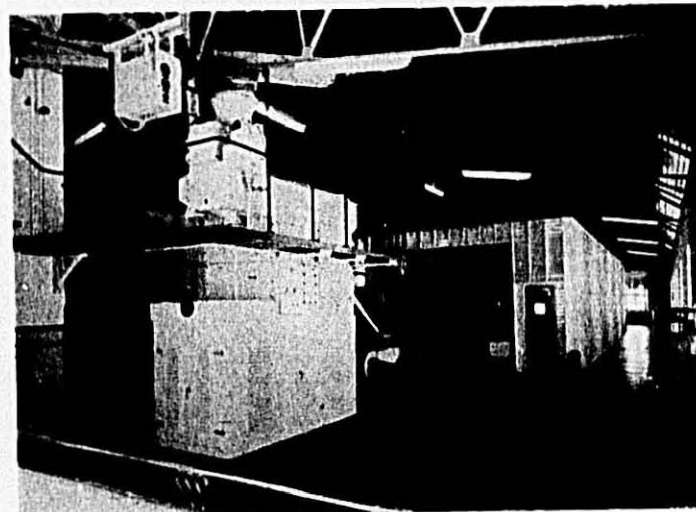
In sheer size, though, this giant will be eclipsed. John Schwegmann is preparing a 189,000 square foot store in New Orleans, but his inclusion of such unusual departments as beauty and shoe stores causes some food men to qualify it as a shopping center by itself.

Things to Come

Markets abroad are frankly modeled on the American pattern. But American supers have made at least one import; the invisible air curtain, borrowed from a store in Zurich, Switzerland. Here the front doors are wide open, but a blanket of air jets, hot in winter, cold in summer, separates indoors from out. People pass through freely; drafts, insects and dogs are barred by the mysterious air wall.

There will be more mechanization than ever in the new stores being planned. The day may come when motorized carts and traffic lights will be necessities. Automatic checkouts are even now in the planning stage, with prices, stamped in irradiated ink, to be read and recorded by an electronic eye as articles move on a conveyor past a special register. Howard Ketcham, New York designer, envisions tomorrow's super as a winding ramp

(Continued on page 42)



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

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

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

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

DESIGN CHARACTERISTICS

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

veyor elements, thus eliminating repairs and break-downs.

7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.

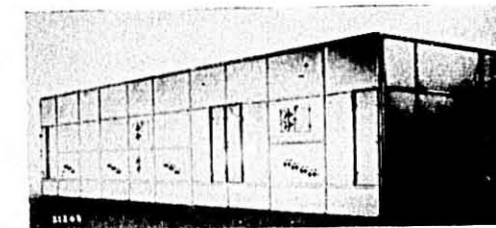
8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.

9) The electric control cabinet incorporates all controls, pilot-lights, starters and overload relays. It is located for convenient observation by the operator.

Respective pilot lights flicker if a motor should fail to operate.

CAPACITY

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



TTM Short Goods Dryer in Light Metal Panelling

BUHLER BROTHERS, INC.

Engineers for Industry



Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

Color—The Psychological Key to Sales

From the Rossotti "Self-Service Merchandiser"

FEW things exert a stronger force on human emotions than color. All over the globe people are influenced and characterized by their nationalistic color preferences and prejudices. Take blue, for instance. It's a strong favorite in America. But it has few adherents elsewhere. The Greeks, who had a word for everything else, had no name for blue. Likewise Latin, which is rich in names and synonyms for red and yellow, is remarkably deficient in terms for blue. Likewise Japanese has no separate words for blue and green but uses the terms which mean "green tree" and "unclouded sky." On New Guinea and Australia only one savage tribe had a name for blue, but all tribes had words for red, yellow, black and white—their color preferences.

The great universal favorite is red, the color of joyous emotions. From Morocco to Madagascar red has been the robe of nobility and royalty for centuries. The Chinese have always had an insatiable taste for red, along with gold and green. The Moors, who left their imprint throughout the Mediterranean countries of both Southern Europe and North Africa, also left their taste for scarlet red, gold, ebony and white. The Moorish influence is also apparent in the color preferences of most Spanish-speaking countries—South America, Central America, Mexico—where scarlets, flaming oranges, gold, black, white and green are most popular.

However, in one far-flung area covering almost a quarter of the entire earth's surface (the Malay Peninsula, Burma, and parts of India and China) the majority choice is yellow. What happened to blue? Well, blue is a cool color so look for it in the lands which lie in the colder regions: Sweden and Norway, for example. Here, blue, yellow and green are the heavy favorites. And when you think of green you think of Ireland, of course. But you should also think of Turkey, because the green turbans and green flags of the descendants of Ali attest to the popularity of this distinctive color of the Ottoman nation.

What can color do for a package? It can gain attention, of course. It can also distinguish and quickly identify a product in the long rows of competing products on the retail shelf. It can add the touch of quality. It can give emphasis to a sales point, a price, or any other feature of the product. And, in the case of full color, realistically reproduced, it can make any product appear more desirable, make any food look more appetizing to the potential purchaser. Color can

also be utilized, remember, to convey a taste-suggestion, to stimulate a mood, or indicate a characteristic of the product.

Red, and many of its offshoots, is a warm color, therefore it bears a direct connection to hot foods. Since it is also an exciting color, it is a stimulant to direct action. Blue is cool, serene, and lends itself well for cold foods, notably frozen foods. Green, thanks to its long association with springtime and young, growing things, promotes a feeling of freshness. Yellow is the light of the sun and the color of gold, and it signifies richness, gaiety, warmth and good cheer. White, while not a color at all, does provide good visibility and implies purity, integrity and generosity.

Oddly enough, with so many of the nation's leaders in advertising and sales pointing the way to the successful use of additional color, there are still otherwise sagacious businessmen who seem reluctant to follow the trend. Why? Cost, they claim. But modern, improved printing and other reproductive facilities have brought considerable economies into the picture. Besides, the really important concern of all advertising, including packaging, is not the cost but the value of the returns. A popular seed catalog some time ago switched all its principal illustrations over from black-and-white to full color—and rang up 900 per cent in additional sales! But look at it another way . . .

Most of the country's largest manufacturers have come to regard their packaging as an integral part of their advertising program. They recognize the importance of impulse buying in modern merchandising and know that color, full color if you please, is a prime motivating influence. And they also know that a million packages, occupying about a half-million or so square feet of store space, are remarkably inexpensive when you think in terms of the millions of dollars the equivalent amount of ad space costs in various other media.

Beyond all question, the accent today is on color. Color movies, color TV, color photography, color slides give a rainbow hue to our entertainment. Women's fashions are more colorful than ever, and men's are rapidly becoming more so. Household gadgets and appliances, stoves, refrigerators, clocks, typewriters, automobiles—the list is endless—all have taken to brilliant color. Why? For the very plain and obvious reason that our average citizens—the great American buying public—are more color-conscious than they have ever been in the past.

How to Win the Consumer

Poppy Cannon, food editor of a national magazine and food consultant to advertising agencies, recently spoke before a meeting of the Northwest Canners Association. She took the consumer's point of view and she had some pertinent things to say.

The food processors, the canners, freezers, and dehydrators have made queens of the women of this country. They have made time stand still, stopped the march of the seasons and let the housewife enjoy, whenever she wishes, the delights of spring, summer, fall, and winter.

Because of the food industry, women have developed a new confidence in themselves. It has helped them to do the kind of cooking they never dreamed possible. By peeling their fruit, shelling their peas, pitting their cherries as well as providing all kinds of ready-to-serve foods and mixes, the food industry has given them the most precious gift in all the world, which is time.

All of this is deeply appreciated, but like all pampered darlings, they are never satisfied. They always want more. And one of the things they want most does not concern them so much as it concerns the processor.

How About Flavor?

There was a time, and it's not so far back, when any woman who was proud of setting a good table, couldn't and wouldn't admit that she would have anything to do with a can opener. Today the can opener has become respectable and is even taking on considerable glamor. But will it last? That depends upon the processor. Is he being stampeded by price considerations—price and a kind of mass madness? Is he getting so concerned with figures and quantity production that he is forgetting that he is selling food and that most important factor in food—flavor?

Flavor is a subject very little discussed except in the most general terms in the advertisements. Size is important. Freedom from blemishes is important. Looks are very important. Fruits and vegetables are being grown for size, for quick maturity, for solidity, for resistance to blemishes. Bigger crops, quicker crops, disease-resistant, mold-resistant—these are the things that concern the industry. Who cares about flavor or fragrance or eatability?

Who cares? The answer is simple—the consumer cares. It may take time for her to realize that something is wrong. It may take a longer time for her to get vocal. Before expressing herself in words, she may express her discontent in the most effective manner, by her purchases.

Nowadays the gourmet goes to the supermarket. High standards are not confined to high incomes. Nothing is too good for the average family. Mass and

(Continued on page 32)

Chefs of Distinction Recognize Top Quality Macaroni, Noodles & Spaghetti



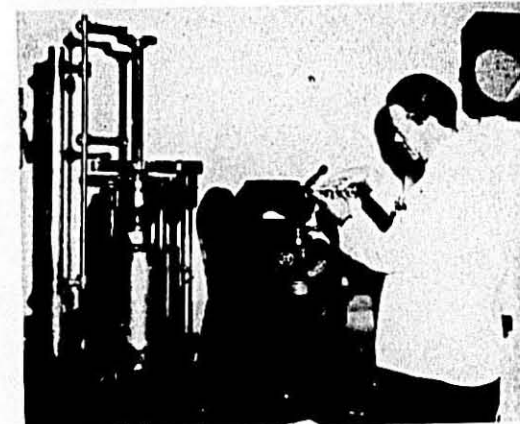
... "spaghetti and macaroni products are featured items on our menus, because with our own specially prepared meat sauce, we are able to produce an appealing dish, low enough in calories for even the most weight-conscious guest . . . the versatility and general appeal of spaghetti and macaroni products assures them a constant place on the menus in the Hotel Sherman's famous dining rooms—the College Inn Parterhouse, the Well of the Sea, the Celtic Cafe, The Coffee Shop and Our Snack Bar."

William J. Gosy, Executive Chef
Hotel Sherman, Chicago, Illinois

SEMOLINA AND DURUM FLOUR ARE PRECISION MILLED BY NORTH DAKOTA MILL & ELEVATOR TO ASSURE TOP QUALITY

Outstanding Chefs—like William J. Gosy of the Hotel Sherman—insist on the outstanding spaghetti and macaroni products. The North Dakota Mill and Elevator is one of the outstanding durum mills in the country, located in the heart of the durum wheat area of the Red River Valley. This is the region that produces 80 per cent of the United States Durum crop.

Working closely with the Durum Industry in North Dakota is the Cereal Technology Department of the North Dakota Agricultural College in Fargo, North Dakota. This newly modernized Durum laboratory has done much to assist progress in the development of good milling durum.



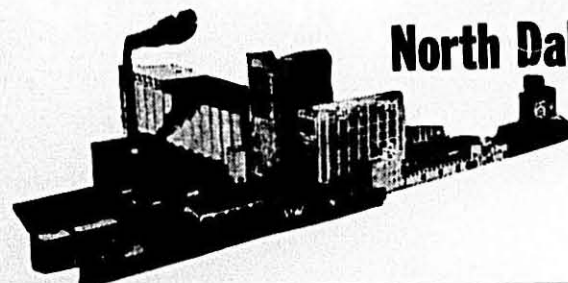
L. D. Sibbitt, Assistant Cereal Technologist, pictured in the North Dakota Agricultural College Laboratory, working with experimental macaroni equipment.

North Dakota Mill & Elevator

Philip R. Fossen, General Manager
Grand Forks, North Dakota

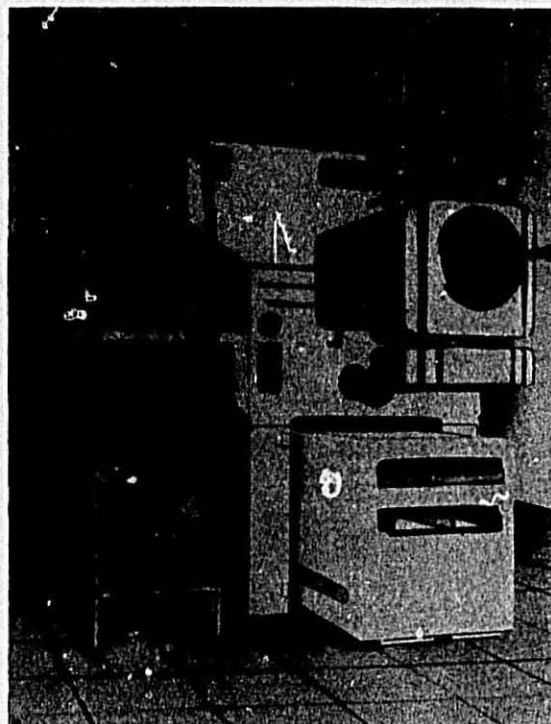
* * *

Evans J. Thomas, Mgr. Durum Division
520 North Michigan Avenue
Chicago, Illinois



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

IMPORTANT READING FOR THOSE WHO WANT TO CUT PROCESSING COSTS:



Check 9 *Clermont*
EXCLUSIVE Design Features

- Large stainless steel screw affording 1300 lbs. PLUS per hour.
- Electronically controlled to automatically proportion the correct amount of additional water needed to maintain optimum viscosity in the mix.
- Vacuum process is on the screw leaving free access to the mixer.
- Stainless steel duplex mixer.
- One piece housing simplifies extraction of screw. Screw extracted by removal of front cap. No bolts or nuts to remove. Easy, one man, handwheel operation.
- Constant temperature control of water circulating in the housing maintains uniformity of product size.
- Built-in automatic cutoff attachment. No extension arm, no pole. Invisible externally.
- Variable speed on the cutoff attachment permits cutting product with a single blade ranging from the finest pastina to rigatoni.
- Space provision underneath the machine for installing preliminary shaker.

Ultimate In Adaptability

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

Optional Features

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

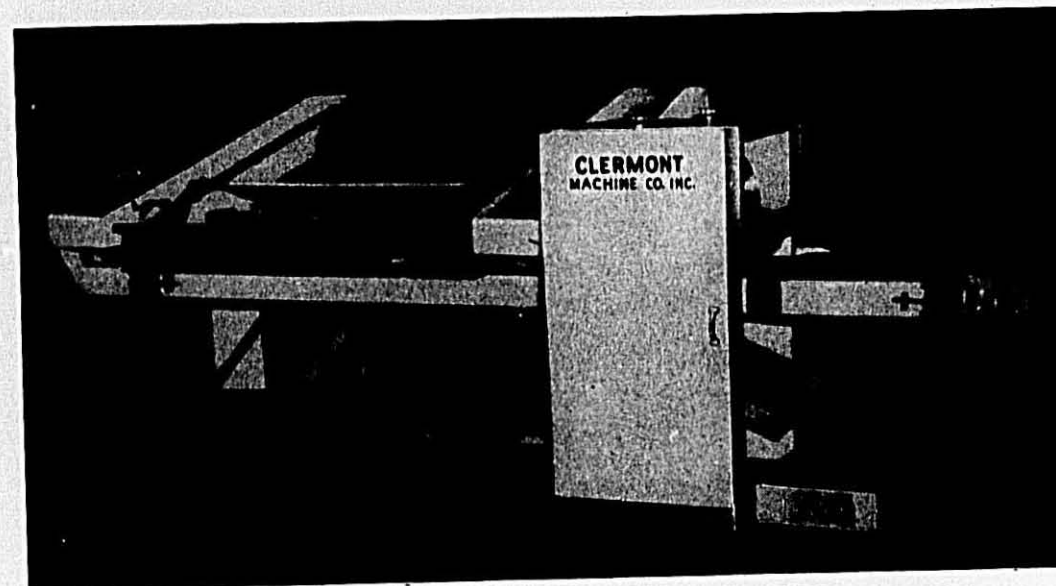
Machine can be adapted for extruded noodle dough sheet.

Built for long life and constant performance.

Meets most exacting sanitary requirements.

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

Clermont **Long Goods Stick Remover and Cutter**



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

266-276
 Wallabout Street
 Brooklyn 6,
 New York, N. Y.,
 U. S. A.

Clermont Machine Company Inc.

The Continental Tour

The traveling Canadians, Paul Bienvenu and Rene Samson of Catelli Food Products, Montreal, and the Americans John Curry and Fred Mueller of the C. F. Mueller Company, Jersey City, visited the Buhler Brothers research laboratories in Uzwil, Switzerland, while in Europe this summer.

While traveling in northern Italy they visited the factories of Fava, Zamboni and Simbianca. At Bologna, their host Dr. Ettore Berini, took them to the famous restaurant "Pappagallo" (parrot). Other distinguished guests have their pictures on the walls. The group enjoyed a menu of tortellini alla Bolognese, turkey a la Margaret Rose, cassata alla Siciliana, cafe espresso, Lambrusco and Spumante wines.



At Buhler Brothers research laboratory, Uzwil, Switzerland: Mr. Caspers of Buhler, Mr. Samson of Catelli, Mr. Beguin of Buhler, Mr. Curry and Mr. Mueller of C. F. Mueller Company, Dr. Rene Buhler, Mr. Bienvenu of Catelli, and two representatives of Buhler Brothers.



At the Pappagallo Restaurant in Bologna: Paul Bienvenu, Rene Samson, Ettore Berini, John Curry and Fred Mueller.

Supermarket Stays In Rome

The "American Way" supermarket exhibit, shown in Rome in June, reopens in September under new management.

John A. Logan, president of the National Association of Food Chains, said that 95% of the equipment and fixtures had been sold to an Italian group, which will set up a self-service store in a new apartment development.

He said other groups which had bid on the same equipment have indicated they will start a chain of self-service markets within a few months, using American equipment and methods.

The exhibit was sponsored jointly by the Agriculture Department's Foreign Agriculture Service and NAFC. At a joint NAFC-FAS press conference, FAS said more than 400,000 persons visited the exhibit and there have been a half dozen requests for similar exhibits to be set up in other European cities.

The FAS budget for the exhibit was \$188,000. NAFC estimated the cost to the industry for equipment, merchandise and technical skills was more than \$200,000.

USDA officials termed the supermarket exhibit a "triumph of government-industry cooperation."

NMMA Winter Meeting
Miami Beach, Florida
January 22-24, 1957

Eggs Stay on Bargain Counter

Eggs are likely to stay on the grocer's bargain counter until late fall or longer.

There is usually a steady rise in egg prices during the summer with the seasonal peak occurring in September. But this year, prices haven't conformed to the normal pattern.

In the Chicago wholesale market, No. 2 extra large eggs hit a seasonal high of 43c a dozen in July. By the end of August they were back down to 37c. This differed from the 1955 performance when the seasonal upturn started in mid-June.

From mid-July to mid-August of last year, prices advanced from 33 to 46c, a 13c rise. This year, over the similar period, they dropped 4c.

The 1955 seasonal peak on eggs was reached in late September when they climbed to 53c a dozen. Eggs were wholesaling at about 12c less than a year ago at the end of August and were expected to stay well below the 1955 level for several months.

Hot weather, which usually retards production and saps quality, normally is responsible for the summer jump in egg prices. But this year the weather in most parts of the country has been favorable to production and quality also has not suffered as much. In addition, improved feeding methods have helped production. Egg production this year is likely to

set a record, rising perhaps 2% above 1955's 59.5 billion. In July farm flocks laid 4,752,000,000 eggs, a record for the month and 3% more than July last year. Two-thirds of the increase was due to the larger number of layers on farms and a third to the increased egg-laying rate, which was 16.9 eggs per layer in July, a record. In July, 1955, the rate was 16.7.

While egg production is going up, per capita consumption is going down. The U. S. per capita consumption of shell eggs this year is expected to be no more than last year's 342. This was the lowest in at least ten years and the rate has been on the decline for the last seven. Only the increased population has been able to take up the slack, and many in the egg business are concerned about the dwindling home use of eggs.

Current receipts of shell eggs in the Chicago market fell from 32c a dozen at the start of July to 26.5c at the end of August. Frozen egg yolks of 45% solids and an approximate No. 4 color ranged downward in the period between a spread of 49c to 53c. Frozen whole eggs ranged with a high of 31c in early July to a low of 27c at the end of August. Frozen whites were in a narrow range of 22.5 to 25c. The spread for dried yolk solids was \$1.02 on the low side at the end of August to \$1.10 on the high side at the start of July.

A-D-M Buys Interest in Applied Radiation Corp.

Archer-Daniels-Midland Company, Minneapolis, has purchased half-interest in the Applied Radiation Corporation, a producer of linear electron accelerators and other electronic equipment.

Radiation processing promises to become one of the most important phases of atomic energy. Its use for the cold sterilization of foods and pharmaceuticals has attracted world-wide study. Also predicted are new developments in chemical processing, radiography, and medical therapy. Linear electron accelerators, member of the "atom smasher" family, are likely to be one of the principal sources of such radiation.

ADM is one of the largest processors of agricultural crops and marine oils, and is a major producer of chemicals.

KEYS TO BETTER MACARONI ENRICHMENT

VEXTRAM, the original starch-base pre-mix, enriches continuous process macaroni products to Government standards easily, accurately and economically. It is free-flowing, uniformly fed and dispersed, assuring uniform enrichment.

B-E-T-S, the original food enrichment tablet, enriches batch method macaroni with minimum cost and maximum accuracy. Speedy disintegration and uniform dispersion throughout the batch are your guarantees of uniform enrichment.

• For consistently uniform enrichment, use the new precision Sterwin Feeder to add VEXTRAM to your macaroni.

• SEE YOUR STERWIN REPRESENTATIVE OR WRITE OR PHONE DIRECT...

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.
1430 BROADWAY, NEW YORK 18, N. Y.

SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

How to Win the Consumer—

(Continued from page 26)

class are not at opposite poles. Mass is simply class multiplied, not cheapened, not diluted, not degraded, just multiplied. This is probably the first time in the history of the world that this is true. There is a wealth of success stories to prove that products that start out with class, quality, good taste, imagination, interest, need not stay in the specialty field, but can be multiplied into mass. It is a mistake to segregate the two in our thinking and be stampeded into price battles and dumping. Mr. and Mrs. America can afford the best. They will buy the best, but they must be made aware of what is the best.

To many executives the term "educational program" means press releases, food photographs, recipes, because they have been sold on the incontrovertible fact that women love recipes, and to do an educational program on any food product, requires a series of attractive recipes. There is no doubt that attractive recipes, press releases and pictures are helpful, but in themselves they do not constitute an adequate program.

Education is Basic

Education must begin much further back. Perhaps it begins with one's self. Instead of hiring someone to do a survey or research job, one might start by educating himself and his company. He should look critically and carefully at his own product; develop his own sense of awareness; become conscious of taste; be as much concerned about flavor as about bacterial count; be quality minded. And then with a good product, educate himself and those around him to have confidence in it and to take pride in it. Then and only then can he hope to educate the consumer.

Through the years there has been a great deal of talk about educating the consumer, and yet one of the most effective means for education, one of the most available and least expensive has been neglected. It is the window space available on every package; it's the label.

The label should be packed with facts, practical down-to-earth, every-day facts, and at the same time, it should include the most mouth watering copy. The label provides an opportunity to tell the consumer what she is about to buy. After she buys it there is further opportunity to tell her what a fine product she has and how to use it.

Informative labeling is the way of freedom as contrasted with grade labeling where standards are imposed from without, and often these standards have little if any relation to the most important factor, flavor.

Informative labeling enables the processor to use to the best advantage the small sizes, the less uniform pieces. So long as the product is good, tasty, the best product of its kind, the informative label can sell it and keep selling it.



Ted and gang at Stag Party.

Sprinter Sime Savors Spaghetti

Dave Sime, a red-headed track star from Duke University, appears certain to have Olympic gold medals in his future. Sports writers compare his running style to the great Charlie Paddock, and his sprinting to that of Ralph Metcalfe.

In January he sprang into prominence by running the 100-yard dash in 9.5 seconds, fastest ever achieved indoors. In June he made the Olympic squad picked to travel to Melbourne, Australia in November. Twice he has matched the outdoor record of 9.3 seconds for the 100-yard dash, and he has been clocked at 20 seconds flat for the 220 yard dash, breaking the world's record.

His coach, H. M. (Red) Lewis says the 6 feet 3, 190 pound athlete has a diet that would shock most track coaches. "Dave eats spaghetti, steak, pizza pie and things like that in amounts you would expect from any healthy 19-year old."

Undoubtedly Dave's drive comes from energy foods.



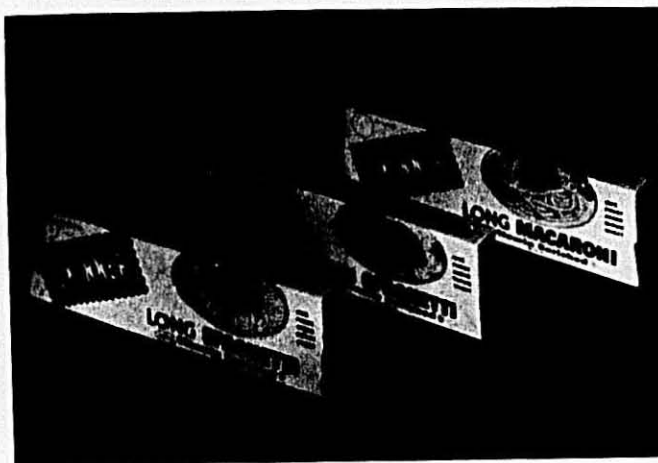
CAPITAL QUARTERS: Here you see International's new, spacious lobby in the Investors Building, Marquette and Eighth Street, Minneapolis. International's 30,000 square feet of offices occupy the entire 12th floor of the Investors Building. Previously, the company had occupied several floors of the McKnight Building, also in Minneapolis.

Stag Party

The new National Macaroni Institute film on spaghetti is being distributed nationally for free public service use on television by Sterling-Movies, U.S.A., Inc.

In their descriptive literature they say this about Stag Party. "Interesting title for a film? Sure, it is! And it's an interesting film, too. Fred has a gang of the boys over, but it's Mrs. Fred who comes up with the prime contribution to the stag party's success—a satisfying spaghetti buffet. The proper way to cook spaghetti is shown, and mouth-watering recipes for clam sauce, low-calorie meat sauce, and a butter-cheese sauce are spelled out. This delightful film also presents some amusing insights on how to eat spaghetti!"

Stag Party is fun for the whole family; best for cooking, home and women's programs. The film runs six and one-half minutes. It was produced for the National Macaroni Institute by Stanley Neal Productions.



New Skinner Packages

Skinner Manufacturing Company of Omaha has completely redesigned its macaroni-spaghetti carton line to make its products easier to sell and easier to use.

The new wax wrap packages feature meal suggestions and appetite appeal with full color illustrations. Heavy brand identification is on all six sides. Although Skinner also produces a complete line of macaroni products in cellophane, they find the carton line gains favor with both homemakers and grocers because the packages stack so easily.

All seven Skinner carton-packed products were repackaged: long macaroni, shell macaroni, short cut elbow macaroni, large elbow macaroni, long spaghetti, thin spaghetti and ready cut spaghetti.

Each carton contains three meal suggestions, including the recipe for the dish pictured on the front.

"Because the million and a half marriages annually in the U. S. mean about that many new homemakers each year, each package carries complete cooking instructions," Lloyd Skinner, president of the company, said.

The new packages also list enrichment ingredients and emphasize a money-back guarantee, "if for any reason this product fails to satisfy you completely."

A price ring occupies the upper left corner.

The new package line was designed by the Creative Department of Borell & Jacobs advertising agency under the supervision of J. K. Billings.

Macaroni is Sales Stimulant

Probably no department in a modern supermarket produces the sale of more related items than a macaroni products section, according to John T. Jeffrey, vice president in charge of sales and marketing for the Skinner Manufacturing Co. for the past 30 years.

Mr. Jeffrey, writing in Food Topics, a grocery publication, makes these comments in his article:

"While the normal volume on dry macaroni, spaghetti and egg noodles is about 1% of total store volume, the dollar volume on related items used with macaroni products can easily total five or six times this amount. Macaroni products always call for additional ingredients in the preparation of recipes.

"This fact, then, coupled with the very satisfactory markup on macaroni products, makes this department an extremely profitable part of store operation.

"As a grocer, I would know that until recently the average macaroni department has not been an easy one to maintain and service. However, a manufacturer has now developed macaroni merchandising sections consisting of shell dividers, Italian-style spaghetti bins, product identifiers and departmental signs that save the grocer time and money.

"The various brands of macaroni products in any store—usually three brands are the maximum—should be stocked vertically in shelf sections rather than horizontally.

"The installation of sections in this manner and the use of merchandising material available will result in the following benefits to the retailer:

"(1)—A neat and attractive department; (2)—increased sales of all macaroni products; (3)—greatly reduced shell stocking costs; (4)—minimum out-of-stock conditions; (5)—easier shopper selection; (6)—quicker shopper selection; (7)—more multiple purchases.

"With a scientifically planned macaroni department, a stockman completely unfamiliar with macaroni products can do a fast, efficient job of restocking shelves because the possibility of error is practically eliminated.

"The space allotted each item in a line of macaroni products can be arranged according to the actual turnover of individual items so that reordering is simplified and out-of-stock conditions reduced to a minimum.

"If I were a grocer, I would have available for free distribution manufacturers' recipe books because they illustrate

dozens of different ways of serving macaroni products, which can thus lead to greatly increased store volume and profit.

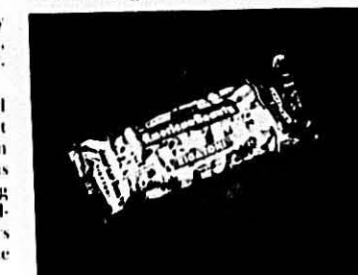
"Finally, in addition to the regular macaroni shell section, I would build displays of macaroni products with such very profitable related items as olive oil, mushrooms and tomato sauce.

"The macaroni department—often neglected in the overall appraisal of store operation—when scientifically planned and properly merchandised, can deliver handsome returns."

American Beauty Rigatoni Package

Splendorous gold accents set off the new polyethylene American Beauty Rigatoni bag. Besides upgrading the product, the American Beauty Macaroni Company of Kansas City, Missouri pointed out that the adoption of a polyethylene bag eliminated shell breakage of the package.

The new gold accented package is primarily designed to spotlight the brand name, American Beauty. American Beauty red graces the background of the logotype and two beautiful rose reproductions balance the design.



For good brand identification, even when stacked on a crowded shelf, the gussets of the bag show brand and item identification. The reverse side of the bag carries preparation directions and a recipe to introduce Mrs. Housewife to another use of the product. Another feature of the package is the large amount of clear area allowing the consumer to view the high quality product. The American Beauty Rigatoni bag was designed and lustro printed by Milprint, Inc., Milwaukee, Wisconsin.

Distribution of American Beauty Rigatoni is west of the Mississippi River.

Packaging Notes

Du Pont's Packages & People, Volume 20, Number 1, notes that A. Goodman & Son, Long Island City, N. Y., has had "extremely successful results" with cellophane over-wraps on its die-cut cartons. This prominent manufacturer of macaroni, soup mixes and dehydrated potatoes feels growing demand for its family line can be largely attributed to effective packaging.

In the same issue mention is made that De Martini Macaroni Company of Brooklyn, N. Y. is now using "Mylar" to package sharp edged lasagna.

Merck Enrichment Macaroni



MERCK VITAMIN PRODUCTS FOR

Preparations give your Products increased consumer appeal

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

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

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

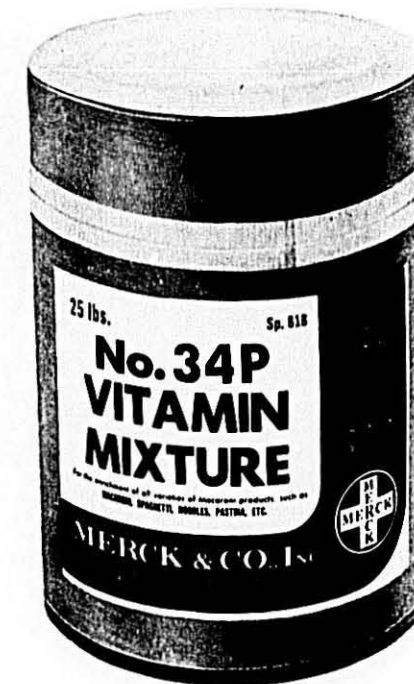
For Continuous Production

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

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

For Batch-Type Operations

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



ENRICHMENT OF MACARONI

*Research and Production
for the Nation's Health*



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

Small Business —

(Continued from page 18)

Impact on Federal Budget

Apart from the tax proposals, the adoption of the recommendations present in this Report would have very little impact on the Federal Budget.

The loss of revenue entailed by the tax proposals is estimated at about \$600,000,000 the first year; about \$740,000,000 in the second year; and at somewhat reduced figures in later years. It is doubtful, however, whether there need be any loss to the Treasury in the long run for, in the first place, some of the tax proposals involve merely a deferral of taxes and, in the second place, the proposed measures would tend to enlarge the national income which is the ultimate source of all tax revenues.

Future Activities of the Committee

The Committee is continuing to investigate the economic problems of small business and to examine additional proposals for action by the Government. They are studying a proposal to help small concerns attract capital by allowing investors to deduct from their ordinary incomes a limited amount of losses, in the event that losses are sustained from investments in small businesses.

The Committee has reached some firm conclusions. The evidence does not reveal any decline in the over-all economic significance of small business in the American economy. The four million small business enterprises are serving as a dynamic influence in our system of free and competitive enterprise. They are making a vital contribution to the success of our economy. The adoption of the Committee's recommendations can be expected to enlarge this contribution.

Keeping Competition Free —

(Continued from page 16)

conditions and it too must be affirmatively offered by him to all his other customers as set out above.

(10) In the event that the seller sets up different plans for different products, those products must be actually different from a competitive standpoint, not merely distinguishable by reason of size, weight, or packaging.

The grocery trade, of course, is watching what FTC does with the Atlanta decision with great interest.

The cases against the eleven suppliers are almost completed; and the FTC is scheduled to begin to hear the big cases against Giant and Food Fair soon.

How the FTC Handles a Case

The great majority of cases originate in letters, phone calls, and visits from outraged citizens or indignant competitors who call the Commission's attention to what they consider deceptive practice or unfair competition.

These messages are turned over to FTC's Bureau of Investigation. There they are sorted to determine which are

important and which are trivial or are outside the Commission's jurisdiction.

Then a petition for complaint is assigned to one of the Bureau's project attorneys who makes a preliminary report on it. In simple cases the investigation is handled by mail. In complex cases the FTC field offices further investigate the field.

If the field investigations show a violation of some importance the case moves to FTC's Bureau of Litigation. These attorneys assigned to a case study the investigational files and applicable law and recommend disposition of the case.

If FTC finds the matter serious enough it issues a complaint. The party charged with a violation has 30 days to answer. If it denies FTC's charges and refuses to work out a settlement of the charges the case goes on trial.

A Commission examiner sits as trial judge at the hearing and a Commission attorney prosecutes the complaint against the party FTC has named.

At the conclusion of the hearings, the examiner writes an initial decision summarizing the facts in the case and recommending suitable action: either dismissal of the FTC's complaint or issuance of an order prohibiting practices that he finds to be in violation of the laws FTC administers.

Both attorneys for the company or person named in the complaint and the Commission's own attorney have the right to appeal from an initial decision. If there is an appeal, the case is then argued before the five Commissioners who head the agency. The Commissioners then issue their own decision. They can sustain the examiner, reverse him or modify his ruling.

If the party named in the complaint is still dissatisfied with FTC's ruling, he can ask a U. S. Court of Appeals to review the Commission's decision. And if he or the Commission is dissatisfied with the Appellate decision the case can be carried one step further: to the U. S. Supreme Court.

Record Can Output

Can production in the United States hit an all-time record of 18.7 billion containers for the first half of 1956, an increase of approximately 1.6 billion over production in the comparable period last year, according to the American Can Company.

Major factors in this over-all industry increase of 9.1 per cent were rises in the use of cans for fruits, vegetables, fish and seafood, beer, coffee, pet food and liquid detergents, the company said.

Almost five billion cans for fruits, vegetables and juices were produced from January through June, an increase of 16.5 per cent over the same 1955 period, according to Canco. Beer can production increased 8.4 per cent to more than 3.3 billion cans.

Other notable production increases were 27.8 per cent for meat cans and 19 per cent for coffee cans.

DuPont Company Not a Monopoly

United States Supreme Court has upheld dismissal of the Government's nine-year-old suit charging E. I. duPont de Nemours & Company with monopolizing the cellophane industry. The court's 4-to-3 decision affirmed U. S. District Court in Delaware, which ruled that, even though DuPont had a dominant position in the cellophane industry, it did not dominate the entire "flexible packaging materials market," of which cellophane sales constituted less than 20%.

Crawford Greenewalt, president of DuPont commented: "The nation's highest tribunal has vindicated the DuPont Company's conduct of its cellophane business. The Supreme Court's decision is most gratifying, dispelling once and for all the unfounded charge of monopoly which has been a burden on the company for the last eight years."

Mylar To Be Coated

Facilities for coating "Mylar" polyester film to permit wider application in packaging and industrial fields will be installed at the Du Pont Company's Circleville, Ohio, plant, the company has announced.

Construction is to start in September, and the coating equipment is to be ready for operation in the late summer of 1957. Until then coated "Mylar" will be available only in experimental quantities for developmental purposes.

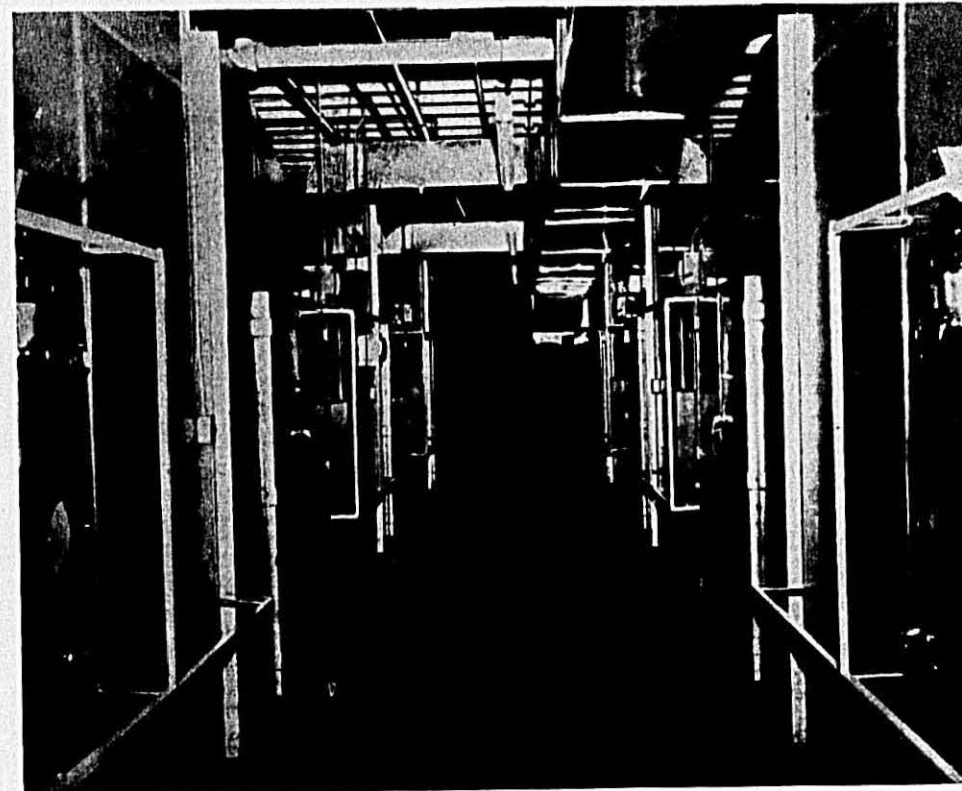
One of the advantages to be gained from coating is to make "Mylar" heat-sealable on standard packaging machinery. In addition to heat-sealability, improved impermeability to moisture can be imparted by coatings. At present, uncoated "Mylar" can be sealed by using a combination of heat and a solvent, benzyl alcohol, with minor modifications of standard packaging machines. It also can be sealed with adhesives.

"Mylar" has an unusual combination of properties which recommend it for heavy duty packaging applications where unusual protection is needed, highly durable bags, and bundling and overwrapping. The film has high tensile and burst strength, durability, dimensional stability, good impermeability to gases, resistance to degradation, and brilliant clarity. It retains its properties at both high and low temperatures.

Rabbit Food

The Sonoma Index Tribune of Sonoma County, California, had a picture on the May 17 issue of a spaghetti-eating jack rabbit. Caught on the Mancuso ranch when only a few days old, the Mancuso's grand-daughter, Claudia Clerici, named the bunny Giovanni and fed him spaghetti, macaroni, polenta and greens. But the folks don't like bunny hopping around so back to freedom he goes. We can see him now telling other bunnies about the soft life in town. They'll be all ears.

WALK DOWN THIS AISLE WITH US



... and see how American Beauty Macaroni Company of Kansas City has applied AUTOMATION to their long goods drying.

New Hoskins Long Goods Rooms dry safely—completely automatically. An operator loads the room, flicks the switch and Automation takes over. A motorized cam sets temperature and humidity at required levels, changing step by step as drying progresses. At the end of the scheduled time the complete system shuts down and goods are ready to pack—straight, strong, free of check regardless of weather changes.

Soundly designed Hoskins drying systems are years ahead in speed, construction, flexibility and sanitation. But most important of all, they are RELIABLE! You can count on them to produce a certain, definite amount of goods in a set period of time.

Hoskins services in the drying field now include—FABRICATION: Long Goods Rooms, Short Goods Continuous Dryers (up to and over 2,000 lb. per hour), Noodle Continuous Dryers, Conveyors and accessories—DESIGN: Control systems for existing rooms and continuous dryers, better circulation systems for dryers, complete area intake and exhaust systems and humidity control.

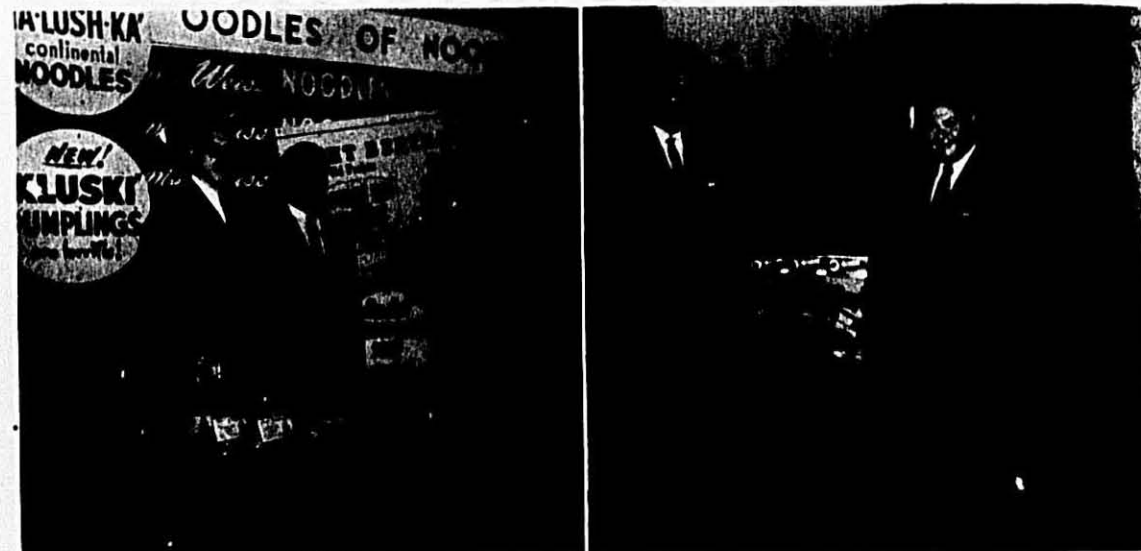
Use The Hoskins Service

GLENN G. HOSKINS COMPANY

Industrial Consultants

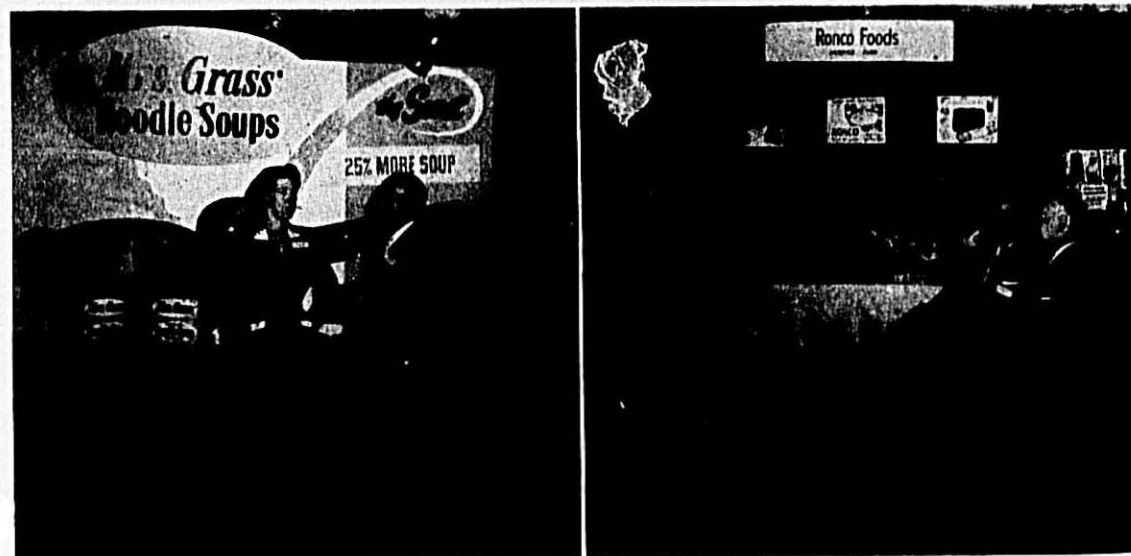
Libertyville, Illinois

AT THE FOOD DISTRIBUTORS CONVENTION



A father and son combination, Richard (left) and Albert S. Weiss.

Another father and son duo; Donald (left) and Irving Gross.



Mrs. Grass' Noodle Soups are represented by Helen Edlund and Gardner Morey.

Ronco representatives Col. Tom Cuneo (far right) and Earl B. Jones (back left) discuss business with Jack Sherwood and Joe Paskert.

National Food Distributors Meet

The 29th Annual Meeting of the National Food Distributors Association was held in Chicago August 6 to 9.

Executive vice president Emmet J. Martin planned the program to highlight three important problems for wagon distributors. Congressman Wright Patman of Texas, co-author of the Robinson-Patman Act, spoke on factors affecting small businessmen today. Louis Cheskin, head of the Color Research Institute of

Chicago discussed motivation research. An Institutional Selling Workshop explored opportunities in food selling for away-from-home meals.

Food processors and distributors met to discuss business at the more than 175 booths at the three-day exhibit.

The Army Buys Macaroni

The Quartermaster Market Center in Chicago purchased 1,516,000 pounds of long spaghetti, 842,000 pounds of elbow macaroni, and 790,000 pounds of egg

noodles in August. Products are to be made of 100% semolina, packed for domestic shipment, and delivered through the fourth quarter of 1956.

Export requirements for the Army during the fourth quarter will total 2,350,000 pounds of long spaghetti, 1,532,000 pounds of elbow macaroni and 1,170,000 pounds of egg noodles.

Although purchasing has again been centralized in Chicago, bids are let to regional producers on an f.o.b. basis for shipment to near-by depots.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT

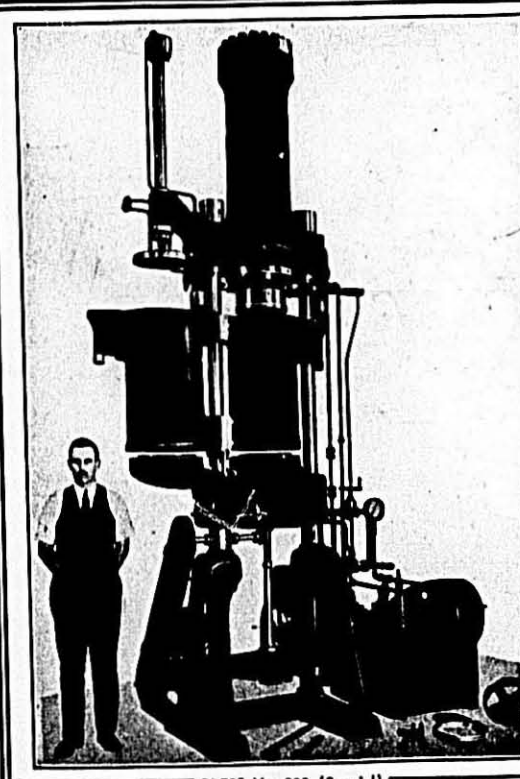


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Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop

255-57 Center St.
New York City

Dobeckmun Promotions

H. E. Allen, formerly manager, industrial division of the Dobeckmun Company, Cleveland, Ohio, has been appointed to the newly created post of assistant director of distribution.

W. W. Clark II, formerly sales manager, laminated and extruded products, will be manager of the packaging division. R. A. Hickman, formerly sales manager of the industrial division, has been named field sales manager.

R. S. Jones, who had been manager of the packaging division, is now assistant general sales manager. William J. Bader, former Chicago district manager in the packaging division, will become sales manager for laminated and extruded products. John E. Powers will fill Mr. Bader's former position.

Raaf Appointment

Robert Raaf, formerly head of the Milwaukee Macaroni Company before it was sold, has been named account executive in charge of local creative sales for the Milwaukee office of Federal Sign & Signal Corp.

Joan Swanson in Germany

Joan Swanson, daughter of L. S. Swanson, durum products manager for King Midas Flour Mills, arrived in Europe Aug. 26. Miss Swanson will serve as a teacher in the U. S. Army schools at Frankfurt, Germany, for a year.

Ray Wentzel Injured

Raymond Wentzel, durum division manager of Doughboy Industries, New Richmond, Wisconsin, was seriously burned in an explosion in his home on July 16.

While the cause of the accident is unknown it is thought that an accumulation of fumes from paint remover he was using on the basement floor ignited to create the blast. Windows were blown out and Mr. Wentzel was burned all over his body. Fortunately, his face was only singed and his glasses protected his eyes. He suffered third degree burns on his arms which required skin-grafting.

He is still hospitalized at the Holy Family Hospital in New Richmond and appreciates hearing from his friends.



RAY WENTZEL

Emanuele Ronzoni Is Dead

Emanuele Ronzoni, founder and president of the Ronzoni Macaroni Company, Inc. of Long Island City, died August 24, in his home, 36-05 166th Street, Flushing, N. Y. He was 86 years old.

Mr. Ronzoni, who learned to make macaroni in his mother's kitchen in Italy, came to this country at the age of 11. About a year later, he got a job as a helper in a small macaroni factory on the lower East Side of New York. His salary for this first job, in which the entire operation was by hand, was \$2 a week. To supplement his income, he sold newspapers in the shadow of the Brooklyn Bridge, then under construction.

Later, he moved on to a better job—paying \$12 a week—in a factory in Brooklyn. To save carfare, he would walk from his home in Chatham Square to the Catherine St. Ferry, take the ferry to Brooklyn, and then walk for about five miles to the factory.

In 1892, Mr. Ronzoni started his own factory with a partner. Speaking of it some years later, he recalled: "It was in just a loft near where the Holland Tunnel now comes into Manhattan. Many times we didn't even go home at night. We had a big stove to dry the macaroni, and we had to watch it constantly to keep it at the right temperature."

In 1918, he started the Ronzoni Macaroni Company, today one of the leading producers of macaroni products in the country. Three years ago, the firm built a new plant in Long Island City. For the past several years, Mr. Ronzoni was in semi-retirement, gradually turning the reins of the family business over to his two sons, Angelo and Emanuele, Jr., both of whom are vice presidents of the company.

The deceased is survived by his sons, Angelo and Emanuele, Jr., his daughters, Mrs. Katherine Biggio and Mrs. Marie Caserto, a daughter-in-law, Mrs. Olga Ronzoni, eight grandchildren and two great-grandchildren. Mr. Ronzoni's wife, Marie, passed away in 1917.

A Solemn Requiem Mass was held at St. Andrew of Avellino Church, at 158th Street and Northern Boulevard, Flushing. Mr. Ronzoni was a founder of this church.

Hoffmann-La Roche Appoints Smith

Robert W. Smith has been appointed to succeed the late Chester C. Robinson as sales manager of the bulk vitamin division of Hoffmann-La Roche, Inc., it was announced by Paul J. Cardinal, vice president in charge of the division.

Ralph C. Christiansen has been promoted to special markets manager while Richard D. Zucker will retain the title of assistant to the vice president and will devote more attention to direction of sales control.

Mr. Smith has been with the firm since 1910 when he joined as a medical representative of the pharmaceutical division in Washington, D. C. In April, 1950, he



EMANUELE RONZONI

was made division manager of the metropolitan division in New York.

With the firm 25 years, Mr. Christiansen joined the vitamin division in 1937 and was appointed manager of sales to the margarine industry in 1942. Mr. Zucker has been with the vitamin division since it was formed in 1942, having joined the firm three years before.

Picnic For Kids Foils Vandalism

Community relations can prevent unusual problems but they can be solved when a new approach is made, according to Harry Brill, president of the H. C. Brill Company, Inc. of Newark, N. J., food processors. He cited as an example the smashing of more than fifty windows in a week at their subsidiary plant, New England Canners, Inc., Taunton, Mass.

"We are expanding the Taunton operation," Mr. Brill explained, "which made the window-breaking a serious matter. It was brought to my attention by Chester C. Scofield, vice-president of our Grocery Division. We decided that at the root of the problem were the youngsters that lived in a nearby housing development, and we decided to make an off-season appeal to them on a 'Trick or Treat' basis."

Mr. Scofield approached the children while they were in school and offered a special picnic—if they would stop breaking plant windows during the school vacation period. The picnic was to be sponsored by the Brill Company and Mr. Scofield was to be host.

When school closed for the summer, it was evident that the kids were doing their part—not a single plant window was broken for weeks. So, this month Brill rewarded two hundred of them with the promised picnic. Apparently the "Trick or Treat" approach, believed to be a new one as far as community relations are concerned, had proved out.

JACOBS-WINSTON LABORATORIES, Inc.

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

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

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

NOODLE MACHINERY WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes — Dry Noodle Cutters
Wet Noodle Cutters
Mixers — Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

Hydraulic Baling Presses for Baling
All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and manufacture of All Types of Hydraulic Equipment

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Macaroni Factory Suppliers
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40 Years Experience

N-RICHMENT-A[®] FOR PLUS QUALITY

—in handy wafer or powder form

—convenient nationwide stock locations

—write for descriptive literature



WALLACE & TIERNAN
INCORPORATED
25 MAIN STREET, BELLEVILLE 9 N. J.

RETROSPECTIONS

by
M. J.

35 Years Ago—October 1921

- "The power and color in your packages makes Sales and Profits"—The United States Printing and Lithograph Company, Cincinnati.
- H. & D. Corrugated Fibre Board Shipping Boxes are recommended over Wooden Boxes by The Hinde & Dauch Paper Company, Sandusky, Ohio.
- The Standardization Committee of the American Specialty Manufacturers recommends that packaged macaroni products should be packed two dozen to a case and bulk goods in five, ten and twenty-five pound cases.
- Uniform Cost Accounting declared legal when not used for ulterior purposes—U. S. Chamber of Commerce.
- "Kill Weevil by Fumigation" suggests the Insurance Underwriters Laboratories.
- New plant—Shreveport, Louisiana; Samuel Gallo, President.
- Fontana Food Company opens new factory in South San Francisco.
- V. Marrone & Company purchased Utica Macaroni Company plant, in Ithaca, New York.

25 Years Ago—October 1931

- Closer cooperation will help speed recovery from present business slump.
- Milwaukee, Wisconsin, regional meeting a big success, September 10.
- President Gerard Swope of General Electric Company recommends modified cartels as a business cure.
- Postage rates to Canada increased from two to three cents.
- Directors and Advertising Trustees met in Chicago, November 13-14, on the eve of the opening of the industry's most elaborate advertising and publicity campaign under direction of the Mills Advertising Company of Indianapolis, Ind.
- Misleading food labels condemned by Government.
- "Quality Products and Upright Business Practices" are sole hope for industry's advancement—Joseph Freschi of Mound City Macaroni Company, St. Louis, Mo.

15 Years Ago—October 1941

- Hearing on government proposed Standards of Identity for Macaroni Products finally set for November 1st in Washington, D. C. by the Federal Security Agency.
- E. L. Rhodes of Soya Flour Association discusses "Right Place for Soy Flour in Macaroni."
- Macaroni Consumption shows slight increase, now estimated at 5.1 pounds per capita in U. S. A.

- William Culman, vice president of Atlantic Macaroni Company, Long Island City, New York and longtime director of NMMA, died September 30, 1941.
- Blair Foulds is named vice president of Eastern Semolina Flour Company, as his father, Colburn S. Foulds, retired. He is the grandson of Frank S. Foulds, founder of the Foulds Milling Company, Libertyville, Illinois, now owned by Grocery Store Products, Inc.

5 Years Ago—October 1951

- Third Pacific Coast Conference, manufacturers and friendly allies interested in the welfare of the macaroni-noodle industry west of the Rocky Mountains held in San Francisco, California, October 3-4.
- National Macaroni Week, October 17-28, marks united industry action toward increasing consumer acceptance of macaroni products.
- National Employ the Physically Handicapped Week, observed the week of October 7-13, received support from macaroni manufacturing plants. Case histories were recounted in the article "Macaroni Industry Alert to NEPH Opportunity."
- Chicago's Spaghetti King and Queen lauded in article reprinted from Food Service News. Albert and Elizabeth Schneider are owners of The Spaghetti King restaurant and are noted for their spaghetti and ravioli.
- A. Zerega's Sons, Inc. had formal opening of their new macaroni manufacturing plant in Fair Lawn, suburb of Paterson, New Jersey. The new plant is a handsome brick and glass one-story structure occupying more than 90,000 sq. ft.
- "Macaroni Makin's" describes General Mills' methods of milling durum flour, and tests made in a custom-built miniature macaroni manufacturing plant in their laboratory.
- Bert E. Groom, durum farmer and crop observer, described the longest wet spell in over forty years in the durum area of Grand Forks, Ramsey, Cavalier, Pembina, Nelson and Walsh counties.

Barbecue Macaroni Salad Featured by Golden Grain

Golden Grain Macaroni Company of San Leandro, California, is featuring a barbecue macaroni salad in its advertising on television, radio, billboards, newspapers, Sunset Magazine and trade publications.

"They'll all be back for Seconds!" reads the copy for "a salad macaroni that holds its shape, retains its delicious flavor and texture through cooking, refrigeration and mixing."

CLASSIFIED

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads 75 Cents per Line

FOR SALE: 60 "Cavagnaro Kneader; 300# J. H. Day Mixer; both with motors. Write Box 133, Macaroni Journal, Palatine, Ill.

MONEY MAKING LINE FOR EXPERIENCED MAN OR MANUFACTURERS AGENT

New, improved containers for all types food packers either manufacturers or retailers. Fully accepted by trade nationally. Live loads furnished. Commission basis. Give age, experience, lines now carried, territory covered and references, all in strict confidence. Crouch Dairy Supply Co., Inc., 321 S. Main, Fort Worth, Texas.

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Rise of Supers —

(Continued from page 24)

which you mount by elevator or escalator. Then, traveling downhill, you slip a punch card into a slot each time you pass something you wish to purchase. The purchase slides down rollers to a bin that corresponds with your car's position in the parking lot. At the exit, a tabulator totals your punch card, automatically bills your bank. You handle neither food nor money.

If such electronic wizardry ever becomes reality, John A. Logan, president of the National Association of Food Chains, predicts that the day will follow when an enterprising citizen will make a startling move. Recalling the basic supermarket appeal, he will place some oranges, melons and meat out in full view where customers can touch, squeeze and sniff to their hearts' content. And he'll make a fortune.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

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

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 15%
Iron 32.5%
Niacin 4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 10.5%
Iron 16.2%
Niacin 3.4 milligrams

for batch mixing 'ROCHE' SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

For help on any problem involving enrichment, write to
Vitamin Division • Hoffmann-La Roche Inc. • Nutley 10, N. J.

for mechanical feeding with any continuous press ENRICHMENT PREMIX containing 'ROCHE' VITAMINS



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.

VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

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